

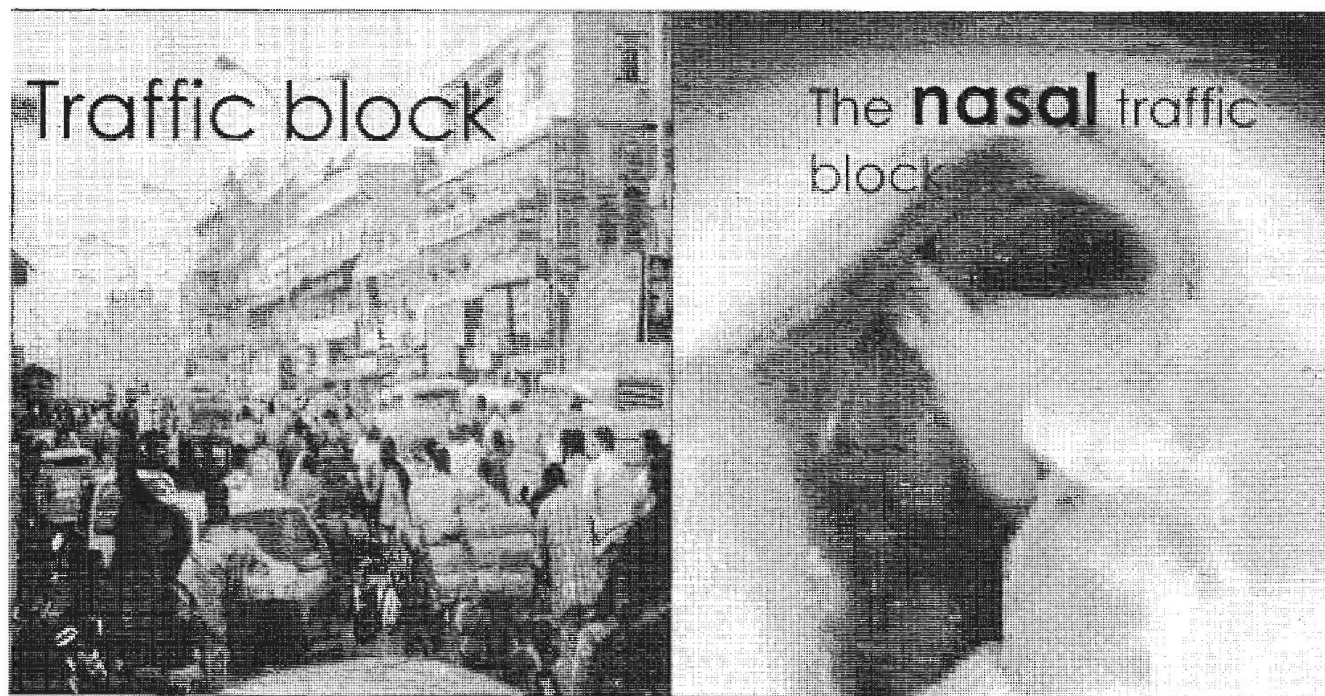
PTX0315-00001

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SUBJECT TO STIPULATED PROTECTIVE ORDER

PLAINTIFFS'
TRIAL EXHIBIT
PTX0315

Exhibit 3
Nikhil Chopra
4/6/2016
S. Anelle Santos, RPR, CSR
Barkley Reporters

Argentum Pharmaceuticals LLC v. Cipla Ltd.
CIP2087
IPR2017-00807
CIP_DYM_00000644



- A common everyday problem
- An ignored but manageable problem
- Miseries of everyday life

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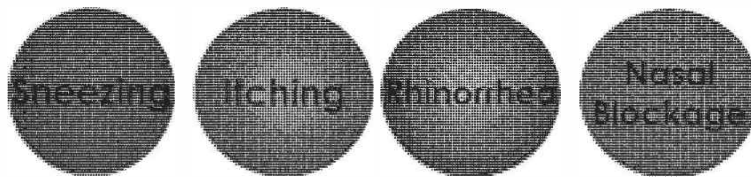
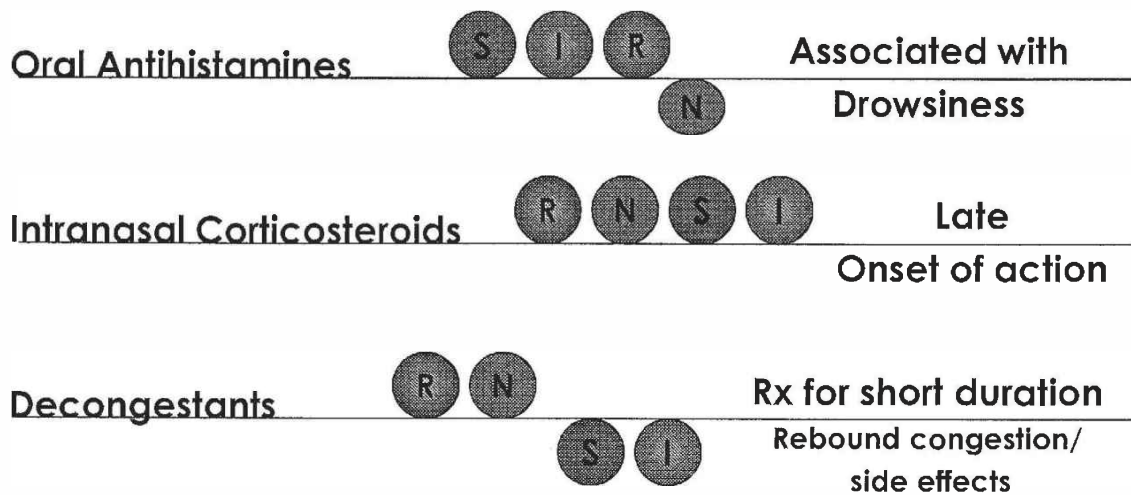
CIP_DYM_00000645

How big is the misery?

**1 in 6 people in India are said to be
suffering from Rhinitis**

- **Commonest allergy encountered in
clinical practice**
- **Constitutes more than 50% of all allergies
seen in India**

Existing treatment options

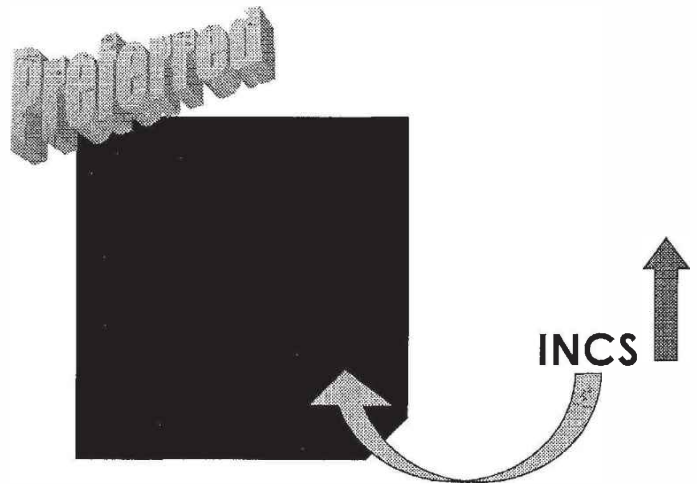
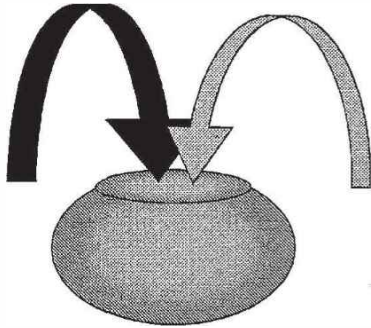


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CIP_DYM_00000647

For better control

Combination
therapy
is preferred



PTX0315-00005

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The AR audience

ENTs
Chest Phy
Allergy Spl
Phy
GPs
Paed



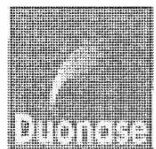
The Complete Rhinitis Control

CIP_DYM_00000649

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From the clinic

Specialty	Preferred starter	Preferred maintenance
ENT	Antihistamines+/- Decongestant	INCS
	1-2 weeks	Short Duration
Chest Phy/ Allergy Spl.	INCS+Antihistamines	INCS
	1-2 weeks	1-3 months
Phy/ GP	Antihistamines+/- Decongestant	INCS
	1-2 weeks	Short Duration



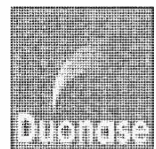
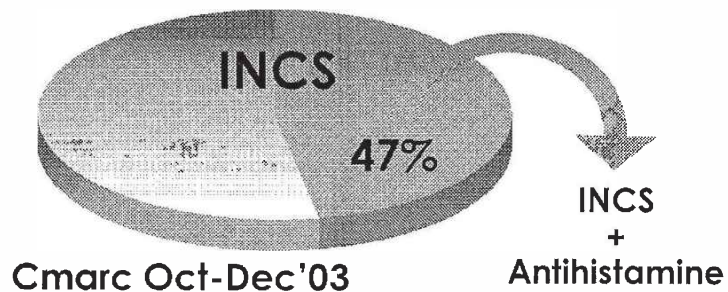
The Complete Rhinitis Control

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From the clinic

**Combination therapy is a preferred starter
Combination therapy are for short duration
Entry of INCS into the combination**

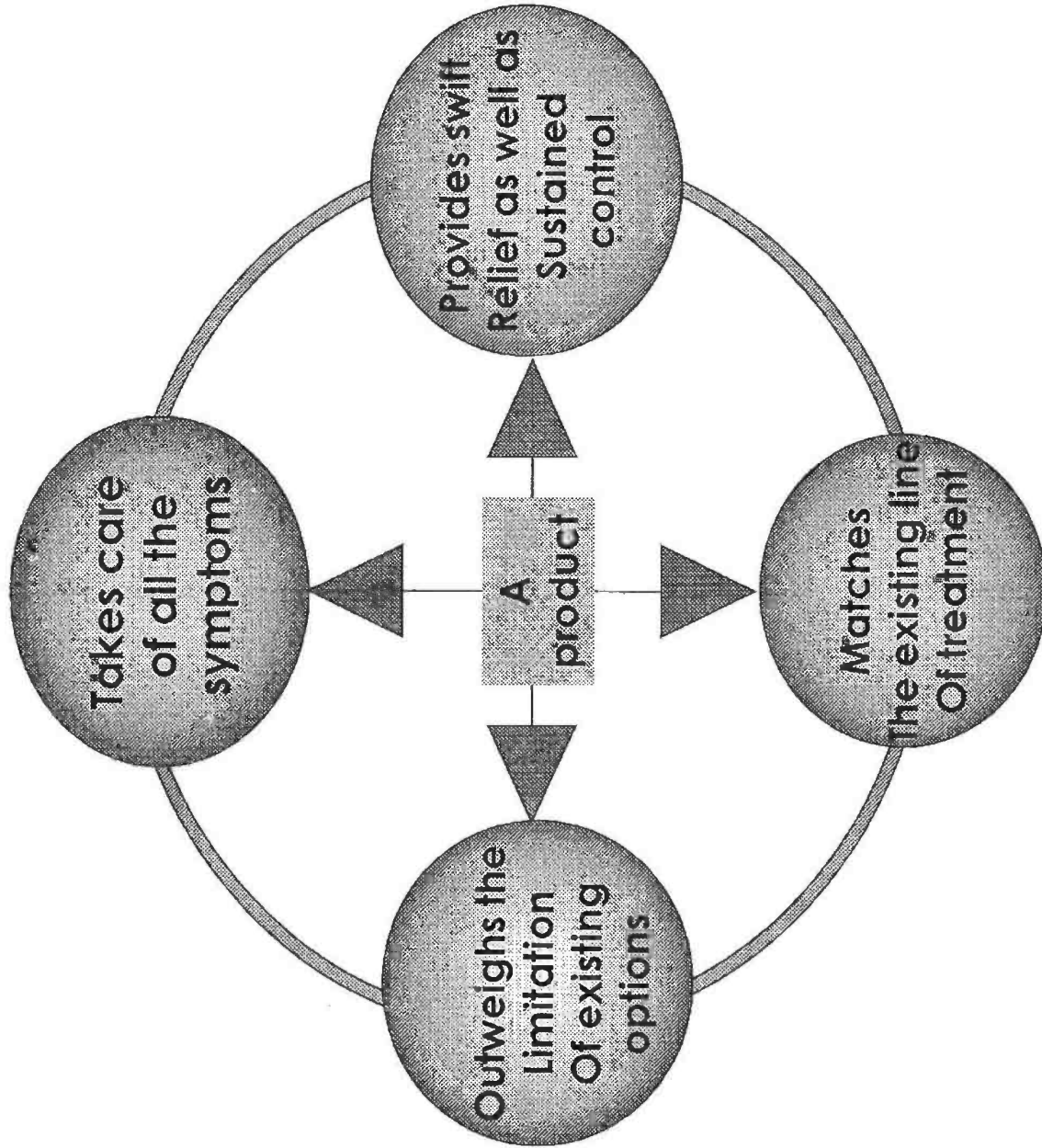


The Complete Rhinitis Control

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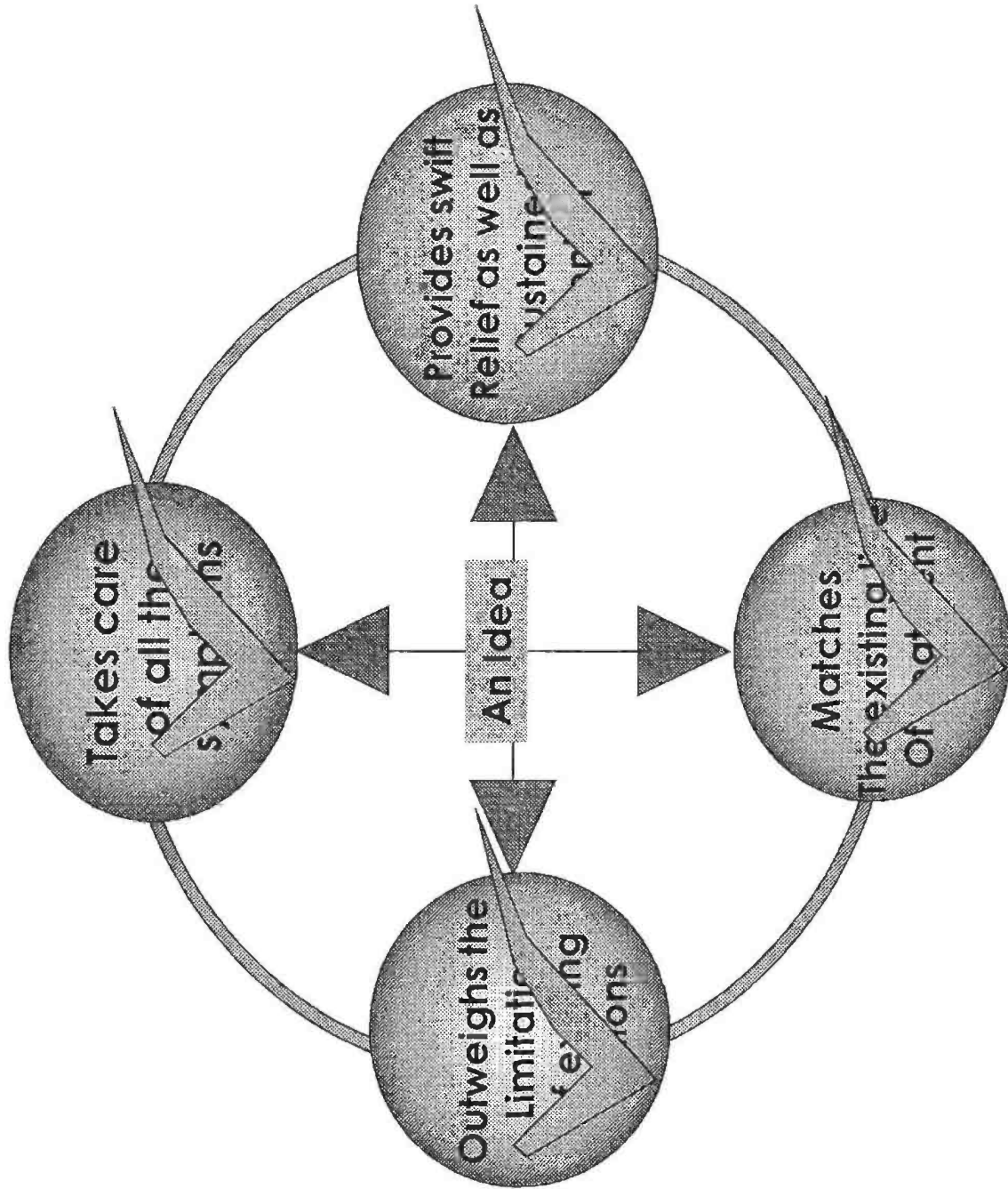
The need



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CIP_DYM_00000652

The need translates

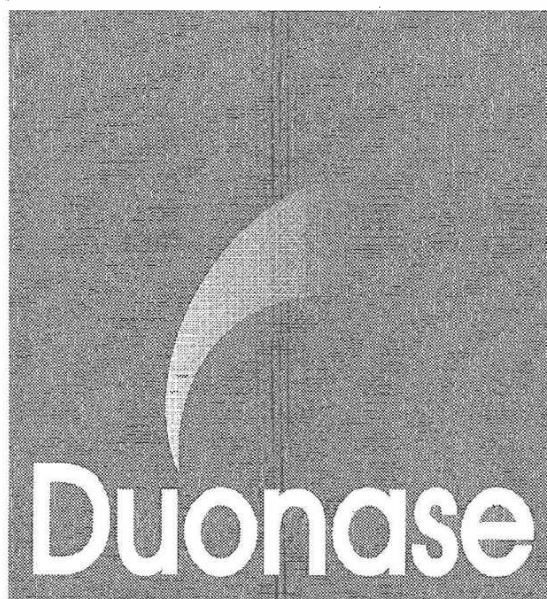


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CIP_DYM_00000653

Cipla Introduces

The First Dual-Action Spray



Azelastine 140 mcg + Fluticasone 50 mcg per Spray

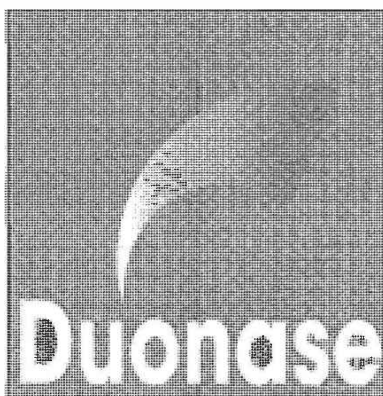
The **Complete** Rhinitis Control

PTX0315-00011

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CIP_DYM_00000654

The brand personality



Brand : Duo(Dual) + Nase(nose)

The Duonase colour: Sky Blue, Symbolizes sky, openness, freshness and the vast opportunity

The Duonase Logo:

Rectangular Box: Vast opportunity

Spray: To project the nasal spray and nose

The Duonase Byline: The Complete Rhinitis Control

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CIP_DYM_00000655

The brand personality

Composition: Azelastine 140 mcg + Fluticasone 50 mcg per spray

Sales Pack: Bottle (9.8 ml)

No. of doses: 70

Price: Rs. 168.00

Sample pack: Bottle (3.5 ml)

No. of doses: 25



The Complete Rhinitis Control

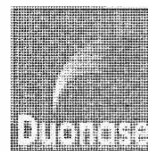
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PTX0315-00013

The key features

- **The first intranasal, antihistamine-corticosteroid combination**
 - **Rapid and prolonged symptom control**
 - **Greater improvement in symptoms than antihistamine or corticosteroid alone**
- **Indicated for both allergic and non-allergic rhinitis**
- **Convenient twice-daily dosing**



The Complete Rhinitis Control

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CIP_DYM_00000657

Indication

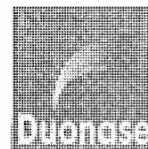
Moderate to severe symptoms Allergic and non-allergic vasomotor Rhinitis in adults >12 years

Severe symptoms of Allergic Rhinitis in children above 5 years

Dosage

Adults and children 5 years and above

1 spray/ nostril twice daily



The Complete Rhinitis Control

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CIP_DYM_00000658

WHY

this combination only?

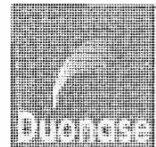
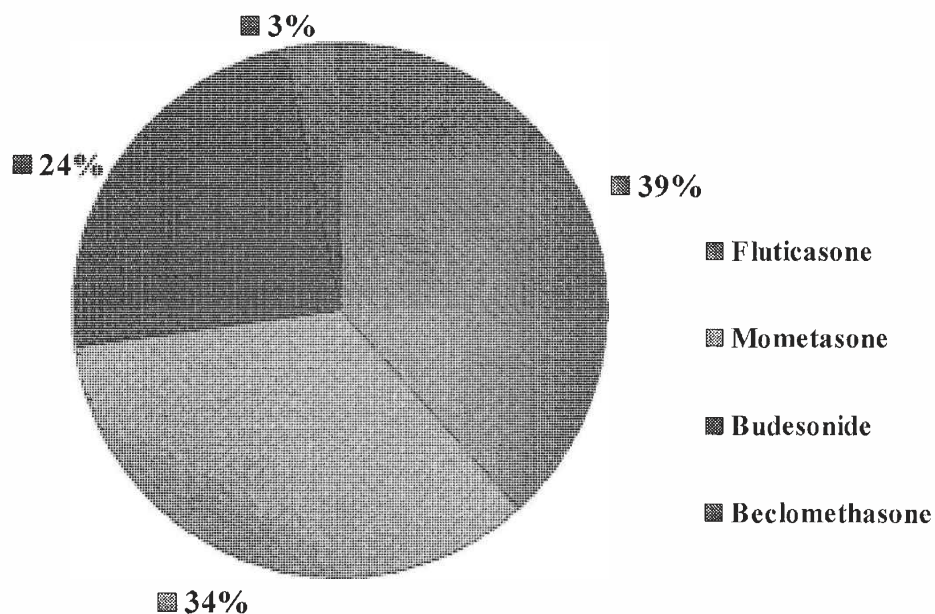
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CIP_DYM_00000659

Why Fluticasone?

Fluticasone is the most prescribed INCS

• Cmarc (Jan-Feb '04),



The Complete Rhinitis Control

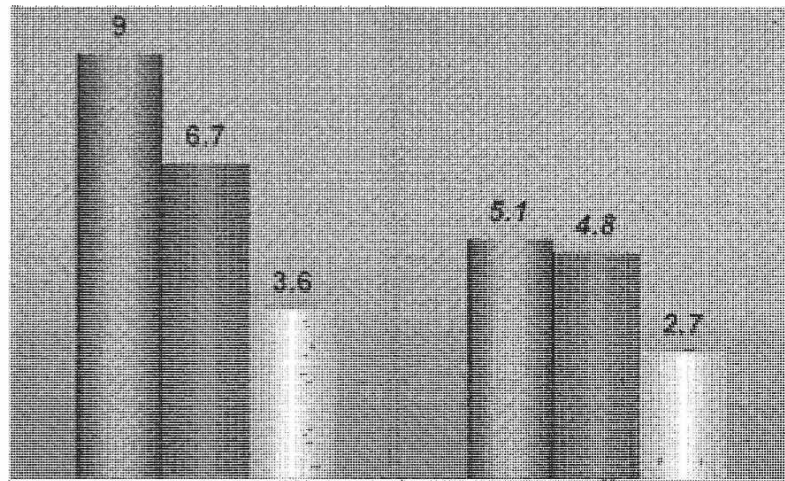
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CIP_DYM_00000660

Why Fluticasone?

High volume – High growth

■ Fluticasone ■ Budesonide ■ Mometasone



Growth:

Total market: 27%

Fluticasone: 39%

ORG FEB MAT'04

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CIP_DYM_00000661

PTX0315-00018

Why Azelastine?

- Only topical antihistamine nasal spray available in India
 - Significant awareness among the Drs.
 - Azep from GR valued at 1.2 cr, gr 9.8%



The Complete Rhinitis Control

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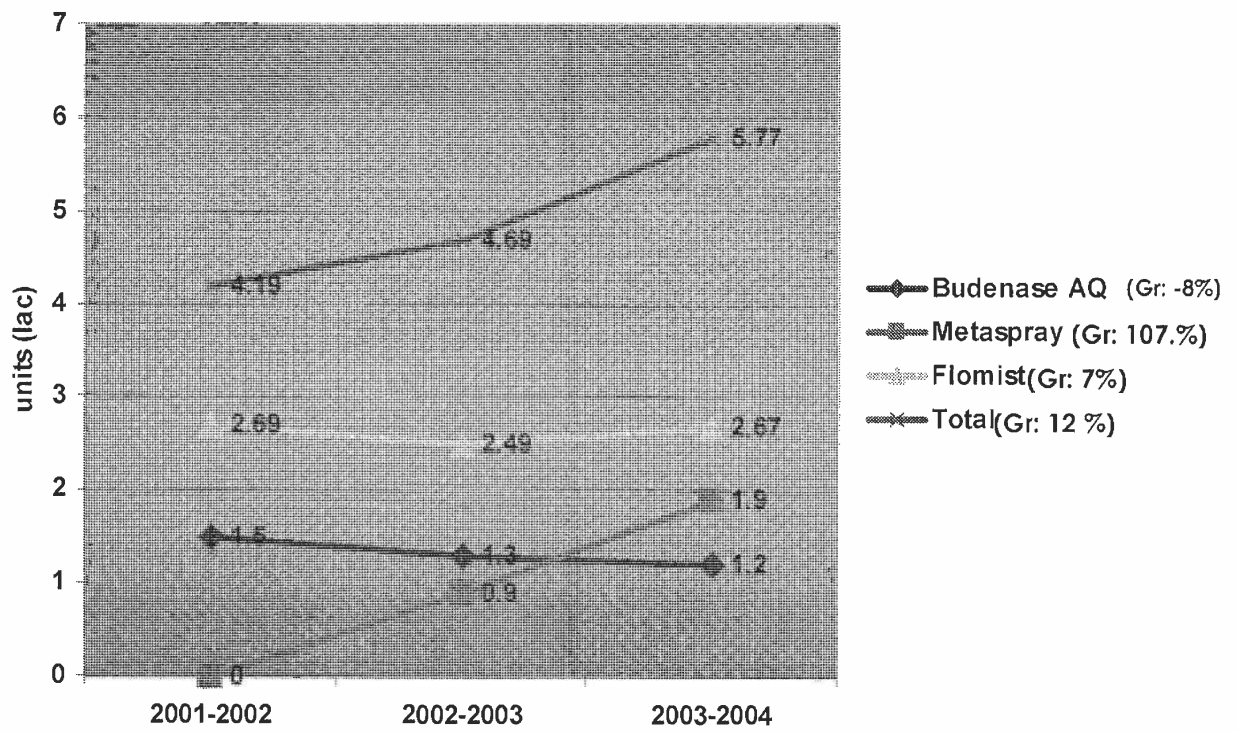
CIP_DYM_00000662

The market insight

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CIP_DYM_00000663

Our endeavors

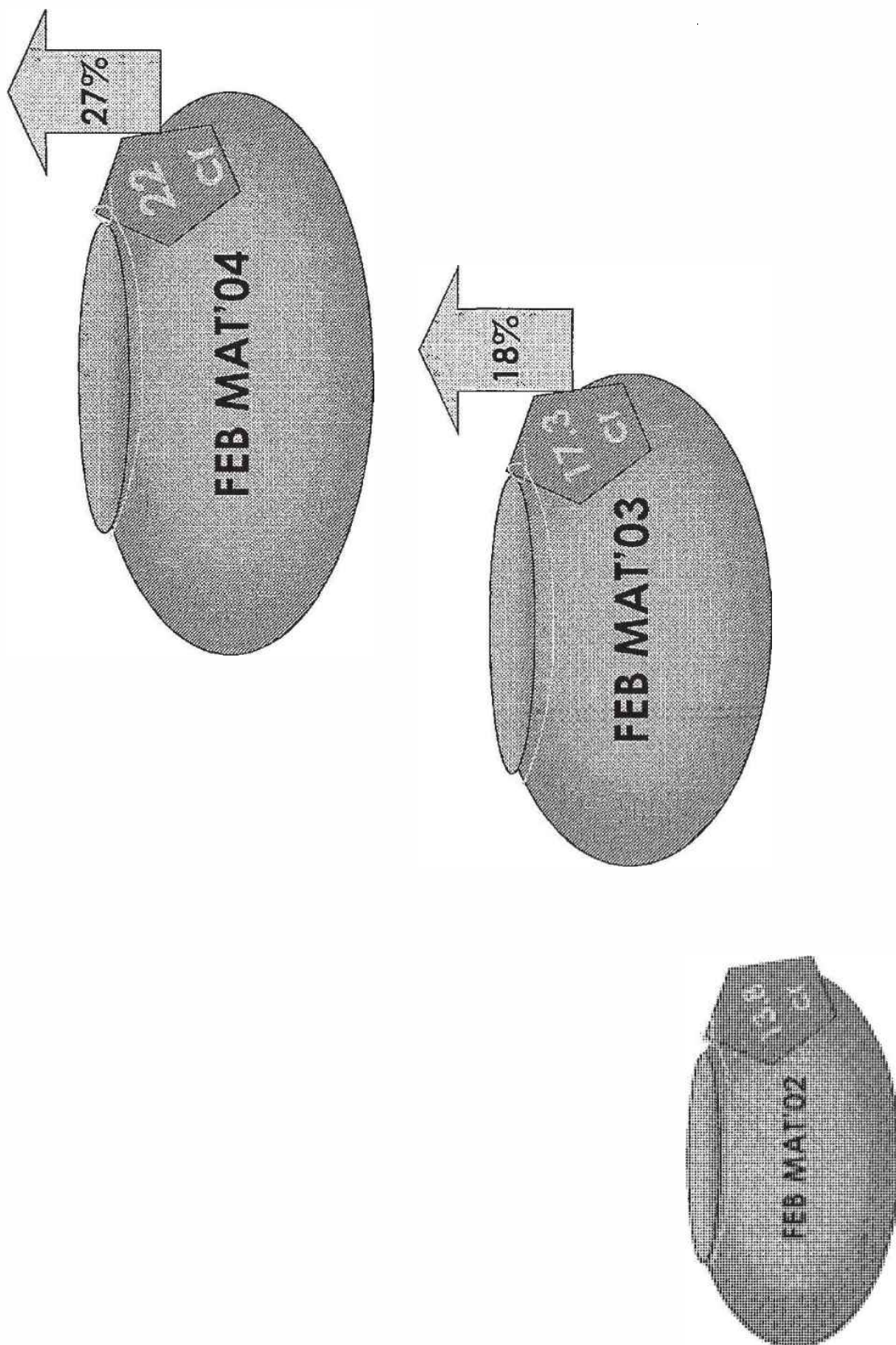


Internal data

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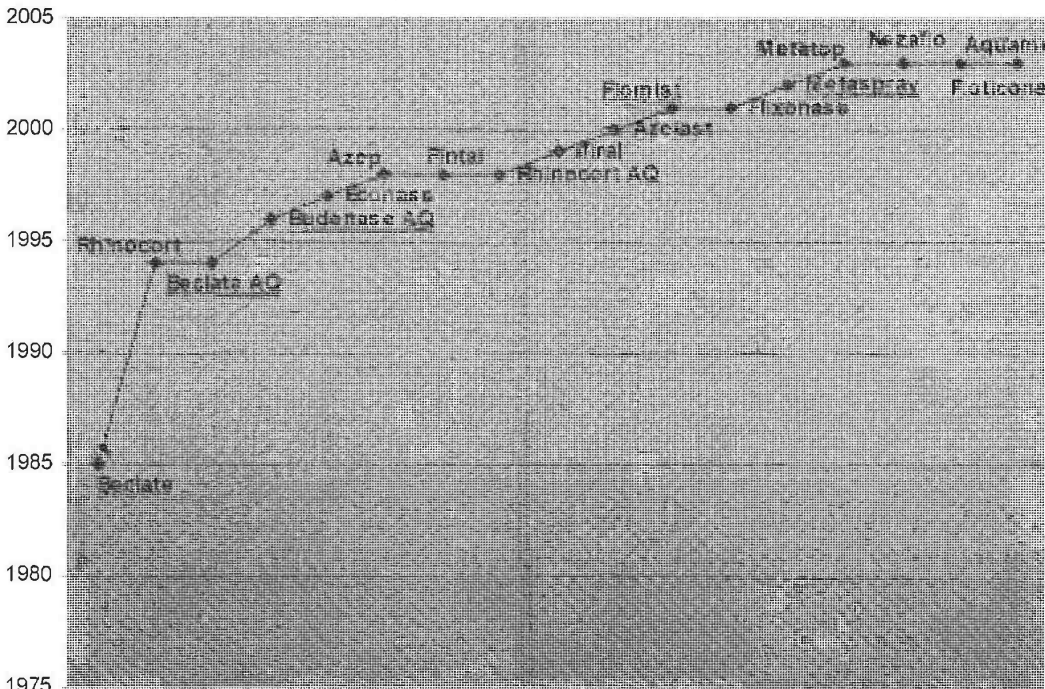
The pace of INS market



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CIP_DYM_00000665

The pace of brands

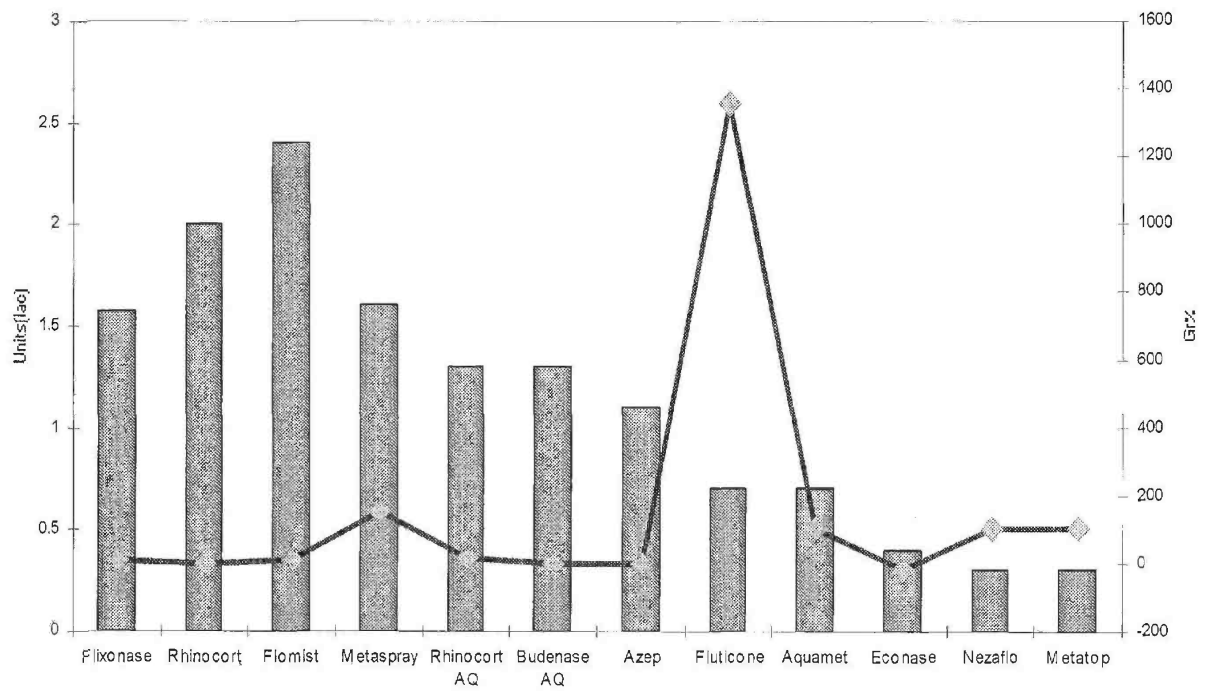


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CIP_DYM_00000666

The pace of brands

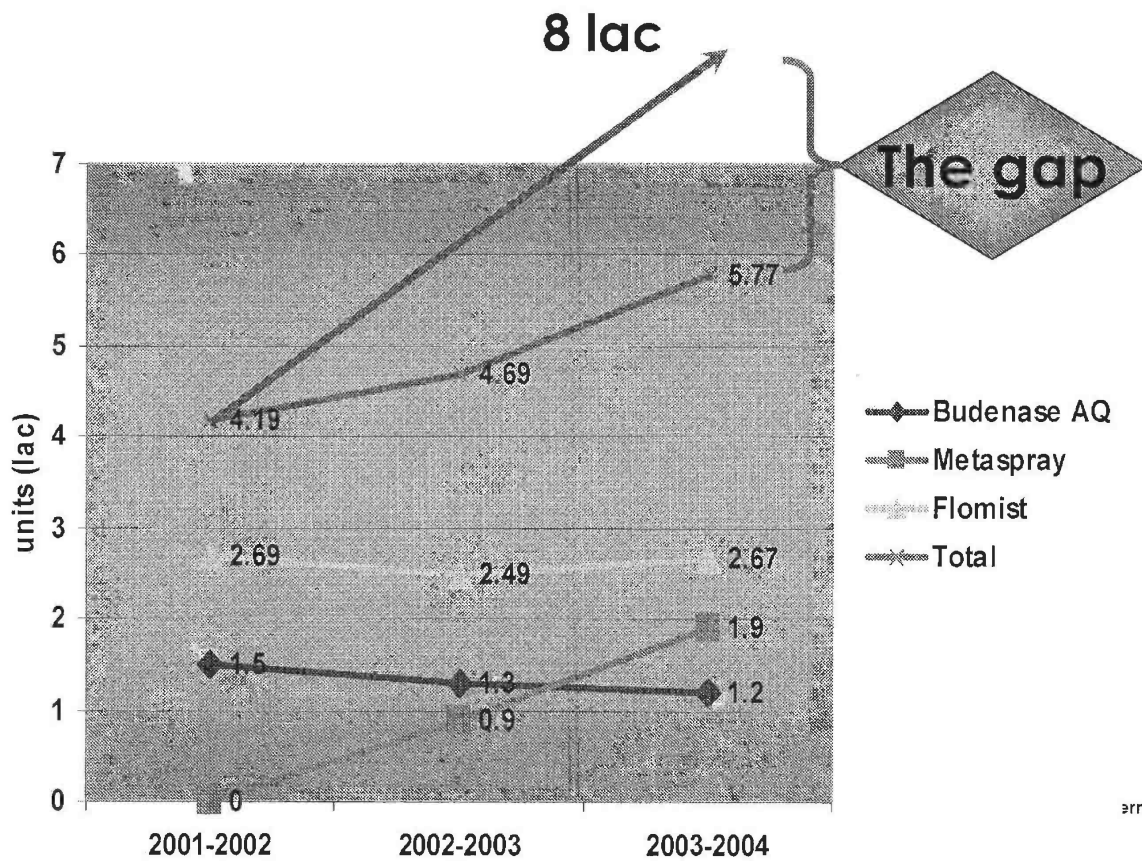


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The real picture



ernal data

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CIP_DYM_00000668

Filling the g—a—p ?

With **Duonase**

For ENTs

- Sell the concept of complete rhinitis control
 - Increase the INS prescribing habit
 - Differentiate from competitors
 - A kind of re-launching Flomist
 - Increase rapport with the ENTs
 - Increase support for other products

Right Time-Right opportunity-Right Idea

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CIP_DYM_00000669

Filling the g—a—p ?

With **Duonase**

For Chest Phy/ Allergy spl

- Encash the understanding of dual aspect of AR
 - Replace the potential antihistamine+INCS prescriptions
 - Differentiate from competitors
- More follow-up prescription for Flomist/ Metaspray
 - Re-establish our undisputed commitment in respiratory

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CIP_DYM_00000670

Filling the g—a—p ?

With **Duonase**

For Upper end Phy/ GP

- Encash the short term prescribing habit for AR
- Develop the market

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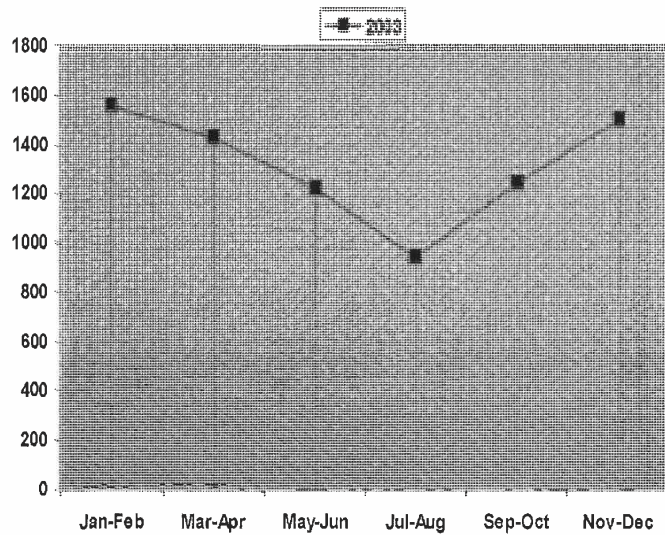
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Is it the right time?

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CIP_DYM_00000672

The seasonal factor



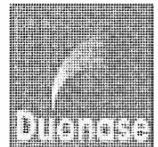
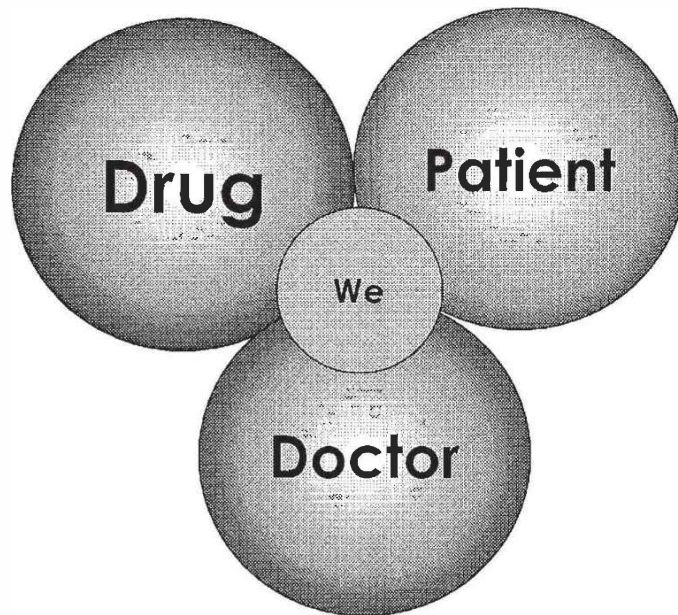
Mission Duonase Bow, Sow and Reap

ORG data

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CIP_DYM_00000673

The success formula



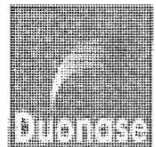
The Complete Rhinitis Control

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CIP_DYM_00000674

Boosting our INS family

- Positioning Duonase as the first-choice prescription for AR with Flomist/ Metaspray as the follow-up
- For chest phy/ Phy highlighting the concept of 'One Airway-
One Disease' with Metaspray as the maintenance option
- For ENTs studies on Fluticasone in Nasal polyps and sinusitis and its co-existence with AR
- Positioning Montair as maintenance of AR or in severe cases of rhinitis

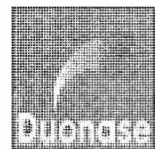
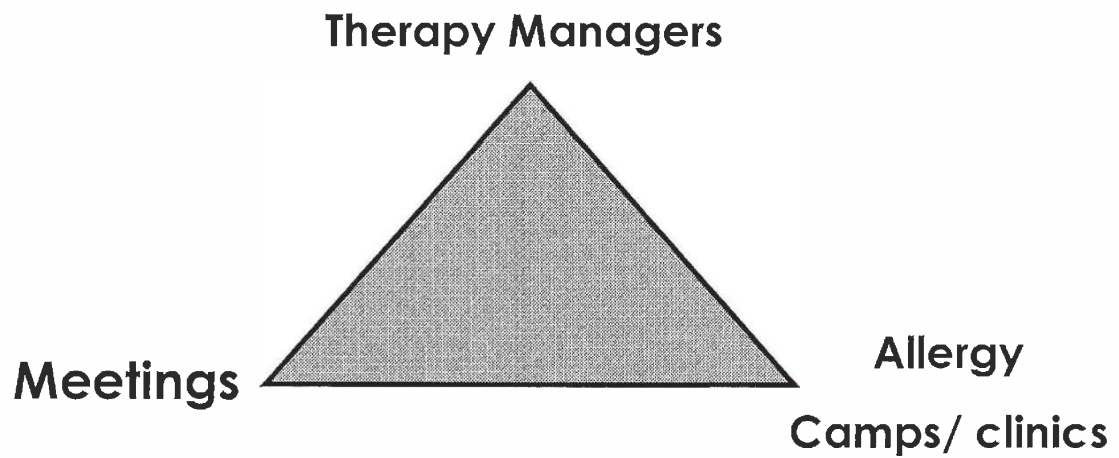


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The lateral support

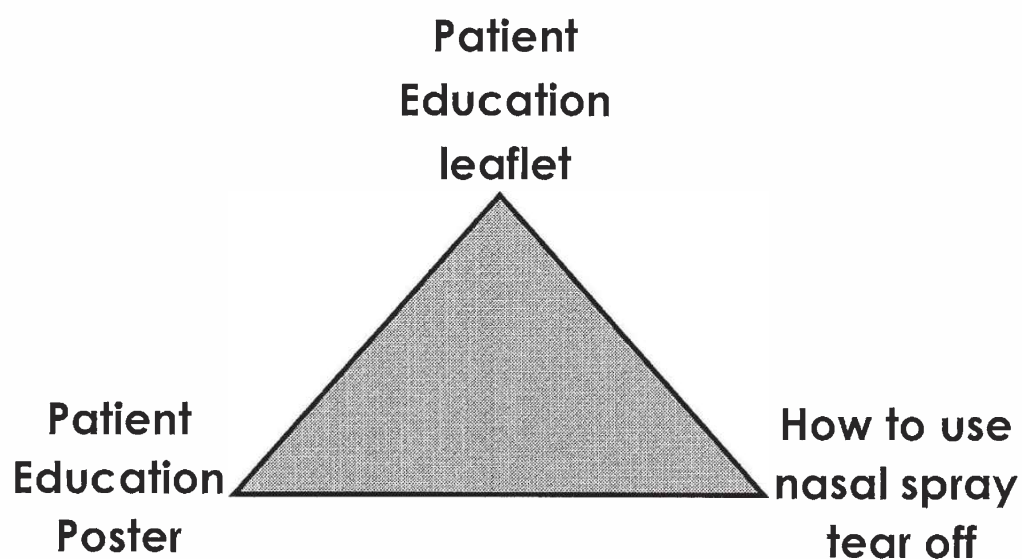


The Complete Rhinitis Control

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Spreading Awareness



The Complete Rhinitis Control

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CIP_DYM_00000677

The target audience

- Target all the prescribers of Azelastine (Specifically Azep from GR) and switch them to **Duonase**
- Target the prescribers of competitor Fluticasone brands and convert them to **Duonase**

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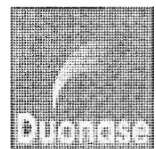
The POP Outlook

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CIP_DYM_00000679

Maximizing Point of prescription visibility

- Teaser 1
- Teaser 2
 - PDA
- Data sheet
- Lit. on SAR
- Lit. on PAR
- Lit. on Vasomotor
 - Clip Board
- Pocket Calendar
 - Rx Pad
 - Pen
- Visiting card Holder
 - Gift



The Complete Rhinitis Control

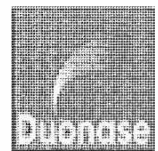
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CIP_DYM_00000680

The take home message

Fresh look at our approach to AR
Complete relook to ENT segment, MSL and coverage

- **Promote Duonase-the great idea, for complete rhinitis control**
- **Build up the whole Allergic Rhinitis basket**



The Complete Rhinitis Control

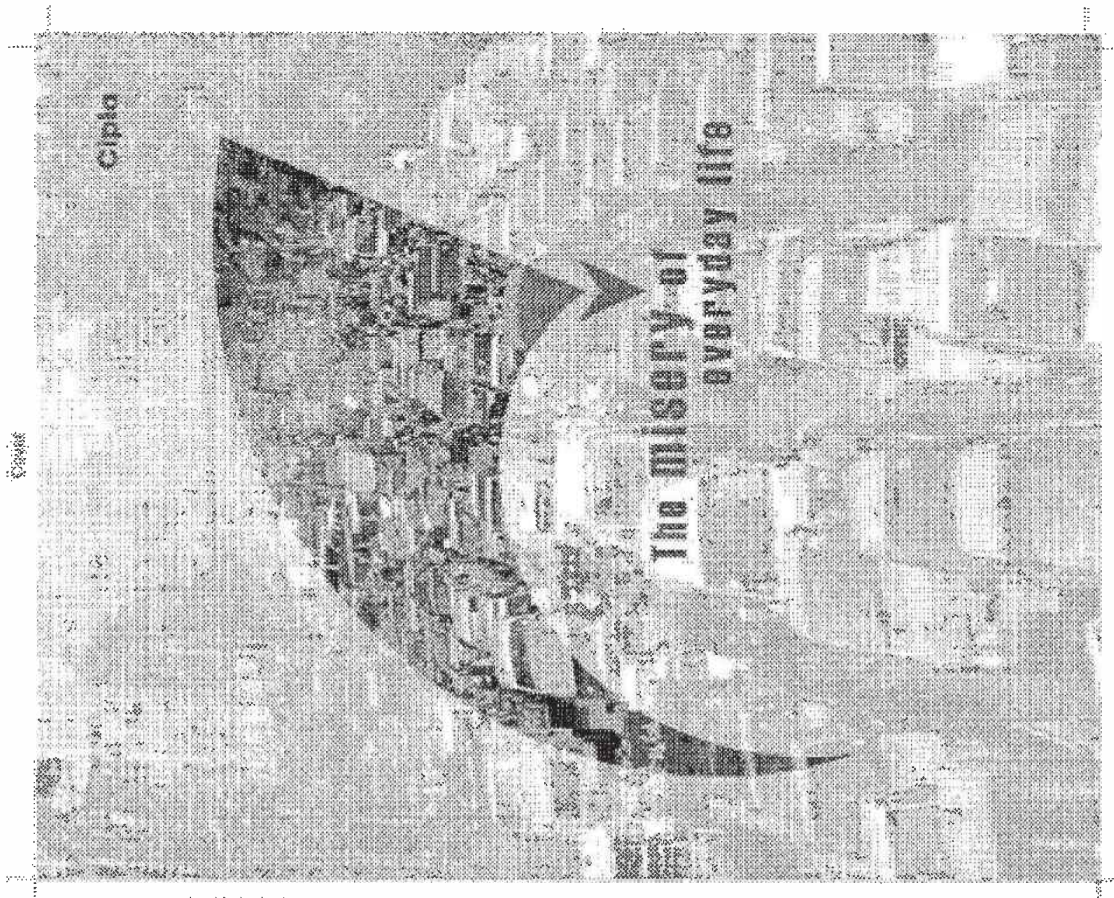
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Living with a solution

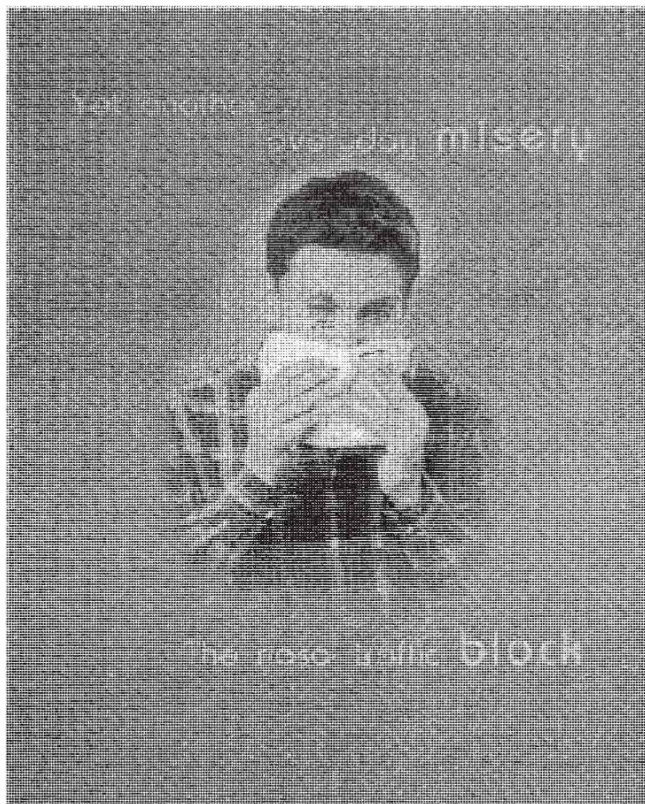
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CIP_DYM_00000683



Allergic rhinitis

An extremely common
disease worldwide,
affecting 10 to 25% of the population¹

Commonest allergy encountered
in clinical practice and
constitutes more than 50% of all
allergies seen in India²

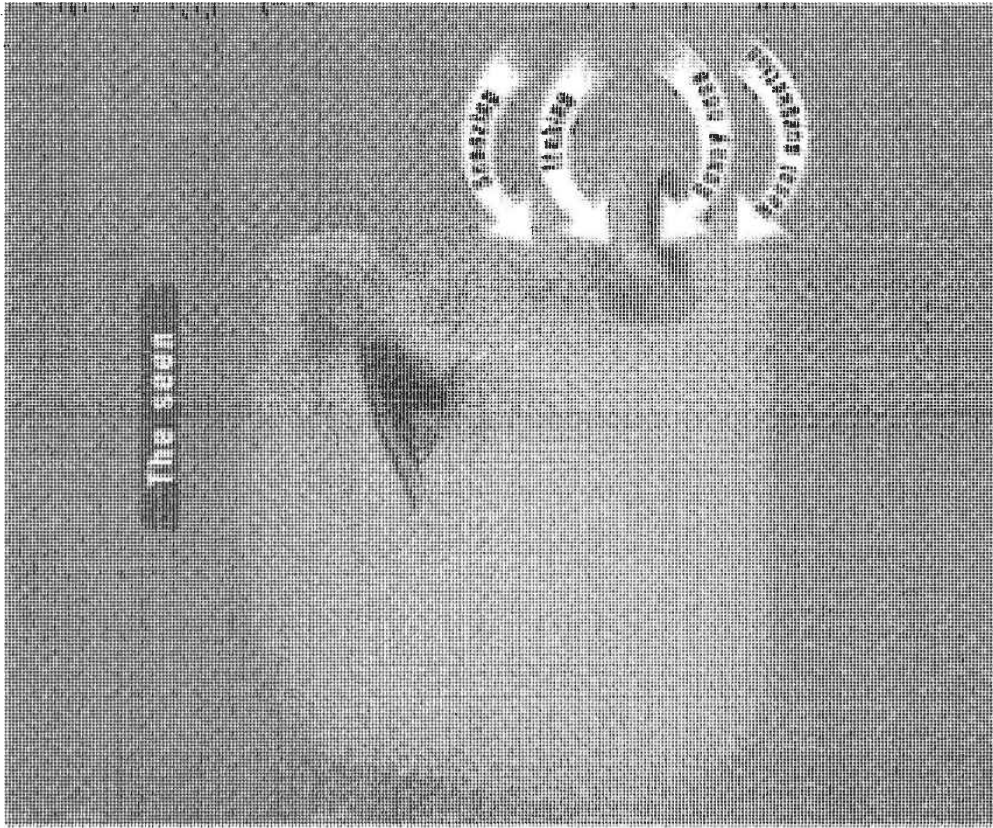
1 in 6 people are said to be
suffering from Rhinitis³

1. WHO Weekly Report 1982; 2. Indian J Allergy Clin Immunol 1987; 3. Indian J Allergy Clin Immunol 1987; 1987

PTX0315-00041

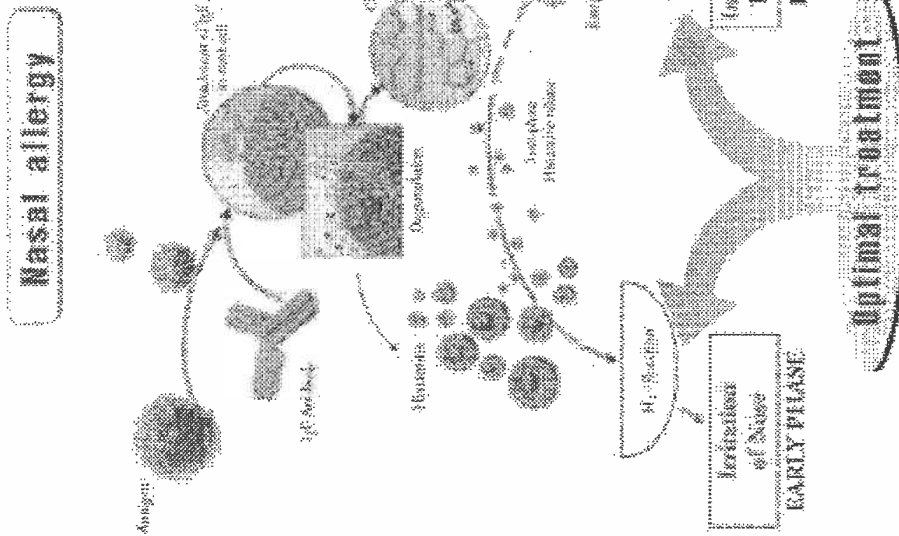
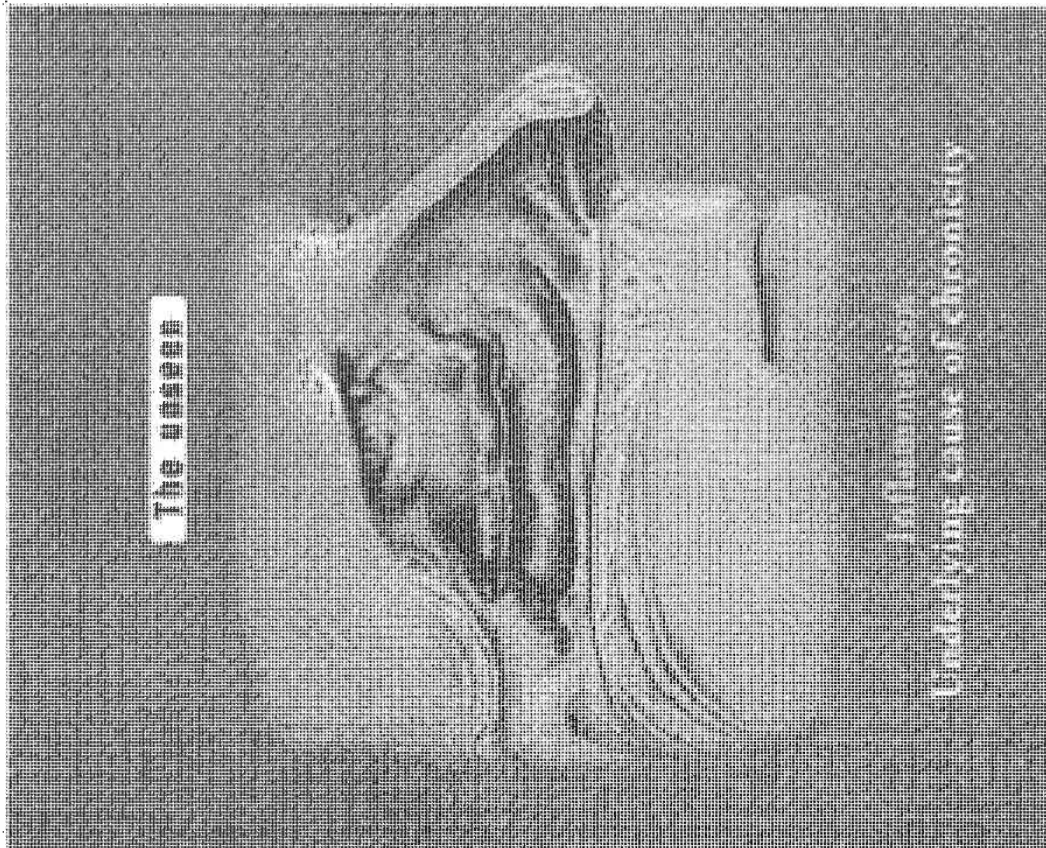
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CIP_DYM_00000685



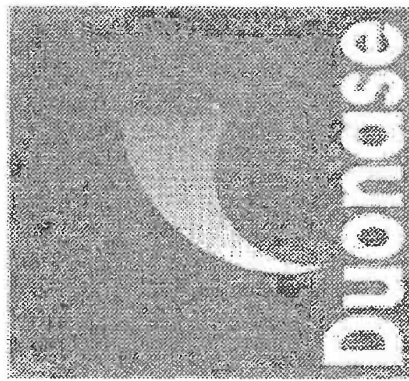
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Cipla Introduces

The First Dual-action Spray

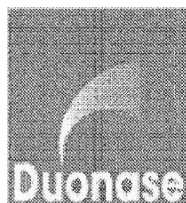
“...therefore, the ideal pharmacological therapy for allergic rhinitis would be a drug that possessed not only H₁-receptor antagonistic activity but also anti-inflammatory activity.”



The Complete Rhinitis Control

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The Complete Rhinitis Control

Azelastine
The highly selective topical
H₁-receptor antagonist

Combines

Fluticasone
The advanced intranasal
glucocorticoid

Relief begins within 15 minutes¹

As effective as oral cetirizine² and loratadine³ in the relief of symptoms

Significant lower rates of drowsiness as compared to oral cetirizine²

Demonstrates potent, local and anti-inflammatory activity⁴

Onset of action occurs as early as 1-4 hour post-dose⁵

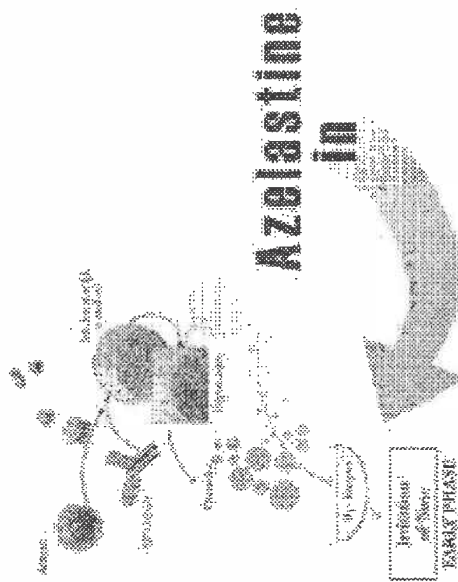
Systemic bioavailability after intranasal administration is <2% of the dose⁶

1. Duonase (0.1% Azelastine HCl) 0.1% Fluticasone Propionate Nasal Spray, 45g. 2. Zyrtec (Cetirizine HCl) 1 mg/mL Syrup, 100 mL. 3. Claritin (Loratadine) 10 mg Tablets, 30. 4. Duonase (0.1% Azelastine HCl) 0.1% Fluticasone Propionate Nasal Spray, 45g. 5. Duonase (0.1% Azelastine HCl) 0.1% Fluticasone Propionate Nasal Spray, 45g. 6. Duonase (0.1% Azelastine HCl) 0.1% Fluticasone Propionate Nasal Spray, 45g.

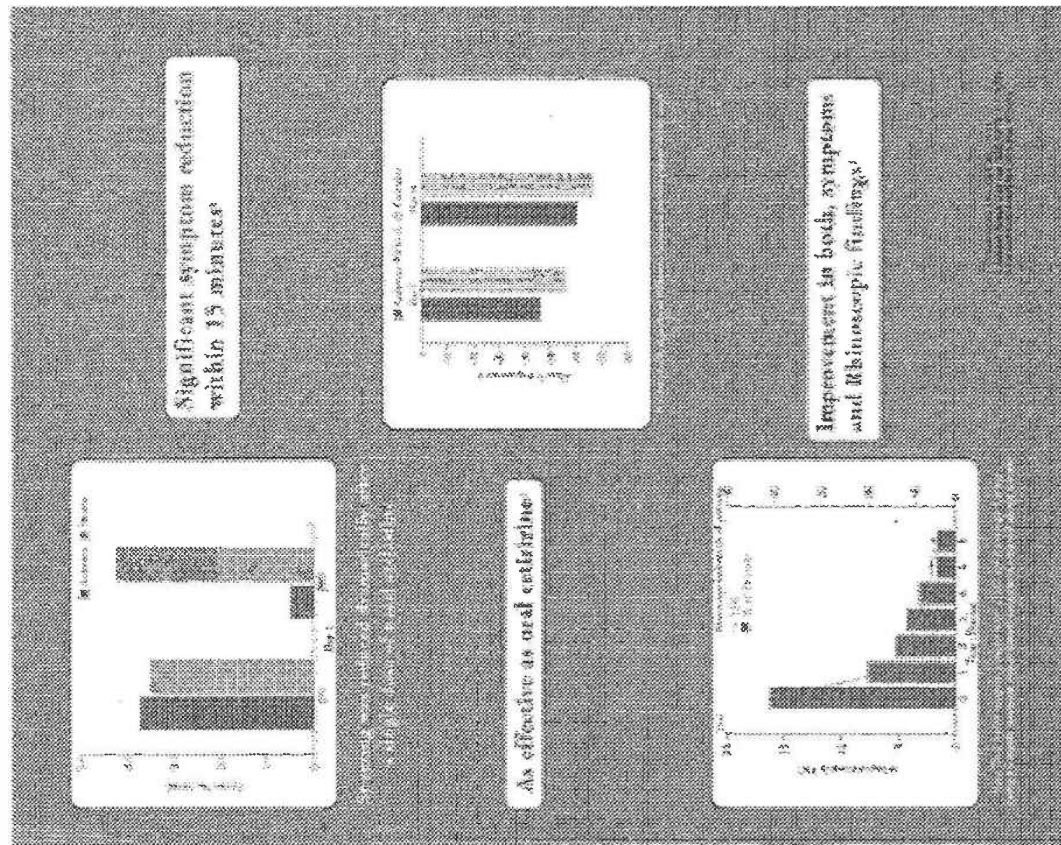
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CIP_DYM_00000688



Duonase
The Complete Rhinitis Control



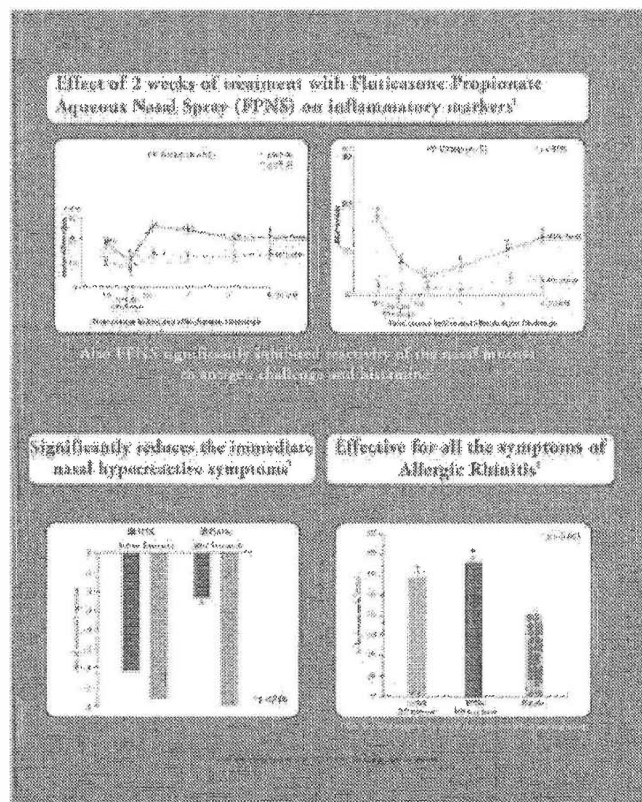
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CIP_DYM_00000689



Fluticasone 125 mcg + Fluticasone 50 mcg per spray

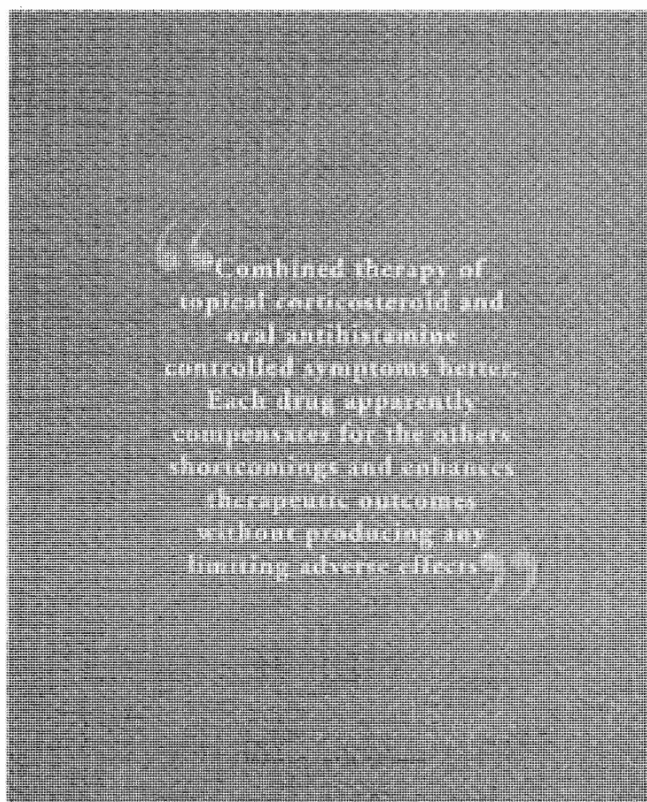

The Complete Rhinitis Control



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CIP_DYM_00000690

The Complete Rhinitis Control

The first intranasal, antihistamine-corticosteroid combination

Rapid and prolonged symptom control

Greater improvement in symptoms than antihistamine or corticosteroid alone^{1,2}

Indicated for both allergic and non-allergic rhinitis


Convenient twice-daily dosing

PTX0315-00048

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CIP_DYM_00000691

Back



Duonase
Fluticasone Propionate / Xylometazoline Hydrochloride

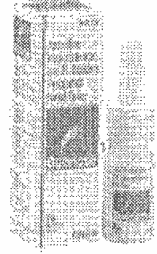
The Complete Rhinitis Control


Indications

- Moderate to severe symptoms of allergic rhinitis in adults and children above 12 years
- Severe symptoms of allergic rhinitis in children above 5 years
- Non-allergic vasomotor rhinitis in adults above 12 years

Dosage

- Adults and children 5 years and above
 1 spray/nosril twice-daily





Indications

Check:
 Mark Date
 By Mark 455-008

PTX0315-00049

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