

MARCH  
2022

NEWSLETTER  
VOL. 1

**nivugen**  
ACCELERATING AFFORDABLE MEDICINE

# INAUGURAL ISSUE

A REFLECTION OF  
THE PAST, PRESENT  
& FUTURE

TRANSFORMING  
MALAYSIA'S  
HEALTHCARE  
LANDSCAPE

PRODUCT LAUNCH  
FOR MALAYSIAN  
MARKET

CREATING **DIALOGUES** ON PHARMACEUTICAL ADVANCEMENT

## CEO's Message

Welcome to Our First Issue



*The first quarter of 2022 is passing by and what a year it was for all of us. I am immensely proud of Novugen as we kicked off the year with a bang, nearing us closer to achieving our corporate vision.*

As the global healthcare industry marches on towards clinical advancement, I am pleased to take you through our journey that are making great progress in the field. I would like to welcome you to the inaugural issue of our e-newsletter, a biyearly e-publication where we will share meaningful stories relating to the healthcare landscape. With this e-newsletter, we aim to take a step back and reflect on the past, connecting them to the present and future that impact the industry's outlook.

In this introductory issue, we will explore the topics of therapeutic drugs advancement, our journey of making a change for the betterment of patients worldwide and the people who pioneer our vision and mission in the field.

Today, we are living in a significant era of technological and pharmaceutical growth. I am hopeful that this e-newsletter will spark valuable conversations and initiate innovative views for the future of healthcare.

**Rahil Mahmood**  
CEO

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# A Reflection

Past, Present & Future



## Past

### 2014

Novugen Oncology Malaysia (formerly known as Oncogen Pharma Sdn Bhd) was first established

### 2015

Novugen Pharma Malaysia was formed to offer generic / non-oncology products



### 2019

FDF manufacturing facility was acquired in Uzbekistan



### 2016 - 2017

Our global R&D centre for Novugen Pharma & Novugen Oncology started its operation, across 40,000 sq. ft facilities.

### 2015

Our first active pharmaceutical ingredients (API) R&D centre was established



### 2019 - 2021

Novugen Pharma & Novugen Oncology finished dosage form (FDF) manufacturing plant



Novugen Pharma Manufacturing Plant



Novugen Oncology Manufacturing Plant

### 2022

The company's FIRST two products launched in Malaysia - Novugab and Tadigra



### 2022



FIRST product approval from USFDA for Abiraterone 250mg and 500mg tablets

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**Novugen Pharma (US) LLC was established** – based in Princeton, New Jersey, US. The affiliate is part of the company’s vision to penetrate the market in North America.

Leading the office is Victor Borelli, our appointed Senior Vice President Commercial Operations.



100 Overlook Center, Princeton, New Jersey, USA

## Global Strategic Partnerships

### Chulabhorn Royal Academy, Thailand

Novugen Oncology entered a strategic collaboration with Thailand’s Chulabhorn Royal Academy to transfer the technology and know-how from Novugen Oncology global R&D centre in Malaysia to Chulabhorn manufacturing facility in Thailand. This collaboration aims to develop a level of competency in R&D, and manufacturing of prescription drugs to help millions of cancer patients in ASEAN region.

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### BrightGene Bio-Medical Technology Co Ltd, China

The initial partnership agreement signed includes one complex generic product under Oncology segment, which has already completed the development process. Under the terms of this agreement, the expertise of each company will be leveraged to create a highly efficient and effective product flow, from active pharmaceutical ingredients (API) manufacturing through to regulatory approval and distribution, that will bring high quality generic drugs to the US market over the next few years.

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### GEA Pharma, India

GEA Pharma and Novugen Oncology entered a multi-million Euro contract for suite of equipment supply for the production of oral solid dosage (OSD) forms to treat cancer. In line with the growing capacity and plans to penetrate the manufacturing footprint in other countries, Rahil Mahmood, CEO of Novugen Pharma and Novugen Oncology suggested there may be scope for future expansion.

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## Present

### Product registration & development

**Over 70** complex generic products, catering to all therapeutic areas

**Over 25** complex generic products ANDAs for the US



## Future

With our strong foundation, we are aiming to change the pharmaceutical landscape not only in Malaysia, but also in ASEAN by becoming a key player in the region.

By 2030, our goal is to have **over 320 products** from Malaysia's operation to be exported to **over 75 countries**. We also aspire to make an impact to the country's economy by offering more than **2000 professional and skilled jobs in the future**.

We strive to provide early access of quality medicine to enhance the quality of life worldwide. Our milestones today mark only the beginning of our journey to achieve a bigger purpose.



# Transforming Malaysia's Healthcare Landscape



*According to a Fitch Solutions report, Malaysia is seeing a significant shift in demographics toward the rise of ageing population. Malaysians aged 65 years and above has grown from 3.9% in 2000 to 5.1% in 2015 - increasing the regularity of non-communicable diseases (NCDs) within the population group.*

While the government and local non-profit organisations are taking proactive actions towards the issue, the importance of Malaysian pharmaceutical companies is further amplified to respond to the increasing demand of quality medications. According to Finance Minister Tengku Zafrul Aziz, Malaysia's spending on healthcare is expected to hit 5% of the country's GDP or RM72.7 billion in 2021.

With this insight, Novugen Pharma and Novugen Oncology are determined to participate in making a significant transformational impact to the healthcare landscape not only in Malaysia, but also in the ASEAN region and globally. With the capabilities to design complex generics as USFDA standards, the companies are able to expand their product development for US and EU market - hence putting Malaysia on the map as a global player in the pharmaceutical industry.

*Today, the companies are recognised to be the first fully integrated R&D centre in the region to develop both API & FDF products. Novugen Pharma and Novugen Oncology are also the first in ASEAN to have advance analytical research facilities, based in Malaysia.*

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Novugen Pharma Manufacturing Facilities at  
Bandar Enstek Negeri Sembilan



Novugen Pharma Laboratory

With over 70 complex generic products, Novugen Pharma and Novugen Oncology cater to all therapeutic areas with a pipeline of over 25 prescription drugs for US market. The diversified portfolio includes technology intensive products in a wide range of disease areas including Urology, Cardiology, Anti-inflammatory, Haematology, Anti-infective, Endocrinology, Gastroenterology, CNS, and Oncology.



Novugen Oncology Manufacturing Facilities at  
Bandar Enstek Negeri Sembilan



Novugen Oncology Laboratory

In Malaysia itself, the pharmaceutical industry is valued at more than USD2billion in 2019 with over 100 pharmaceutical companies setting foot in the country. As a result, not only more employment opportunities will be created, but future scientists will also have the chance to hone leading-edge industry know-how, raising the industry's standard in Malaysia.

The global pharmaceutical industry is advancing rapidly with no sign of stopping to ensure the best support is provided to patients worldwide. Being part of this noble cause is an honour for both Novugen Pharma and Novugen Oncology.

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# A Journey

Driven by Novugenians &  
Oncogenians



*The success of an organization is contributed by many factors. Evidently, “people” are fundamental to create a strong foundation for any company. Ways talents are structured to their roles as well as effective interactions between the individuals, team and the leader will significantly impact the journey of the company and the individuals themselves.*

At Novugen Pharma and Novugen Oncology, our commitment towards the development of the employees goes beyond their technical skills. We ensure that their career advancement in the company is supported through empowerment and cultivation of the company’s unified core values; Teamwork, Respect and Candor, Integrity, Challenging the Status Quo and Excellence (T.R.I.C.E.).

*To foster T.R.I.C.E. in the company, SPOT Award was recently established as a platform that not only recognizes exceptional contributions of our colleagues, but also to applaud their work ethics which displays the company’s core values.*



SPOT Award recipients

We strongly believe of the impact to share inspiring stories. From leading key business projects through the winning of a global tender for a turnkey project by Dr. Sabrina Lee to the

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success of filing the very first product with USFDA by Mogana Govendan, there are many journeys from diverse roles and background, worthy for us to share. That said, we want to invite you to step into the shoes of our colleagues and learn more about their stories.

## JOURNEY Highlights

*"My contribution in work will make an impact to patients and providing them with healthier lives. This thought always keeps me inspired."*

**Dr. Ravikiran Allada**  
Director, Analytical Sciences & Technology Transfer



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*"I am living the dream to be able to help people's betterment of health by being part of providing accessibility and affordability of cancer treatments globally."*

**Mogana Govendan**  
Assistant Manager, Formulation



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*"One of my main sources of inspiration is my collaborative team. It became a strong driving force for me in my work, knowing that I play a valuable role through mentoring, and knowledge sharing especially to my junior colleagues."*

**Zainoirwan Zainuddin**  
Senior Manager, Production & Warehouse




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*"Adaptability, perseverance and a growth mindset are keys to my achievements. Additionally, the empowerment and trust given to me to manage key business projects amplify my drive to accomplish the overall organizational strategy and to reach a bigger purpose."*

**Dr. Sabrina Lee**  
Associate Manager,  
Business Development



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*“With the current pattern of increased demand for quality treatment, I truly believe that my contribution in the healthcare industry is increasingly meaningful. Even though my role is focused on a specific fraction of engineering, I feel proud yet humbled to be able to play my part of ensuring the accessibility of advanced medication to patients across the globe.”*

**Nimesh Patel**  
Director, Engineering

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# Trailblazing

## A Global Purpose



*In 2020, the global generic drug market value of US\$390.57 billion is projected to exceed an estimation of US\$574.63 billion in less than 10 years. In the US alone, an average American spends US\$1,200, becoming the highest pharmaceutical spending per capita in the world. By 2023, these numbers are forecasted to increase in expenditure by 29.6% to 33.7%, compared to 2019.*

The current trend of global healthcare demand and spending have provided us valuable insights on the future of pharmaceutical landscape. On that note, our purpose as a pharmaceutical company is further amplified to support the early access of quality medications, not limited to only Malaysia, but also worldwide. However, strict regulatory standard such as the US has made it challenging for many pharmaceutical companies especially those with start-up status, to penetrate the country's market.

In response to this, Novugen Pharma has leveraged on its vast experience, global network and team of professionals to ensure the company's capability to enter stringent regulatory markets.

*Novugen Pharma has become the first pharmaceutical company in ASEAN with the capability to design complex generics as per the USFDA standards. Besides USFDA, the company is also the first in ASEAN to undergo accreditations from EU and PIC/S and WHO GMP.*



Synergy II – FDF Manufacturing Facility,  
Uzbekistan



Pioneering Novugen Pharma's  
Vision in North America

**Victor Borelli**  
Senior Vice President Commercial Operations  
**Novugen Pharma (USA) LLC**  
New Jersey, United States

Victor Borelli, Senior Vice President Commercial  
Operations for Novugen Pharma (US) LLC

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Global Presence

Today, the company is striving for global expansion with offices established in several countries including the US, Dubai, and in the region of Commonwealth of Independent States (CIS), Uzbekistan with cutting-edge manufacturing facilities. In the US, our mission and establishment are led by Victor Borelli, the newly appointed Senior Vice President Commercial Operations for Novugen Pharma (US) LLC based in Princeton, New Jersey.

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# Amplifying

## Opportunities with MIDA



Malaysia's first multi-product commercial manufacturing facilities, Novugen Pharma and Novugen Oncology were once again visited by MIDA on 11 November 2021. This time, we have welcomed the Deputy Chief Executive Officer, Malaysian Investment Development Authority (MIDA), Mr. Sivasuriyamoorthy Sundara Raja together with his team.

MIDA's last visit took place on 18 March 2021, by the Deputy Chief Executive Officer II, Mr. Ahmad Khairuddin Abdul Rahim, accompanied by The Deputy Minister of International Trade and Industry (MITI), YB Senator Datuk Lim Ban Hong. Since then, the manufacturing facilities have seen vast progression with more machineries installed and larger team of professionals operating the plants.



18 March 2021 - Group photo of YB Senator Datuk Lim Ban Hong (front row - 3rd from right), Encik Ahmad Khairuddin (front row - 2nd from right), Mr Rahil Mahmood (front row 3rd from left).



18 March 2021 - Group photo of the delegations in front of the Novugen Oncology manufacturing facilities.

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18 March 2021 - Delegations during the tour of Novugen Pharma manufacturing facilities.



18 March 2021 - YB Senator Datuk Lim Ban Hong (right) was briefed on the Novugen Oncology R&D and Manufacturing Plant.



18 March 2021 - Delegations during the tour of Novugen Pharma manufacturing facilities.

Mr. Sivasuriyamoorthy was welcomed by our CEO, Mr. Rahil Mahmood who expressed his gratitude to MIDA for visiting the manufacturing facilities for the first time and for all the support given in the last five years in helping the company accomplish milestones. During the session, Mr. Rahil has presented the companies' updates and other key topics that may impact the Malaysian economy.

*“Oncology and non-oncology drugs that are niche such as cardiovascular or diabetes are very expensive in the market as they are imported from abroad. With our R&D and manufacturing presence in Malaysia and being the first in ASEAN to have fully integrated facilities to develop both active pharmaceutical ingredient (API) and finished dosage form (FDF) products, we are bringing cost-effective solutions in Malaysia and potentially other countries in the ASEAN region”*

Mr. Rahil added, “with our strong R&D and manufacturing technology presence here in Malaysia, we are non-infringing to patents. The CEO of Novugen Pharma and Novugen Oncology also shared, with their

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capabilities, they aim to put Malaysia on the map as a global manufacturing hub and an exporter of high-quality drugs by leveraging on the companies' available technology and industry know-how.

"Our goal is to be a game changer in Malaysia's healthcare landscape. In the country, 60% of our drugs are imported from other countries, especially high valued drugs such as chronic care and cancer treatment. Hence, manufacturing these drugs locally, narrows Malaysia's foreign deficit. Additionally, we target to catapult the country to become a global player in the pharmaceutical landscape by exporting our products to over 75 countries."



11 November 2021 - Delegations during the tour of Novugen Pharma manufacturing facilities.



11 November 2021 - Delegations during the tour of Novugen Oncology manufacturing facilities.



11 November 2021 -Group photo of Mr. Sivasuriyamoorthy Sundara Raja (4th from right), Mr Rahil Mahmood (5th from right).

Mr. Sivasuriyamoorthy applauded the companies' milestones and expressed his pride and enthusiasm for the companies' accomplishments in Malaysia and global markets. The visit ended with impactful ideas that were proposed by Mr. Sivasuriyamoorthy to further promote the companies' brand and emphasize on MIDA's strategic collaboration to support Novugen Pharma and Novugen Oncology's goals.

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# Product Launch

## for Malaysian Market



*Novugen has recently announced the launch of the company's FIRST two products in Malaysia, Novugab (Pregabalin), and Tadigra (Tadalafil). This has marked the beginning of our local presence in diversifying the pharmaceutical brands for the country.*



Novugab and Tadigra will be distributed to all healthcare sectors in Malaysia's nationwide market. We are very passionate about providing early access to affordable medicine of the highest quality and reaching as many patients as we can. Paving the way of this mission, Novugen has appointed Asia's leading healthcare services provider, Zuellig Pharma as our exclusive distribution partner.



The first batch of our product has been delivered from our own manufacturing facility, Novugen. We leave nothing to chance. With strategic planning, our team has started to engage with the targeted customers to intensify the launch.

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*We hold the highest standards of ourselves from products to services.  
It is our promise to ensure fast accessibility of global standard products  
to a wide market locally.*

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