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## **Medicines without Patents Return**

- **Sara Cantera**

MEXICO - The company moksha8 announced the acquisition of the marketing rights to several products made by Roche with expired patents, valued at \$140 million dollars in sales.

This strategy is becoming one frequently used in the pharmaceutical industry, where upon the expiry of product patent, the laboratory that created it stops marketing it and loses the opportunity to continue selling an already recognized name.

Dr. Simba Gill, executive CEO of moksha8, said that the strategy involved buying the best medicines in their class, such as Rivotril (anti-anxiety) or Bactrim (antibiotic), to position them again among medicines used by the middle class.

“We are not competing with generics. That is not our market because the people who buy generics are attracted by low prices.”

“We concentrate on the medicines used by the middle class, who do not look for the cheapest medicines, but the best”, said Gill, in an interview with REFORMA.

moksha8 also acquired from Roche the marketing rights to Valium, Mesulid, Dormicum and Synalar, among others.

According to company estimates, the sales of a product whose patent has expired falls by 10 to 20 per cent each year, but with additional investment in marketing, these sales can be maintained or even increased by 5 to 10 per cent, even with the supply of generics.

“Our business model allows us to reverse the trend of falling sales, within six months of marketing the product”, said Gill.