



## **Press Release**

**Breast cancer treatment made more affordable & accessible with launch of world's first branded generic Palbociclib Tablets (PALBOREST) 75/100/125mg by MSN Group**

- First-in-world to launch the drug in Tablet Dosage Form on par with innovator for better patient compliance & treatment outcome.

**Hyderabad, 17<sup>th</sup> January 2023:** MSN Group, one of the fastest-growing, research-based fully integrated pharmaceutical companies based out of Hyderabad, India, has announced the launch of the world's first generic **Palbociclib Tablets, 75mg, 100mg and 125mg for Advanced Breast Cancer Therapy** under the brand name **PALBOREST**.

While there are few other companies launched/set to launch Palbociclib in capsule dosage form, MSN laboratories took the lead in developing the drug in tablet formulation which is in line with the innovator Palbace<sup>®</sup> tablets.

Priced at **Rs 257.14 /tablet for 125mg, Rs 233.28/tablet for 100mg, Rs 214.29/tablet for 75mg** respectively, **PALBOREST** is more affordable & bioequivalent to innovator tablet. The tablet dosage form offers distinct advantage over capsule dosage form as they can be taken with or without food. These tablets can be co-administered with proton pump inhibitors (PPIs) or antacids. The tablet formulation does not contain lactose (dairy) or gelatin, which also contributes to the efficacy of the drug.

**Palborest comes in a patient compliant pack of 3 strips of 7 tablets each to meet the recommended 3-weeks on, 1-week off treatment schedule.**

Palbociclib is approved by the USFDA, EMA and CDSCO in combination with hormonal therapies for patients with hormone receptor positive, human epidermal growth factor receptor negative locally advanced or metastatic breast cancer.

MSN Group commented: "We at MSN Group have continuing commitment to research and develop affordable oncology drugs for better adherence, treatment outcomes and minimizing the economic burden on patients."

"Breast Cancer being the leading cancer affecting Indian women today, we at MSN Group believe that the launch of **PALBOREST** at an affordable price can be of succour to those impacted by advanced breast cancer." The Group added.

The product wholly developed and manufactured in-house, from API to Formulation, in USFDA/EU approved facilities, allows MSN Group to ensure seamless access to quality medicine at economical costs.

***For more information on PALBOREST, please reach out to [customercare@msnlabs.com](mailto:customercare@msnlabs.com)***



**About MSN Group:**

MSN Group is one of the fastest-growing, research-based and fully integrated pharmaceutical companies based out of Hyderabad, India. It was founded in the year 2003 with a mission to make high-quality medicines affordable and accessible to the world. The organization presently has 21 state-of-the-art manufacturing facilities (fifteen API and six finished dosage facilities) in India and USA. The Group has an integrated R&D centre which facilitates both API and formulation research under one roof. With its core focus on speed and consistency in delivery, MSN is credited with 900+ national and international patents filed, 150+ ANDAs, and emerged as World no. 1 in active US DMF filings. The company, with a product portfolio of 450+ APIs and 300+ formulations spanning over 35 major therapies, and has won the trust of more than 40 million patients in 80+ countries across the world.

*For information on MSN Labs, please visit [www.msnlabs.com](http://www.msnlabs.com)*