

Cipla-Medpro (Pty) Ltd in Consumer Health (South Africa)

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Abstracts

Cipla-Medpro focuses on generic medicines. Its vision is to become “the biggest and most admired pharmaceutical company in South Africa”. This vision is the driving force behind its aim to provide all South Africans with access to affordable, yet quality, medication. Its relationship with Cipla India enables Cipla to access the South African OTC market with the benefit of proven medicines and favourable pricing. The firm is researching the OTC market and exploring opportunities within the...

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