

Zydus' new tech enabled initiative to safeguard patients against counterfeit drugs

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Zydus Cadila, an innovation-driven pharmaceutical company announced that it has introduced a new feature in the packaging of its critical drugs to help patients ensure that the product is not fake or counterfeited. The company has incorporated a new IT enabled scratch code which shall be printed under a scratchable surface. The patients can check to see if the product purchased by them is genuine or not by scratching the surface and verifying the code through the app or the website. This security feature developed by Hyperlink Infosystem enables patients and institutions detect counterfeits. All that one needs to do is scratch the code and immediately verify this on an app or website, in no time.

With increasing instances of counterfeit products in the market it was necessary to ensure that a 100% genuine product of Zydus is available to patients. To start with the technology is being implemented in the Company's products Remdac (Remdesivir) and Virafin Inj (Pegylated Interferon Alpha 2b) and will be seen on the product packs in the third week of June. The new feature will also be extended to other products of the company.

Speaking on the new initiative Dr. Sharvil Patel, Managing Director, Cadila Healthcare Ltd., said, "The problem of counterfeit drugs undermines the painstaking efforts that are put in to ensure that the end user or patients receive a product that is safe and manufactured with the highest standards of quality excellence. Counterfeit drugs can be harmful as they may not have the desired outcome and could also be life threatening in some cases. To curb this menace we looked at a user friendly solution which can reassure the patient that the product is genuine and safe. Zydus Verify is a tech-enabled solution that will safeguard patients against counterfeit drugs."

How does 'Zydus Verify' work?

- Each pack has a concealed secret code which comes with a scratchable surface
- The customer who buys the pack, scratches the surface and finds a code
- He/She downloads Zydus Verify App from Google Play store and Apple Store or visits the website and enters the code on the pack
- The App connects the code and flashes the brand name verifying a genuine purchase.

About Zydus

Zydus Cadila is an innovative, global pharmaceutical company that discovers, develops, manufactures and markets a broad range of healthcare therapies, including small molecule drugs, biologic therapeutics and vaccines. The group employs nearly 25,000 people worldwide, including 1,400 scientists engaged in R & D, and is dedicated to creating healthier communities globally. www.zyduscadila.com

About Hyperlink Infosystem

Hyperlink Infosystem is an IT company headquartered in Ahmedabad. It focuses on mainly App development, software development, IOT development AI and data science Hyperlink infosystem has clients all over the world, and more than 450 + employees. Harnil Oza, CEO and founder of Hyperlink infosystem is a firm believer of innovation. Innovating Technologies combining the modern world Vs. traditional world which can help in making life easier which is what Hyperlink infosystem is focused on.
