

# Competition for Pristiq - Earlier than Expected - A Substantial Opportunity for Alembic and Ranbaxy

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## Abstracts

Pfizer's Pristiq will now witness competition as today the USFDA approved Alembic's 505 (b) (2) application for Extended release Desvenlafaxine base tablets, which is bioequivalent to Pfizer's Pristiq (Desvenlafaxine Succinate). This novel version would be marketed by Ranbaxy in the US and we expect it to generate about \$120 million in peak sales assuming 25 percent market share and 30 percent price discount. In 2012 Pristiq generated \$620m in annual sales and grew 10 percent. Assuming Pfizer continues to maintain its price for Pristiq, they stand to loose 25 percent of their annual sales (\$180million).

## Companies mentioned

Ranbaxy, Alembic, Pfizer

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