



PRIMARY CARE

This is the biggest franchise of Janssen Cilag India, known for its strong customer focus and high emphasis on brand building. Its dedicated focus on improving the health of patients has helped create a strong presence in the market. This franchise is characterized by the unique blend of years of experience of building and sustaining heritage brands such as Stugeron for Vertigo Management as well as Sibelium for Migraine Management coupled with the aggression of creating brand leaders in a short span of time as exemplified by Ultracet, which dominates the Pain Market within few years of its launch. With its diverse product portfolio, this division caters to varied specialties like Neurologists, Orthopedics,

Consulting Physicians, ENTs and is continuously guided by its strong customer-centric and patient-centric approach to drive its growth.

