



### Public Notice

Novo Nordisk is a global healthcare company with over 90 years of innovation and leadership in diabetes care. Novo Nordisk believes that business value should be created by having a patient centred business approach.

The National Pharmaceutical Pricing Authority (NPPA), through its Notification bearing No. S.O. 644 (E) dated 2<sup>nd</sup> March 2016, has fixed the prices for the scheduled formulations mentioned hereinbelow.

This public notice is issued by Novo Nordisk India Private Limited to bring to the attention of all concerned in the country using insulin manufactured by Torrent Pharmaceuticals Limited under licence from Novo Nordisk, that Novo Nordisk has reduced the maximum retail prices (MRP incl. of all taxes) of insulin formulations with immediate effect. This has been done to pass on the benefit of the reduced prices notified by NPPA to the insulin users in the country. The reduced MRP, incl. of all taxes, of the following insulin formulations manufactured by Torrent, marketed by Novo Nordisk and distributed by Abbott India Limited is published below (Columns C2 and D2):

Brand Name of Novo Nordisk Insulin Formulation *	Pack size	MRP Incl of 5% VAT in INR (for sale in Rest of India) **		New MRP for sale in Tamil Nadu without VAT in INR **	
		Old Price	New Price	Old Price	New Price
A	B	C1	C2	D1	D2
Human Actrapid® 40 iu	10 ml Vial	148.37	<b>144.34</b>	141.30	<b>137.47</b>
Human Insulatard® 40 iu	10 ml Vial	148.37	<b>144.34</b>	141.30	<b>137.47</b>
Human Mixtard® 30 40 iu	10 ml Vial	148.37	<b>144.34</b>	141.30	<b>137.47</b>

All Novo Nordisk insulin users & customers, people with diabetes, chemists & druggists, wholesalers, other stakeholders and general public are requested to take note.

Issued in public interest by **Novo Nordisk India Private Limited**

Plot # 32, 47-50  
EPIP area, Whitefield,  
Bangalore  
25 April 2016

**Managing Director**

\* Registered trademark of Novo Nordisk A/S / Novo Nordisk India Private Limited

\*\* The product packs mentioned in Column A will continue to have the old MRP mentioned in Column C1 (for Rest of India) and Column D1 (for Tamil Nadu) printed on them since they are available for sale across India. Customers across the country are requested to take note of the prices mentioned in Column C2 and insist on billing at the reduced MRP mentioned in Column C2 at the time of purchase. Customers in Tamil Nadu are requested to take note of the prices mentioned in Column D2 and insist on billing at the reduced MRP mentioned in Column D2 at the time of purchase.

*This is not an advertisement.*