



51<sup>st</sup> Annual Report 2006 Aventis Pharma Limited

*Aventis Pharma Limited celebrates 50 years in India.*

*A salute to the spirit of our people!*

*A spirit that encompasses expertise, solidarity, a sense of  
leadership & pride in everything we do.*

*This spirit has helped Aventis Pharma Limited evolve into a  
leader that sets trends within healthcare, constantly adapting  
its expertise to industry requirements and improving its  
product offerings to the world – all because health matters!*

*We stand firm in our commitment to work with the same  
determination and passion through the  
next fifty years!*

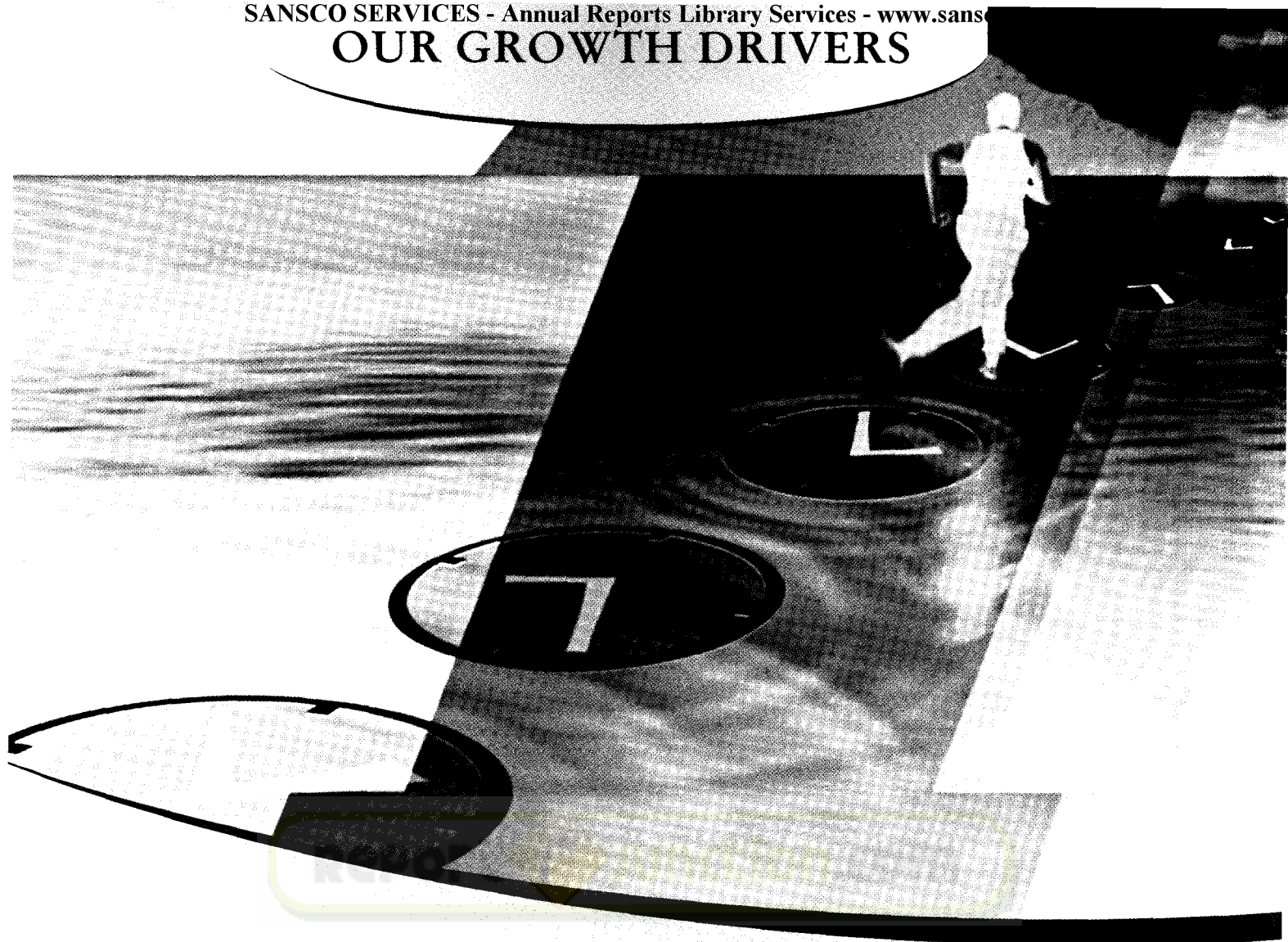


**sanofi aventis**

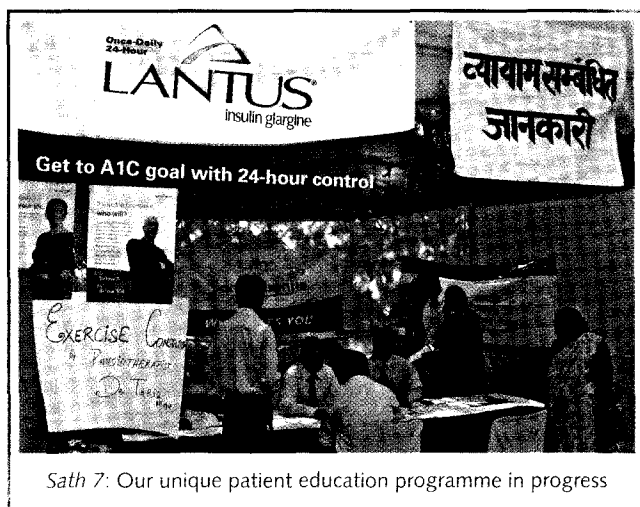
Because health matters

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# OUR GROWTH DRIVERS



  
**LANTUS<sup>®</sup>**  
24-hour control



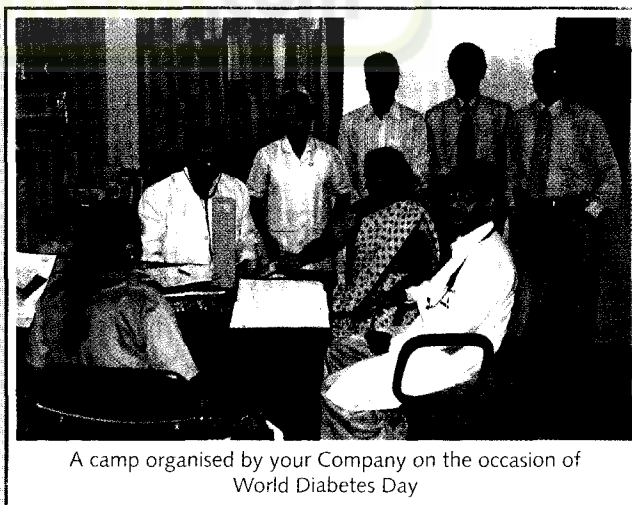
**Lantus®**, your Company's insulin glargine product, is now the world's leading prescribed insulin. In India, too, **Lantus®** is helping millions of patients to achieve blood glucose control and live with diabetes comfortably. It is your Company's belief that it can contribute significantly to controlling the diabetes pandemic in this country.

Hypoglycaemia, or low blood glucose levels, can occur with insulin therapy: this is a major barrier to patients' insulinisation. **Lantus®**, a basal insulin analogue, is a significant improvement over the basal insulins currently available, as it ensures a reduction in hypoglycaemic episodes. This makes patients more confident about their insulin therapy and enables doctors to prescribe **Lantus®** at higher doses to help achieve control. **Lantus®** is available in vials and optisets, and a unique delivery system, called Autopen 24, has recently been launched.

Through **Lantus®**, your Company has concretised its philosophy of partnership with physicians in the area of diabetes management. Your Company's strategy is based on learnings derived from advisory board meetings with doctors and from the dissemination of these learnings, coupled with the latest treatment paradigms, by means of Continuous Medical Education (CME) initiatives across the country.

Our unique patient education programme, *Sath 7*, has a dedicated team of counsellors, who work in close cooperation with doctors to educate patients on insulin use, diet, exercise and other issues related to diabetes management. Our various **Lantus®**-related initiatives and the support and confidence of doctors and patients are ensuring the success of this product: **Lantus®** is poised to become a leading brand in India.

Thus, we determinedly assert, "**Let's control diabetes together**".





When you're looking for a new way to improve your business, you need a solution that's as powerful as you are. That's why we've created Allegra™, a new way to manage your business. Allegra is a powerful tool that helps you manage your business more effectively. It's a tool that's designed to help you manage your business more effectively. It's a tool that's designed to help you manage your business more effectively. It's a tool that's designed to help you manage your business more effectively.

Allegra™  
because performance matters

Disease-specific, health-related quality of life questionnaires have shown that allergic rhinitis and urticaria entail more than symptoms for patients, with many aspects of their life, such as social life, the ability to sleep, work and school performance, memory and learning ability, being affected.

Failure to adequately treat allergic rhinitis may lead to a variety of co-morbid conditions, including asthma, sinusitis, otitis media, frequent respiratory infections and orthodontic malocclusions, all of which may further impact patients' quality of life. Patients with untreated skin allergies, too, e.g. chronic urticaria, attribute difficulties at work and at home, including problems with daily activities, social interactions, emotions, mobility and sleep, to their skin condition.

Therefore, unlike many other disorders whose treatment may be centered upon preventing death or future morbidity, the goal of treatment of allergies is to improve patients' well-being or quality of life.

**Allegra™** (fexofenadine hydrochloride), the world's leading non-sedating antihistamine, not only offers symptom control from troublesome allergies, but also significantly improves quality of life and overall well-being, thereby allowing millions of patients of nasal and skin allergies to perform routine activities.

In order to spread awareness amongst doctors, some key ex-clinic initiatives were conducted across target specialities that gave additional thrust to the brand. These included:

1. Cross-talks for ENTs and chest physicians
2. Derma circles and derma fora for dermatologists
3. A CME programme called Meeting of Medical Minds on Childhood Allergies.

This unique cross-speciality C M E model took its cue from feedback derived from an expert group forum and was rolled out for the first time in the industry. This programme, specifically for paediatricians, permitted information-sharing with speciality counterparts in ENT, Chest Medicine and Dermatology. The programme received a great deal of appreciation from those present, many of whom requested its extension to other towns.



Meeting of Medical Minds on Childhood Allergies

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NEW LAUNCHES



**allegra**<sup>TM</sup>  
fexofenadine HCl  
SUSPENSION  
*because performance matters*



Allegra™ suspension is launched

**Allegra™** (fexofenadine hydrochloride) is the world's leading antihistamine in the management of allergies such as allergic rhinitis and urticaria. It has, over the years, been successful in meeting the long-felt need for a truly non-sedating and non-impairing antihistamine.

In July 2006, your Company launched the much-awaited liquid formulation of **Allegra™** – **Allegra™ suspension** (60 ml) for paediatric patients, available in a palatable raspberry-vanilla flavour. The robust performance of **Allegra™** has paved the way for **Allegra™ suspension**, making it the antihistamine of choice for children.

Millions of children in India suffer from nasal / respiratory allergies and from allergic skin conditions that give rise to a vicious 'scratch-itch-scratch' cycle.

Antihistamines have traditionally been the mainstay of therapy for respiratory and skin allergies. First-generation antihistamines give rise to side effects such as sedation, learning impairment and other effects like dryness of the mouth, urinary retention, etc., adversely affecting patients' quality of life.

function.com



Allegra™ suspension: On its way to becoming the most preferred antihistamine for children



**Daonil<sup>®</sup>**  
gabapentin 300 mg capsules  
**Optimize control, Maximize compliance**