

OZONE PHARMACEUTICALS INTRODUCES “UNIFORM PRICING STRATEGY” INITIATIVE

~Control High Blood Sugar, High BP and Reduce high cholesterol with medicines priced at just Rs.2/- ~

New Delhi, August 8, 2012: Ozone Pharmaceuticals, India’s leading prescription drug manufacturing and marketing company introduces a unique “Uniform Pricing Strategy” for the first time in the world. **The medicines for several chronic diseases will now be made available by the company just for Rs. 2 per day, across the dosage strengths of medicines. This is an endeavour to help patients suffering from High Blood Pressure, High Cholesterol and High Blood Sugar.** This ‘Uniform Pricing’ strategy ensures lifelong affordable cost of therapy to withstand a lifelong compliance to medicines.

Today household expenditure on drugs constitutes more than 50 per cent of all out-of-pocket spending on health. Reducing this burden requires a carefully crafted plan, Uniform Pricing Strategy (UPS) is a first ever initiative by Ozone Pharmaceuticals assuring affordable access to drugs that can make a big difference.

“Considering the rising prices of products and services in India, Ozone is pleased to introduce a practical solution that contributes to a healthy India. We take pride in being the first pharmaceutical company to introduce such a strategy,” says S.C Sehgal, Chairman, Ozone Pharmaceuticals.

“India is very soon going to be world’s capital for chronic diseases such as Hypertension, High Blood Pressure, High Cholesterol and Diabetes. Medicines to manage these diseases are to be taken for life to secure lifelong happiness. In such instances, the highly expensive costing of potent medicines can prevent their optimal dose as per the doctor’s prescription. Through its uniform pricing policy, Ozone Pharmaceuticals perseveres to ascertain an affordable lifelong compliance to medicines,” says Mr.A.K Sahoo, CEO, Ozone Pharmaceuticals.

Product Categories are as follows:

Lipid Management

- (Ozovas 10 and Ozovas 20) Atorvastatin10/20mg
- (Ozovas F) Atorvastatin 10mg + Fenofibrate 160mg)

Hypertension Management:

- (Ozotel) Telmisartan 40mg
- (Ozotel H) Telmisartan 40mg + HCTZ 12.5mg)

Diabetes Management:

- (Ozopride 1 and Ozopride 2) Glimepiride 1/2mg
- (Ozomet) Metformin ER 500mg
- Ozomet G1 and Ozomet G2) Metformin ER 500 mg+ Glimepride 1/2mg+Pioglitazone zone 15mg

About Ozone Pharmaceuticals:

Ozone Pharmaceuticals Ltd. as a company was incorporated in 1991 with a keen desire and aspiration to serve humanity through the finest quality medicaments. They have put up two ultramodern and high-tech manufacturing units in Himachal Pradesh (Baddi) and Assam (Guwahati) using State-of-the-art technology in production, quality control and packaging.

It is a formulation based drug manufacturing and marketing company with a focus on prescription drugs in the areas of Pain Management, Nutritional Supplements, Anti-infectives, Vascular Management, Chronic Disease management like Cardiac and Diabetes and Hemostats. Ozone Pharma has mainly two specialized divisions named as Proton and Nucleus with more than 1000 field personnel who are promoting product and brand to a range of specialties including Cardiologists, Diabetologists, Orthopaedics, Gynaecologists, Surgeons, and Physicians across India and Nepal.