

VRL/SEC/BSE/91

June 17<sup>th</sup>, 2013

Dept. of Corporate Services  
The Stock Exchange, Mumbai  
25<sup>th</sup> Floor, Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai

**Sub. : Venus Remedies gets Mexico patent for Potentox**

Dear Sir/Madam,

This is to inform you that Venus Remedies Limited has received another patent from Mexico for its novel antibiotic product Potentox. Granted by the Mexican Institute of Industrial Property (IMPI), the patent protects the composition of Potentox.

The patent provides an exclusivity period for Potentox up to 2025. The drug is also protected by a number of other patents from various other countries, including USA, India, Australia, New Zealand, South Korea, South Africa, Canada and Ukraine.

Potentox is an antibiotic adjuvant entity (AAE), a drug effective in case of hospital-acquired pneumonia and febrile neutropenia infections, primarily caused by quinolones or aminoglycoside-resistant microbes.

Venus is upbeat about the response Potentox has received in the domestic and global markets. The product is growing at a compound annual growth rate (CAGR) of 50 per cent since the past three years. To take this novel antibiotic adjuvant entity to Mexico, the company is already holding talks with some big pharmaceutical companies there for strategic tie-ups. The common technical document (CTD) for Mexico is ready, and Venus will soon be filing it. But it will take the Company another two-three years to launch the product in this market.

In Mexican intensive care units (ICUs), the overall cost of one single healthcare-associated infection episode is US \$12,155. As per WHO statistics for Mexico, healthcare-associated infections are the third most common cause of death. Mexico spends about 70% of its health budget on extra costs incurred due to hospital-acquired infections. Clinical trials conducted for Potentox on more than 500 patients have indicated a drop in cost of therapy by 20-30% as compared to conventional therapies. Besides, studies conducted in hospitals across India have shown that Potentox is suitable for the treatment of infections caused by various resistant gram-negative pathogens in the ICU.

The global hospital-acquired bacterial infections market was estimated to be worth US \$9 billion in 2010. Potentox is designed to address the needs of almost 50 per cent of this market. The hospital-treated infections (HTI) market is projected to grow at a rate of 2.7 per cent annually in major economies.

Yours faithfully,  
for VENUS REMEDIES LIMITED.

  
Ramanjit Kaur  
Deputy Manager  
Corporate Communication

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