

**FOR IMMEDIATE RELEASE**

## **Sun Pharma launches Chericof® 12 in India, a novel formulation that provides relief from cough for up to 12 hours**

Polistirex technology provides sustained release of the medicine

**Mumbai, September 28, 2021:** Sun Pharmaceutical Industries Ltd. (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715, "Sun Pharma" and includes its subsidiaries and/or associate companies) today announced the launch of a novel formulation in cough management - Chericof® 12 (Dextromethorphan Hydrobromide 30 mg and Chlorpheniramine Maleate 4 mg) in India. Chericof® 12, the first prescription cough syrup in India which gives relief for up to 12 hours, is manufactured using Polistirex technology for sustained release of the drug. Chericof® 12 is approved for patients of age group six years and above.

All cough syrups generally give relief for 6-8 hours, and hence a patient has to take it three to four times a day. Frequent dosing often leads to patient inconvenience and non-adherence to follow the regimen, which may compromise the efficacy of the medication and disturb the daily lifestyle. As per a study, a twice-a-day dosing regimen was associated with significantly better compliance in 70% of patients than three-times a day (52%) and four-times a day (42%) dosing regimen, respectively<sup>1</sup>. The Polistirex technology used in Chericof® 12 provides sustained release of the medicine in the body, thus offering up to 12 hour relief to patients with twice-daily dosage.

Kirti Ganorkar, CEO – India Business, Sun Pharma said "At Sun Pharma, we always endeavour to introduce differentiated medicines that enhance convenience or solve patients' problems, thus helping them to cope better with their ailments. The Polistirex technology used in Chericof® 12 helps in improving patient compliance and avoids the need for frequent dosing."

Polistirex Technology involves the complexation of two drugs, Dextromethorphan Hydrobromide and Chlorpheniramine maleate with resins. The resin granules of both drugs are added in suspension to form Chericof® 12. Complexation of drugs with polistirex not only provides sustained release but also masks the bitter taste making it more palatable.

Chericof® 12 is a prescription product and should only be taken on the doctor's advice.

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#### Reference

1. Overview of patient compliance with medication dosing: a literature review Greenberg R.N. Clin Ther 1984;6(5):592-9 available at <https://pubmed.ncbi.nlm.nih.gov/6383611/>

#### **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 6 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 6-7% of annual revenues in R&D. For further information, please visit [www.sunpharma.com](http://www.sunpharma.com) & follow us on Twitter @SunPharma\_Live.

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