Sun Pharmaceutical Industries Inc

Vermont New Product Launch Report

		INTRODUCED TO MARKET
NDC	DRUG PROD DESC	DATE
63304-0041-27	Lenalidomide Caps 2.5Mg 28ct	3/20/2023
63304-0042-27	Lenalidomide Caps 5Mg 28ct	3/20/2023

63304-0043-27	Lenalidomide Caps 10Mg 28ct	3/20/2023
63304-0044-22	Lenalidomide Caps 15Mg 21ct	3/20/2023

63304-0045-22	Lenalidomide Caps 20Mg 21ct	3/20/2023
63304-0046-22 10 or 11 Digit NDC	Lenalidomide Caps 25Mg 21ct This will include: Drug Trade Name, Active	3/20/2023

10 or 11 Digit NDC

This will include: Drug Trade Name, Active Date Product was commercially Ingredient, Strength, and Size

available

WAC AT INTRODUCTION	MARKETING PRICING PLAN	MARKETING PRICING NONPUBLIC
\$20,157.36	As this is a generic pharmaceutical product, Sun does not engage in marketing activities typically attendant to branded products. There are no direct to consumer marketing activities of any kind, and no promotion of the product to physicians or other healthcare providers. Sun contracts at a price discounted from brand WAC with specialty pharmacies and wholesalers. Sun utilized appropriate pricing planning based on current and predicted market conditions. Sun determined setting WAC at a 15% discount from brand WAC would enable it to maximize sales and minimize competitive risk.	N
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\$20,157.36	As this is a generic	, IN
	pharmaceutical product, Sun	
	does not engage in marketing	;
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WAC on the date the Product was commercially available

A narrative description of the marketing Please respond with Yes or No and pricing plans used in the launch of the new prescription drug in the United States and internationally

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United States with a condition for which	breakthrough therapy designation or	granted breakthrough therapy
the new prescription drug may be	priority review by the federal Food	designation or priority review by the
prescribed	and Drug Administration prior to approval	federal Food and Drug Administration prior to approval

ACQUISITION DATE	ACQUISITION PRICE	ACQUISITION PRICE NONPUBLIC
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Please respond with Yes or No

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