

**Sun Pharmaceutical Industries Limited**  
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Western Express Highway, Goregaon (E),  
Mumbai 400063, India  
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CIN: L24230GJ1993PLC019050  
www.sunpharma.com



**11 January 2023.**

**National Stock Exchange of India Limited,**  
Exchange Plaza, 5th Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra (East), Mumbai- 400 051

**BSE Limited,**  
Market Operations Dept.  
P. J. Towers,  
Dalal Street,  
Mumbai - 400 001

**Scrip Symbol: SUNPHARMA**

**Scrip Code: 524715**

**Sub:** Press Release

Dear Sir / Madam,

Please find enclosed herewith our Press Release on launch of a novel anti-cancer drug, Palbociclib in India, which we shall be releasing after sending this letter to you.

This is for your information and dissemination.

Thanking you,

Yours faithfully,

For **Sun Pharmaceutical Industries Limited**

(Anoop Deshpande)  
**Company Secretary and Compliance Officer**

Enclosed: As above



FOR IMMEDIATE RELEASE

## Sun Pharma launches Palbociclib, a novel targeted therapy for advanced breast cancer with a unique Patient Assistance Program

- *Palbociclib has a unique mechanism of action which helps in delaying disease progression when co-administered with hormonal therapies<sup>1</sup>*
- *Sun Pharma's brand, PALENO™ is the branded generic version of the innovator product*

**Mumbai, January 11, 2023:** Sun Pharmaceutical Industries Limited (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715, "Sun Pharma" and includes its subsidiaries and/or associate companies) today announced that one of its wholly-owned subsidiaries has launched a novel anti-cancer drug, Palbociclib in India for patients who have advanced breast cancer, the most common cancer among women in the country. The company will make the drug available under the brand name, PALENO™ (Palbociclib) 75 mg, 100 mg, 125 mg.

Kirti Ganorkar, CEO – India Business, Sun Pharma, said "We are introducing Palbociclib at an affordable price which will help improve patient access. PALENO™ will address the treatment need of several advanced breast cancer patients in India. For the first time, we are introducing a unique patient assistance program that will improve patient compliance and accessibility."

Palbociclib is approved by the USFDA, EMA and CDSCO in combination with hormonal therapies for patients with hormone receptor positive, human epidermal growth factor receptor 2 negative locally advanced or metastatic breast cancer.

Breast cancer is the largest form of cancer in India, affecting approximately 0.21 million<sup>2</sup> new female patients every year. Among the total patients, approximately 50%<sup>3</sup> are hormone receptor positive breast cancer, the major subtype in breast cancer. Though hormone receptor positive breast cancer patients have shown better survival than other subtypes, they may progress to or present with metastatic disease.

### References:

<sup>1</sup> IBRANCE (Palbociclib) US prescribing information dated Dec-2022

<sup>2</sup> Sathishkumar, Krishnan; Chaturvedi, Meesha; Das, Priyanka; Stephen, S.; Mathur, Prashant. Cancer incidence estimates for 2022 & projection for 2025: Result from National Cancer Registry Programme, India. Indian Journal of Medical Research (); November 29, 2022. | DOI: 10.4103/ijmr.ijmr\_1821\_22

<sup>3</sup> Ghosh J, Gupta S, Desai S, Shet T, Radhakrishnan S, Suryavanshi P, et al. Estrogen, progesterone and HER2 receptor expression in breast tumors of patients, and their usage of HER2-targeted therapy, in a tertiary care centre in India. Indian J Cancer 2011;48:391-6

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**About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC019050):**

Sun Pharma is the world's fourth largest specialty generic pharmaceutical company and India's top pharmaceutical company. A vertically integrated business and a skilled team enables it to deliver high-quality products, trusted by customers and patients in over 100 countries across the world, at affordable prices. Its global presence is supported by manufacturing facilities spread across six continents and approved by multiple regulatory agencies, coupled with a multi-cultural workforce comprising over 50 nationalities. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities across multiple R&D centers, with investments of approximately 6% of annual revenues in R&D. For further information, please visit [www.sunpharma.com](http://www.sunpharma.com) and follow us on Twitter @SunPharma\_Live.

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