



## CRF

This franchise was amongst the first to launch a successful biotech drug in India viz. Eprex. Eprex in a short span of 5 years has become the largest selling brand of Janssen-Cilag India. This franchise has set several benchmarks in the industry in the areas of customer service, Direct to patient contacts, Nurse education and scientific marketing, were to a large extent responsible for developing the EPO market in the country.