



What COMPLETE means to you?

PTX0412-00001

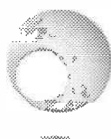
PLAINTIFFS'
TRIAL EXHIBIT
PTX0412

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1

CIP2088
Argentum Pharmaceuticals LLC v. Cipla Ltd.
IPR2017-00807

CIP_DYM_00053314



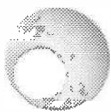
COMPLETE
*Having all complementary elements;
leaving nothing*

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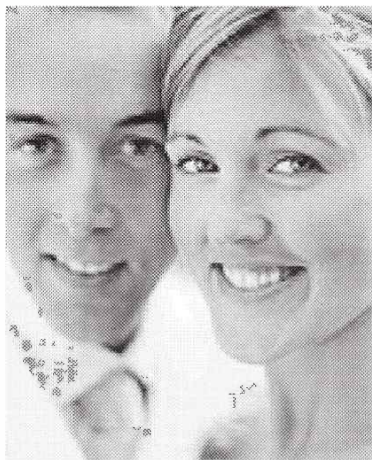
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2

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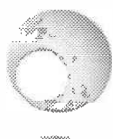
It takes two to complete the picture



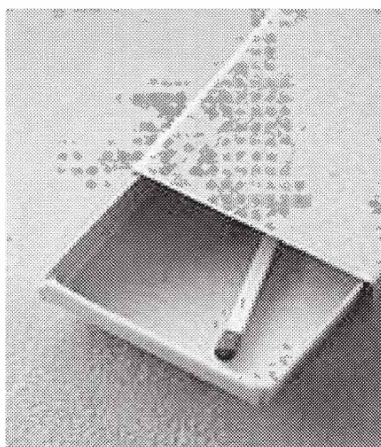
It takes two to complete the picture



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*It takes two to complete the
picture*

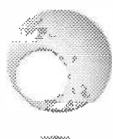


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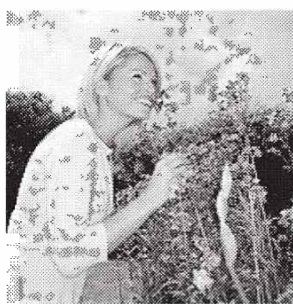
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CIP_DYM_00053317



AR patients ?



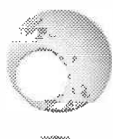
Do you really want to see the Complete picture

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CIP_DYM_00053318



The Complete Picture

CREDIT

*The world first Intranasal Antihistamine
Corticosteroid Combination*

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CIP_DYM_00053319



The Complete Picture

OPTIMISM

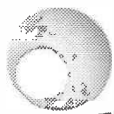
in
Changing the face of Rhinitis management in
India

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The Complete Picture

MISSION

❖ 5 Crores brand in just a span of three
years

..... many miles to go before we
sleep

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8

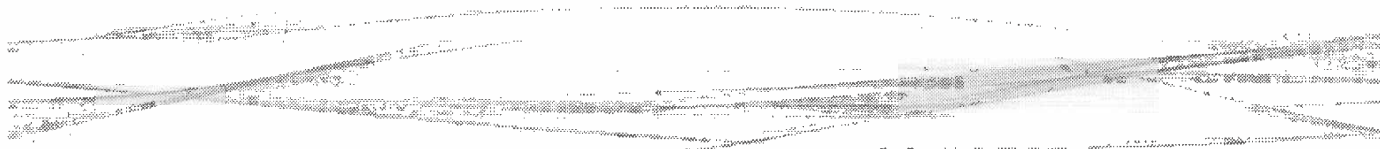
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The Complete Picture

LEADERSHIP

❖ **Another reflection of Cipla's commitment in treating
respiratory disorders across the globe**

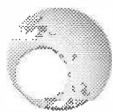


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CIP_DYM_00053322



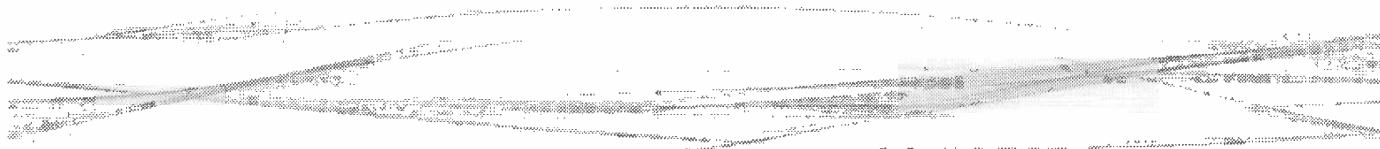
The Complete Picture

ENTHUSIASTIC TEAM

working 365 days

A

TREND SETTER

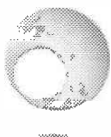


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Seven wonders of world

EIGHTH WONDER given to world by

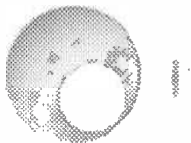
CIPLA

PTX0412-00011

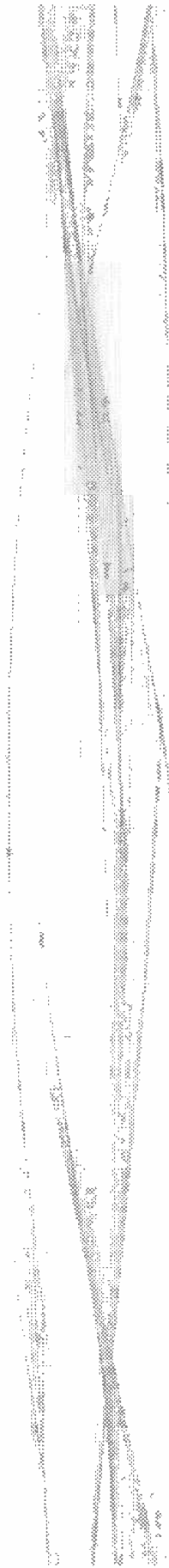
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CIP_DYM_00053324

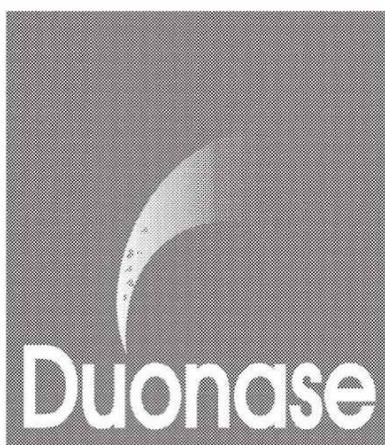
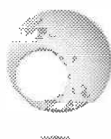


The Complete Picture for Rhinitis Management



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Azelastine 140 mcg + Fluticasone 50 mcg per Spray

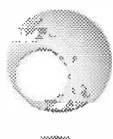
The Complete Rhinitis Control

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13

CIP_DYM_00053326



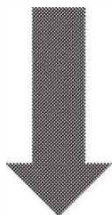
What is



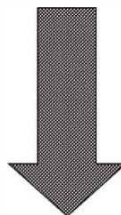
(Azelastine 140mcg

+

Fluticasone 50mcg)



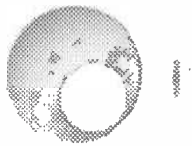
Topical Antihistamine
Reliever



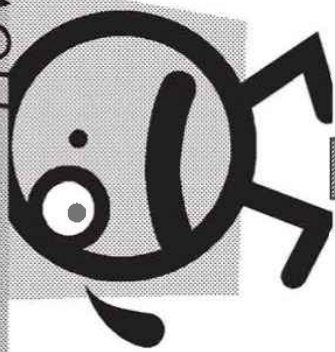
Corticosteroid
Controller

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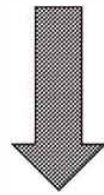
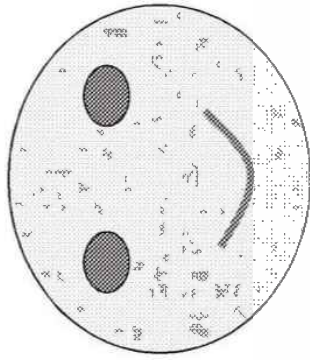
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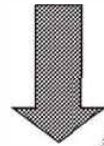
How Antihistamine works



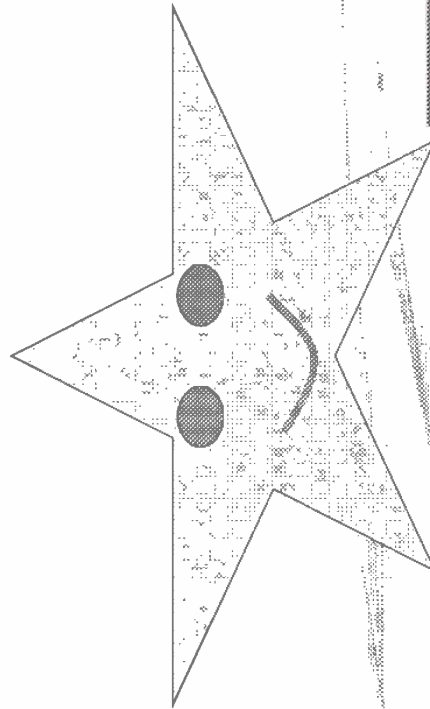
Histamine



Inhibits



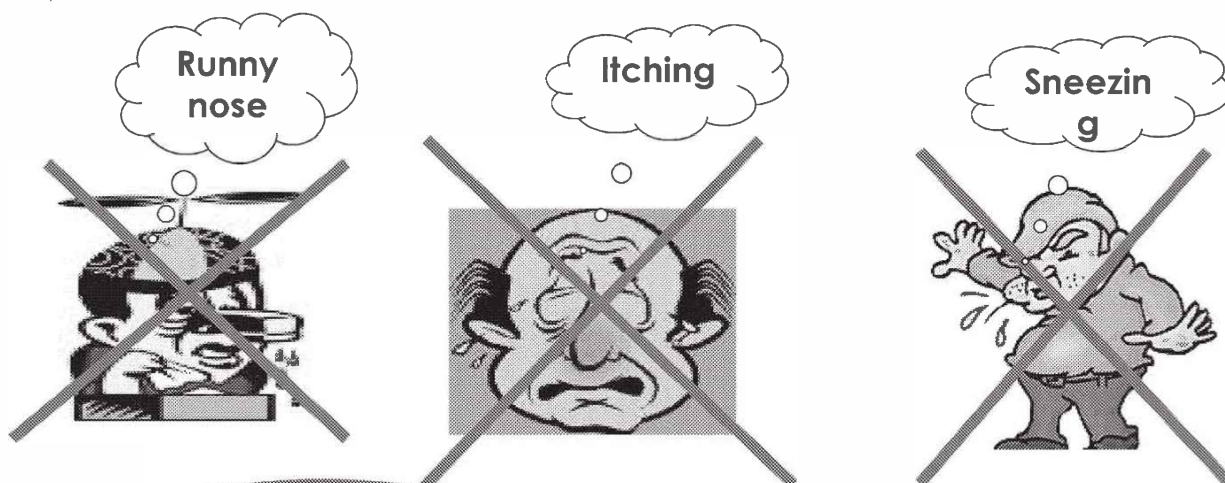
Antihistamine



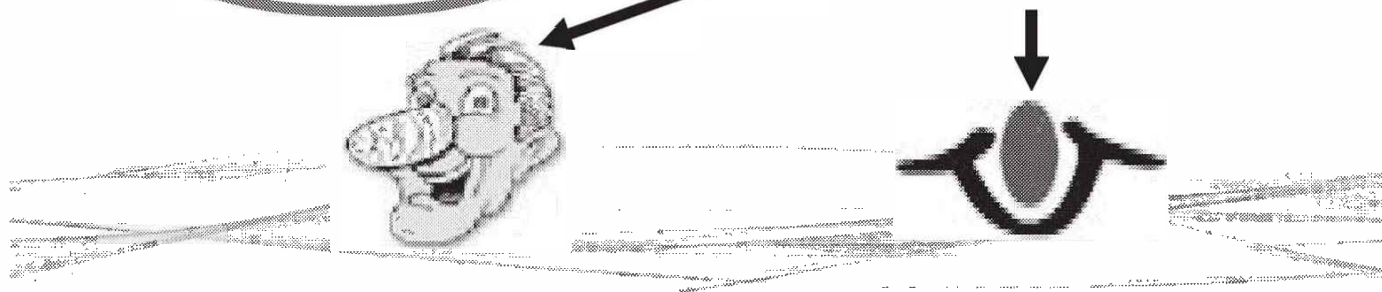
H1 Receptors

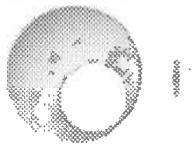


Rapid relief from symptoms

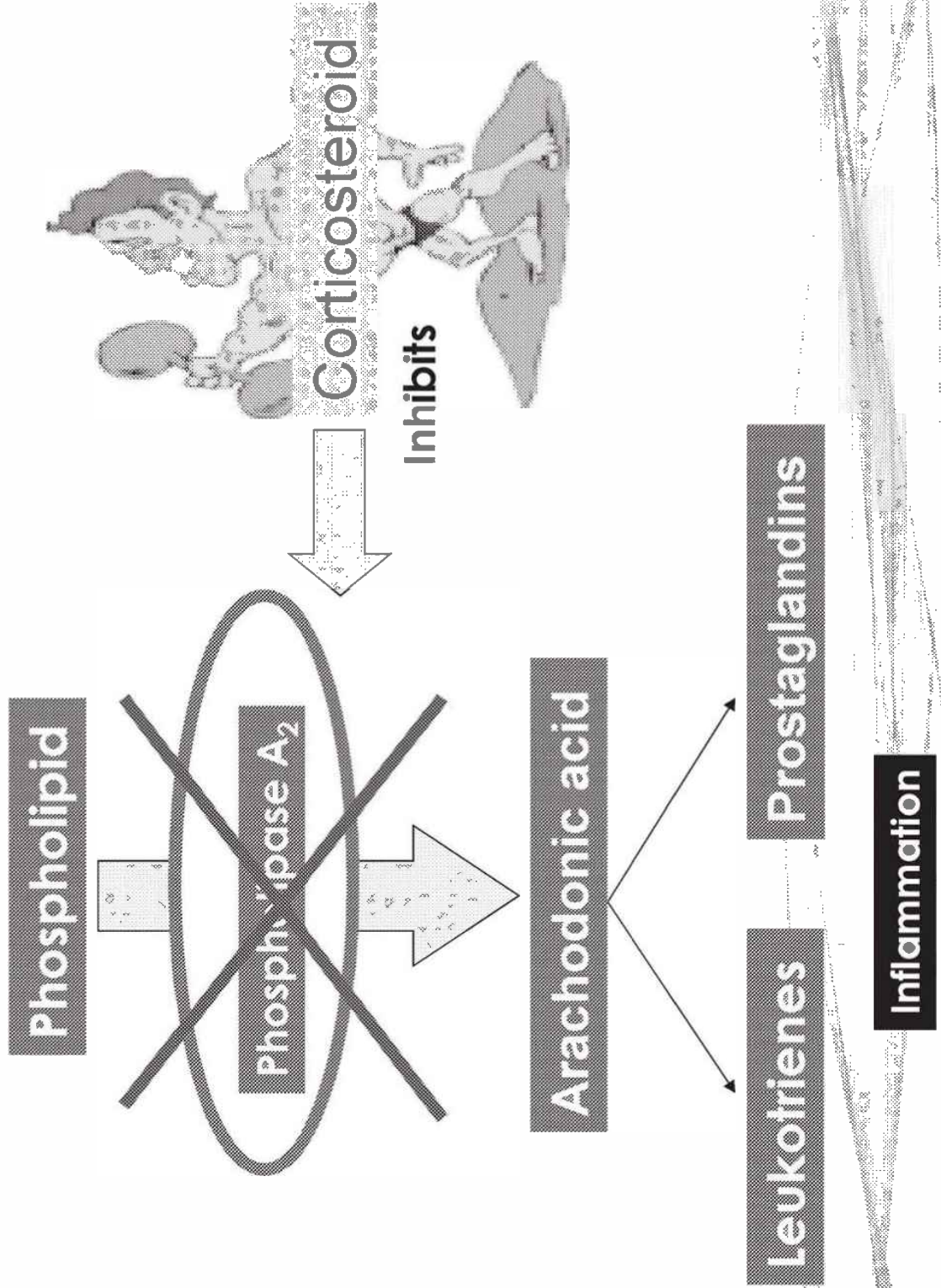


But No action on congestion and inflammation





How corticosteroid works

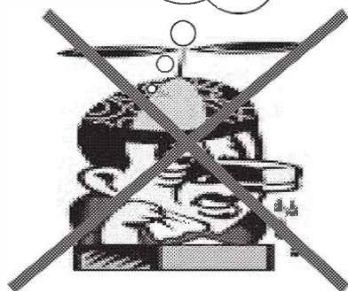


Results

Relief from symptoms but

Late onset of action

Runny
nose



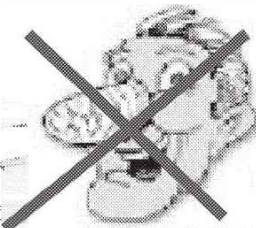
Itching



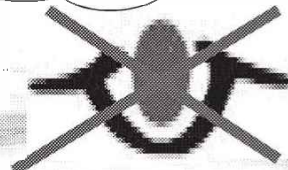
Sneezin
g



Congestion

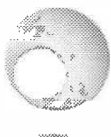


Inflammation

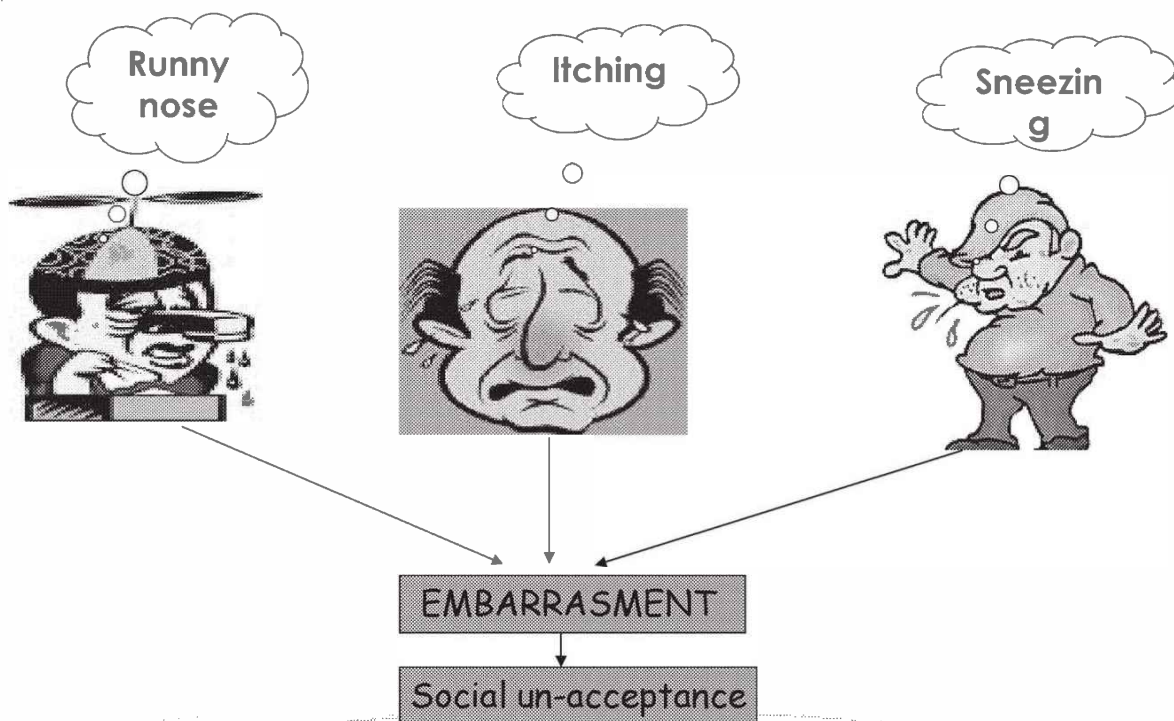


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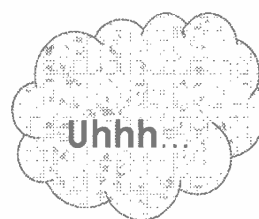
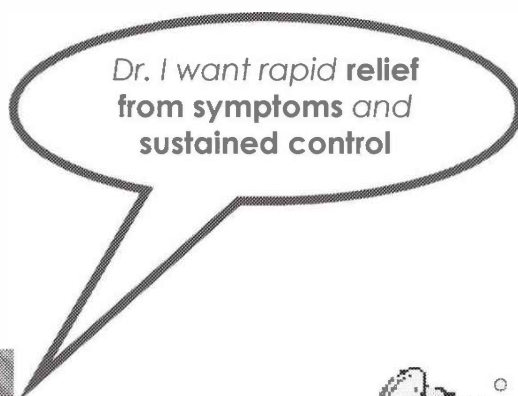
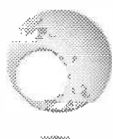


Impact of AR on LIFE



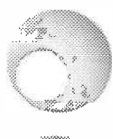
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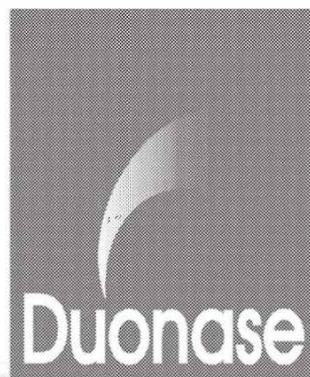


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The *NEED*
Rapid Relief -- Sustained Control
&
it translates into



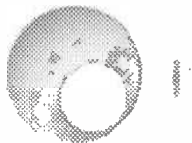
Azelastine 140 mcg + Fluticasone 50 mcg per Spray

PTX0412-00021

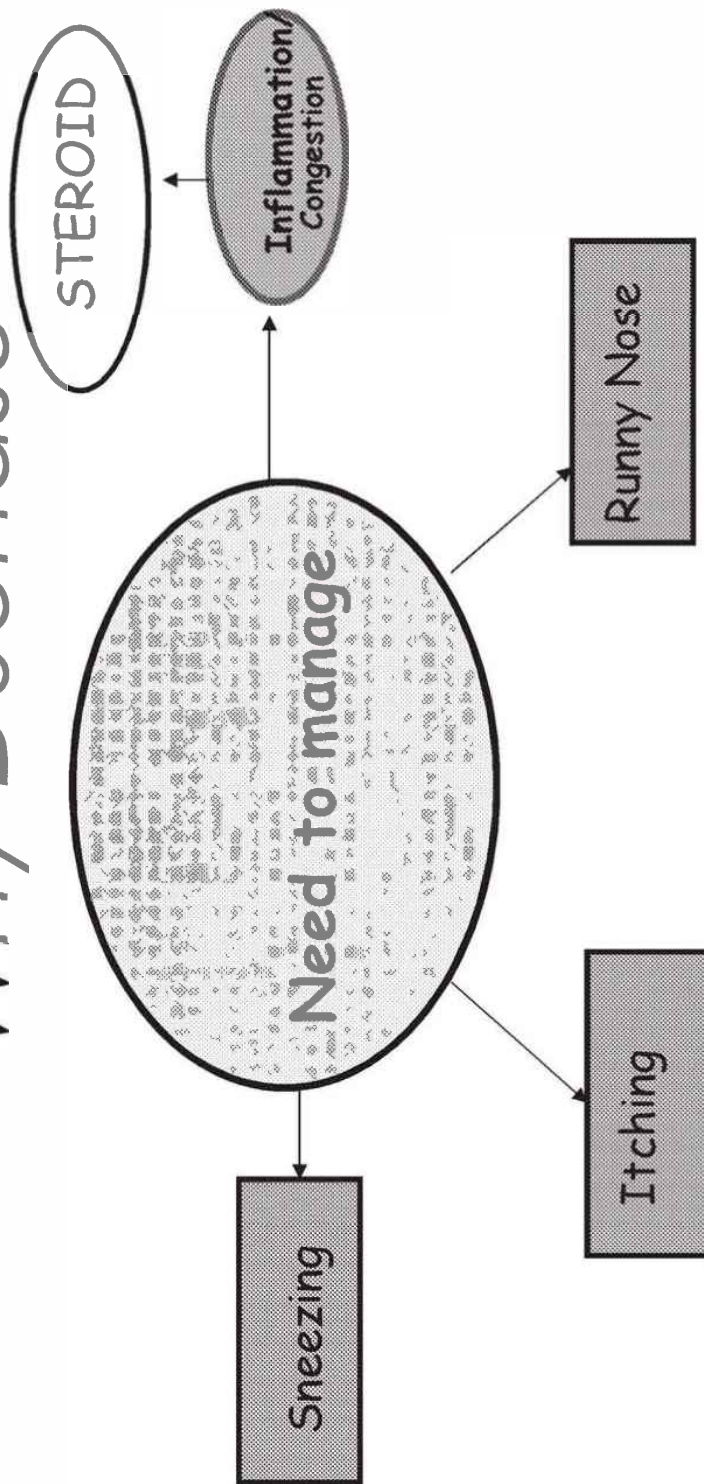
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Why Duonase



ANTI-HISTAMINE



The Complete Brand personality

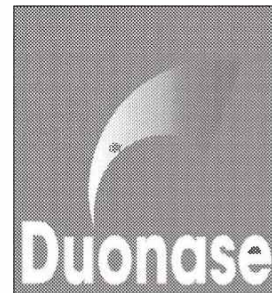
Brand : Duo (Dual) + Nase (Nose)

Punchline : The Complete Rhinitis Control

Sales Pack : 9.8 ml

No. of doses : 70 MD

Price : Rs 192.00



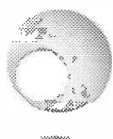
Per day cost of Duonase : Rs 10.97

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INDICATIONS

For the management of symptoms of ALLERGIC RHINITIS

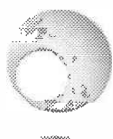
- In adults above 12 years
- In children above 5 years (for severe symptoms of AR)

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Dosage and Administration

Adults and children 5 years and older

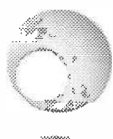
1 spray/nostril twice daily

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Safety and Tolerability

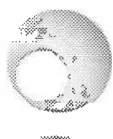
- Both Azelastine and Fluticasone are well tolerated and safe

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tAR get Audience

- ENT's
- Chest Physicians
- Physicians
- G.P's
- Pediatricians

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Highlights of Duonase

- Rapid and prolonged symptom control
 - Counter other mediators
- Greater improvement in symptoms than antihistamine or corticosteroid alone
- Indicated for both allergic and non-allergic rhinitis
 - Convenient twice-daily dosing ensuring patient compliance
- Acts on multiple symptoms

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Clinical experience with DUONASE

- Dr Neeraj Kasliwal; Jaipur (ENT)

Duonase nasal spray is very effective in controlling acute symptoms of AR in our experience

- Dr S. Sridhar; Chandigarh (Chest)

Wonderful combination for effective control of symptoms and pathological state

- Escorts hospital and research centre; Faridabad

Duonase nasal spray is an Excellent product

- Dr Neelam Vaid; Pune (ENT)

I use Duonase in patients who have symptoms of AR and wants quick and sustain control

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RECAP

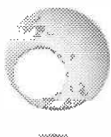
- What is Duonase?
 - How antihistamine works?
 - How corticosteroid works?
- Why Duonase is an ideal agent in AR?
- What are the indication and dosage of Duonase?
 - What is pack and price of Duonase?
 - What are the USP's of Duonase?

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MARKET INSIGHT

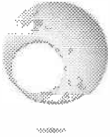
What's there in for you

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The irony
Oral market
350 crores

INCS market

Val : Rs 24 Cr

Gr : 27%

Feb. MAT



PLAYERS who are contributing to INCS Market and its growth

GSK

- Strong presence among ENT's
- Exclusive meetings/study references and gifts
- Covering top layer of doctors
- Demonstrating their NS vis a vis our nasal spray

German Remedies

- Increased focus in ENT segment and in chest for NS
- Sampling is huge
- Demonstrating their NS vis a vis our nasal spray
- Active in clinic

Sun

- Good presence at every level
- Major business from nasal spray segment only
- Aggressively promoting Aquamet and Nezalast

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PLAYERS who are contributing to INCS Market and its growth (cont.)

Lupin

- Another potential competitor
- Strategy: Cipla doctors

Novartis

- Good presence in nasal spray segment
- Good equity with ENT's



Molecules dominating the INCS market

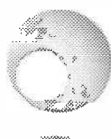
Nasal sprays	V (cr)	MS%	Gr %
Total	23.29	100	27
<i>Fluticasone</i>	13.21	53	22
<i>Mometasone</i>	5.68	27	19
<i>Azelastine+</i> <i>Fluticasone</i>	4.40	20	59

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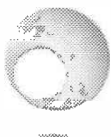
35

CIP_DYM_00053348



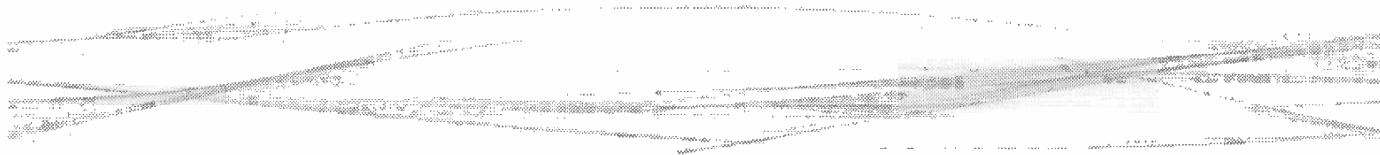
Conclusion

- Combination is driving the market
- Of all the molecules *Fluticasone+Azelastine* combination is growing at much faster rate than market growth



Duonase

Market overview



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Duonase ORG Feb. MAT 08

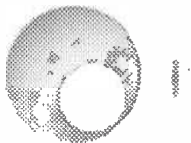
Brand	Value	MS%	Gr%
Azelastine + Fluticasone	7.70 Cr	100	59%
Duonase	5.06 Cr	65.0	34
Combinase AQ	1.1 cr	15.0	94
Nezalast	4.8 Lacs	6.0	88
Azeflo	1 cr	12.0	336

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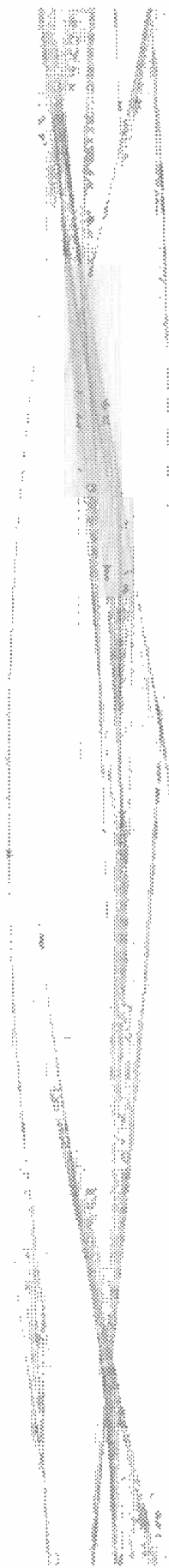
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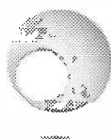
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CIP_DYM_00053351



Product positioning





As first – choice prescription in AR

For chest physician/ Physician
'As a reliever therapy in treating asthmatics with
AR'

For ENTs
In rapid and prolonged symptom control of AR

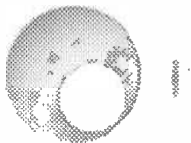
For G.P's
One stop solution for quick relief & sustained
control in AR

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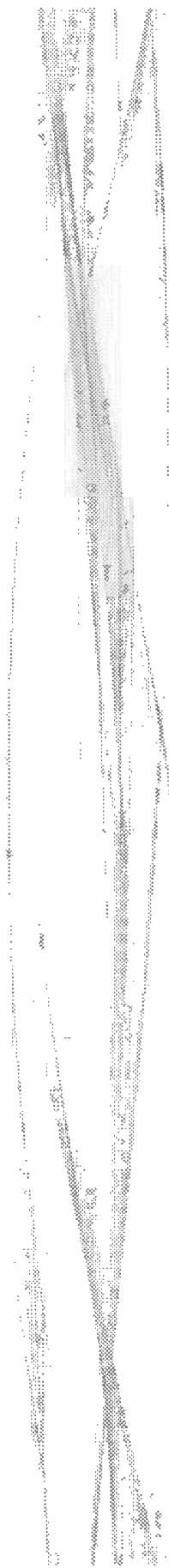
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CIP_DYM_00053353



Talking Points

The Cutting Edge



Chest physicians/Physicians

- AR and Asthma link
- En-cashing their understanding of dual aspect in AR
by projecting Duonase as reliever
- Replacing antihistamine(Alerid)+INCS prescriptions (Fluticasone) with
Duonase
- Levolin for Asthma and Duonase for AR
- Re-establishing our undisputed commitment in respiratory

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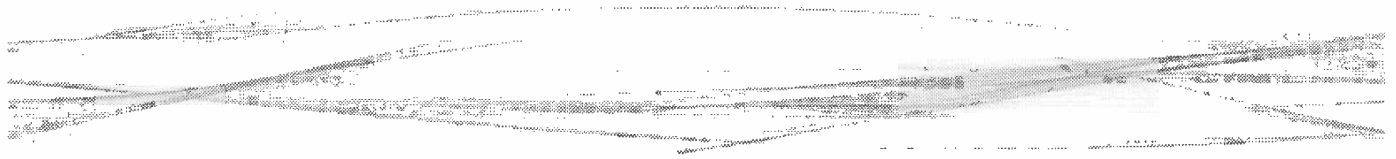
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CIP_DYM_00053355



ENT

- Selling the concept of complete rhinitis control through (MPI concept)
- Duonase as reliever in AR for quick symptomatic relief
- Highlighting Quality of life in patients with AR
- Advantage of INCS over other medications -- in treating AR



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G.P's

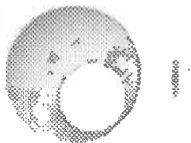
- En-cashing their short term prescribing habit in treating AR with Duonase
- Duonase as “One stop solution” (for rapid relief in treating his patients with AR)
- Duonase role in the improving the Quality of life of his patients and his practice

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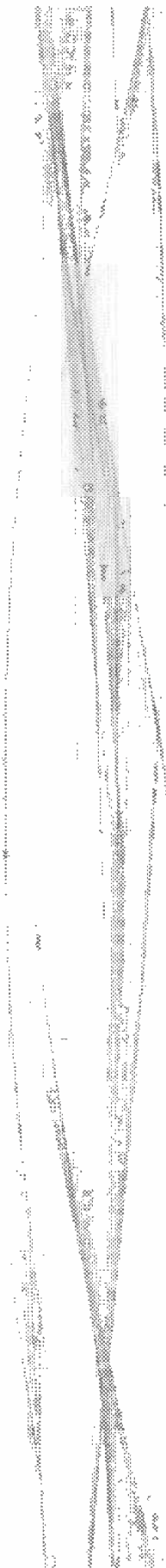
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CIP_DYM_00053357



Competitors of Duonase

At - a - Glance



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CIP_DYM_00053358



Product	Company	Pack	No. of doses	Price
Combinase AQ	G.R	7 ml	70 MD	Rs 191.77
Nezalast	Sun	9.8 ml	70MD	Rs 197
Azeflo	Lupin	7 ml	70 MD	Rs 195.27

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RECAP

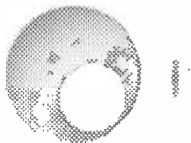
- Who all are the competitors of Duonase?
 - Positioning of Duonase?
- Pack and Price of Combinase AQ and Nezalast?
 - Azeflo is brand from which company?
- What do you understand by “One Airway – One Disease”?

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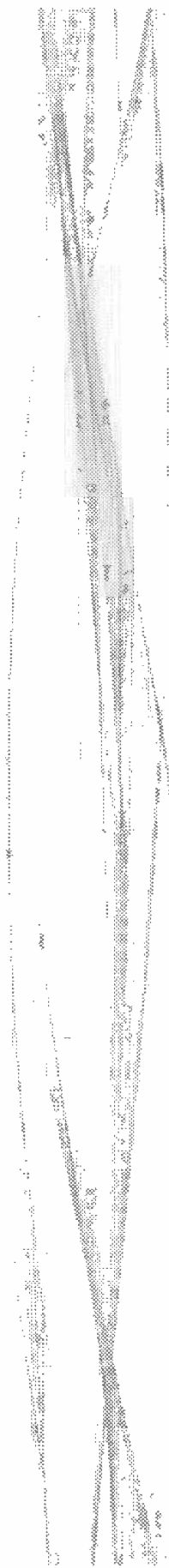
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Competitor Knockouts





Duonase Vs competitors

(Combinase AQ/Nezalast and Azeflo)

- **Cipla Goa – our biggest differential**
- **World's First to offer ace combination in AR management**
 - **We innovate -- Others follow**
- **Cipla nasal spray viz-a-viz competitors**
- **Cipla offers Complete package to counter AR**
(molecule/device/patient education material/C and E etc.)

Duonase to Drs prescribing Combinase AQ

Duonase	Combinase AQ
9.8 ml pack – spray comes out spontaneously	7 ml pack– more viscosity; spray does not comes out spontaneously
Transparent PP nasal spray	Amber coloured glass bottle
Wide grooved rings – prevent slipping	Slips from hand during use
Nozzle -- easy to clean	Nozzle – difficult to clean

Duonase to Drs prescribing Nezalast

Duonase	Nezalast
Transparent nasal spray	Opaque bottle
Wide grooved rings – prevent slipping	Slips from hand during use
Nozzle -- easy to clean	Nozzle – difficult to clean

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Duonase to Drs prescribing oral antihistamines
(Allerga/Vozet/Smarti/Cetirizine)

Duonase	Oral Antihistamines
Controls inflammation	No effect on congestion/inflammation
Bitter taste of Azelastine ensures that drug has act	Day time drowsiness/reduced mental alertness and sedation
Controls both EAR and LAR	Controls only EAR

PTX0412-00052

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CIP_DYM_00053365



**Duonase to Drs prescribing decongestant nasal drops
(Otrivin/Nasivion/Nazone)**

Duonase	Decongestant nasal drops
Controls inflammation & symptoms	Symptomatic relief from congestion only
Accurate dosing	Inaccurate dosing
Easy to use	Not easy to use

PTX0412-00053

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CIP_DYM_00053366



**Duonase to Drs prescribing oral decongestant or combination
(D-Cold/Vicks action-500)**

Duonase	Oral Decongestant combination
Controls inflammation & symptoms	Only symptomatic relief
No side effects	Dose related CNS side effects (Insomnia/irritability/headache)

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Duonase to Drs prescribing Azep/Azelast

Duonase	Azep/ Azelast
Control symptoms and inflammation	No anti-inflammatory activity /no effect on congestion
Systemic bioavailability <2%	Systemic bioavailability 40%
Cost per day – Rs 10.9	Cost per day – Rs 7.90



RECAP

- Duonase vs Oral antihistamines?
 - Duonase vs Azep/Azelast?
- Duonase vs Oral decongestants/decongestant drops?
 - Duonase to a G.P?
- Duonase vs Combinase AQ

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CIP_DYM_00053369



**To accomplish great things we must
not only act, but also dream; not only
plan, but also believe**

