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**PRESS RELEASE**



**Wockhardt Limited**  
Wockhardt Towers  
Bandra Kurla Complex  
Bandra (East), Mumbai 400  
051, India  
Tel.: +91 22 2653 4444  
Fax: +91 22 2653 4242  
Website: [www.wockhardt.com](http://www.wockhardt.com)

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## **Wockhardt enters billion-dollar anti-allergic Zyrtec market in the US**

Gets US FDA nod for Cetirizine, anti-allergic OTC

Mumbai, 01 Jan,2008

Pharmaceutical and biotechnology major Wockhardt announced the launch of Cetirizine tablets in the USA. Wockhardt received the ANDA from the United States Food & Drug Administration (US FDA) for marketing the tablets containing 5mg and 10mg Cetirizine Hydrochloride, which is used for treating various forms of allergy. Cetirizine is the generic name for the brand Zyrtec, sold in the US by Pfizer. The total market for Cetirizine tablets in the US is \$1.4 billion. Recently the product has been switched from 'Prescription Only' to OTC status and this is expected to significantly increase the potential for the product.

"Wockhardt is amongst the first companies to get the US FDA approval for this product as soon as the patent expired. Wockhardt USA Inc. has entered into a strategic marketing alliance with Leiner Health Products to market this product in the private label OTC markets," said Wockhardt Chairman Habil Khorakiwala.

With the recently acquired Morton Grove Pharmaceuticals, USA and its own subsidiary Wockhardt USA Inc. this product will be marketed in addition to the 56 products that Wockhardt already markets in the US generic pharmaceutical market. Wockhardt is thus emerging as a fully focused generic pharmaceutical supplier of medicines with innovative drug delivery system in sterile injectibles and generic liquid products.

Today Wockhardt has nearly 2000 people working in Europe and USA, which contributes to 60% of Wockhardt sales. In addition to USA, Wockhardt has a strong presence in the UK, France, Germany and Ireland in Europe. Wockhardt employs 9000 people worldwide belonging to 14 nationalities.

For more information, visit us at [www.wockhardt.com](http://www.wockhardt.com)

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