Roche Diagnostics and Mankind Pharma Collaborate on Accu-Chek Go

Roche Diagnostics, one of the leading global diagnostics companies, and Mankind Pharma, one of India’s fastest growing pharmaceutical companies, announced an exclusive marketing agreement wherein Mankind Pharma will undertake marketing activities for Accu-Chek Go, a newly launched blood glucose monitoring device by Roche Diagnostics, in India.

Accu-Chek Go is a new, fast, low blood volume system that offers advanced and accurate testing with its hygienic test strip ejection and customizable safety settings. With Mankind’s strong distribution and marketing force, Accu-Chek Go will be available across 500 cities in India. The purpose of this co-operation is to raise awareness for diabetes and to spread the message of self-monitoring in Indian homes. Both parties have the declared goal to enable people with diabetes leading a life as normal as possible despite their condition and to provide efficient and effective diabetes management solutions to them in metros, mini metros and rural towns in India.

The focus of the co-operation is to leverage the importance of proper diabetes management and, at the same time, to increase the availability of efficient tools for people with diabetes and their caregivers. With the agreement on Accu-Chek Go, both partners seek to fulfill the increasing demand of information, adequate education and supply to all parties involved in diabetes management.

About Accu-Chek Go

The small, sleek Accu-Chek Go gives competent support to people with diabetes: the meter features an adjustable personalized blood glucose target range and its “alarm clock” function has four individually programable alarm times. In addition, the Accu-Chek Go meter offers even more outstanding features that make monitoring blood glucose levels convenient and reliable. The test strip’s capillary fill function means the application of blood is fast, easy and hygienic; reliable results are ready in about five seconds; and the strip ejector allows disposing of used test strips without handling them. And testing with Accu-Chek Go is safe; it includes under dosing detection and test strip expiry warning. It also looks modern and appealing: the meter’s fresh design and sparkling iridescent surface make it another attractive member of the Accu-Chek family.
[Industry Watch]

About Roche
Headquartered in Basel, Switzerland, Roche is one of the world’s leading research-focused healthcare groups in the fields of pharmaceuticals and diagnostics. As the world’s biggest biotech company and an innovator of products and services for the early detection, prevention, diagnosis and treatment of diseases, the group contributes on a broad range of fronts to improving people’s health and quality of life. Roche is the world leader in in vitro diagnostics and drugs for cancer and transplantation, and is a market leader in virology. It is also active in other major therapeutic areas such as autoimmune diseases, inflammatory and metabolic disorders and diseases of the central nervous system.

About Mankind Pharma
Mankind is a leading and among the top five fastest growing pharmaceutical companies of India. It is ranked second in India as per ORG-IMS, Prescription per month per doctor Audit, 2007. Mankind has a strong market presence in the fields of antibiotics, antifungal, nutritionals, gastrointestinal, NSAIDs, anthelmintics, cardiovascular, dermatology, anti-diabetic and erectile dysfunction.