

## Biocon Initiates “EK Prayaas” Nationwide Awareness Program on Hepatitis C

**Bengaluru, India: July 28<sup>th</sup>, 2016:**

**Biocon Branded Formulations business** announced the launch of a new patient support program “Ek Prayaas” through a nationwide awareness drive for Hepatitis C on the occasion of ‘World Hepatitis Day’ -28<sup>th</sup> July, 2016.

Biocon’s Virology Division set up in April 2015, is driven with a mission of “Saving Lives” with a prime focus on HCV. The ‘Ek Prayaas’ program in collaboration with healthcare professionals will organize a nationwide HCV awareness campaign across tier I and tier II cities. The program is aimed to educate the common man about the causes and effects of Hepatitis C. According to WHO July, 2016 data, 130-150 million people globally have chronic Hepatitis C infection. It is estimated that about 1.5 crore people in India are infected by Hepatitis C.

The Biocon Virology division though in its infancy is extensively engaged with Gastroenterologists, Hepatologists, Blood Banks and Deaddiction Centres to create awareness about HCV, updating HCPs on the recommended HCV management approaches and paving the way towards HCV eradication.

**Commenting on this program, Prakash S Kayal, Senior Director and Business Head, Virology Division, Biocon said:** *“Hepatitis C (HCV) is a neglected disease, with very little public awareness on disease and its implications, if left untreated. With the advent of advanced therapies, Hep C is curable if diagnosed and treated on time. Through ‘Ek Prayaas’ we aim to increase public awareness on Hep C, enabling early diagnosis and treatment to combat HCV and save several innocent lives. Together with our partners we hope to eradicate HCV in India.”*

Biocon has introduced several lifesaving therapies in this segment with a clear focus on being highly scientific, patient centric and access oriented.

Hepatitis-C is a viral disease that causes liver inflammation leading to diminished liver function or liver failure. It is referred to as a “silent epidemic” as most people infected with HCV have no symptoms of the disease until liver damage becomes apparent, which may take decades.

Chronic HCV infection could lead to scarring and poor liver function (cirrhosis) over many years, resulting in complications such as bleeding, jaundice, fluid accumulation in the abdomen, infections and liver cancer. Hepatitis C is a silent killer disease, it does not cause any obvious symptoms, and people may have it and not even know, HCV virus proliferates in



liver cells and over a period of time cause fibrosis, cirrhosis, hepatocellular carcinoma, which is a leading cause of liver transplant or death.

Building awareness about this asymptomatic disease leading to timely diagnosis is imperative for HCV eradication.

#### **About Biocon Ltd:**

*Biocon Limited, publicly listed in 2004, (BSE code: 532523, NSE Id: BIOCON, ISIN Id: INE376G01013) is India's largest and fully-integrated, innovation-led biopharmaceutical company. As an emerging global biopharmaceutical enterprise serving customers in over 100 countries, it is committed to reduce therapy costs of chronic diseases like autoimmune, diabetes, and cancer. Through innovative products and research services it is enabling access to affordable healthcare for patients, partners and healthcare systems across the globe. It has successfully developed and taken a range of biologics, novels as well as biosimilars, differentiated small molecules and affordable rh- insulin and analogs from 'Lab to Market'. Some of its key brands are INSUGEN®(rh-insulin), BASALOG® (Glargine), CANMAb™ (Trastuzumab), BIOMAb-EGFR™ (Nimotuzumab) and ALZUMAb™(Itolizumab), a 'first in class' anti-CD6 monoclonal antibody. It has a rich pipeline of biosimilars and novel biologics at various stages of development including high potential oral insulin. Visit: [www.biocon.com](http://www.biocon.com)*

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