

News Details

Bharat Biotech launches 'REGEN-D'

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Hyderabad, July 15: Bharat Biotech International Ltd has launched REGEN-D, India's first recombinant epidermal growth factor (rhEGF) to treat diabetic foot ulcers, burn injuries and skin grafts. With this launch, the company plans to have about 60-70% market share in this segment in its first year of operations.

Speaking to FE over the phone, Krishna M Ella, CMD of Bharat Biotech said that the research on REGEN-D was possible due to collaborative efforts of the company with the Institute of Genomics and Integrated Biology (IGIB), a CSIR institution, New Delhi. REGEN-D is being launched in two forms - REGEN-D 150 for diabetic foot ulcers and REGEN-D60 for burns and skin grafts.

According to estimates of World Health Organisation (WHO), diabetes is expected to become one of the world's main disablers. In India, patients undergo 40,000 amputations every year due to diabetic foot ulcers. In this context, REGEN-D 150 will have a tremendous effect on the lives of patient population. On the burn-management scenario in the country, Dr Ella said, more than 1,20,000 deaths occur due to burns every year adding that effective treatment ranges between 30-55% compared to 70-90% in the US and China, respectively.

REGEN-D has received the necessary regulatory approvals. According to Dr Ella, a multi-centric, double blind, comparative phase III clinical studies have been well-documented on the healing rates. The new product is also available in 7.5gm and 15gms in tubes as a topical gel application, he added.