

NOVARTIS AG
Form 6-K
June 12, 2008

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 or 15d-16 OF
THE SECURITIES EXCHANGE ACT OF 1934**

Report on Form 6-K dated June 11, 2008

(Commission File No. 1-15024)

Novartis AG

(Name of Registrant)

Lichtstrasse 35

4056 Basel

Switzerland

(Address of Principal Executive Offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F: Form 40-F:

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Yes: No:

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Yes: No:

Indicate by check mark whether the registrant by furnishing the information contained in this form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes: No:

Novartis International AG
Novartis Global Communications
CH-4002 Basel
Switzerland
<http://www.novartis.com>

- Investor Relations Release -

Novartis successfully issues two Swiss franc benchmark bonds totaling CHF 1.5 billion

- *First bond offering ever by Novartis in Swiss francs sees very strong demand and ranks as the largest-ever corporate offering in the Swiss franc market*
- *Two benchmark bonds offered – a domestic seven-year bond and a four-year bond in the international market segment*

Basel, June 10, 2008 Novartis has successfully issued two Swiss franc benchmark bonds totaling CHF 1.5 billion in the Swiss capital market, marking the first time ever that Novartis has issued a bond in this currency.

The offering generated very strong demand and ranks as the largest-ever corporate offering in the Swiss franc market. The bonds were placed with a diversified range of institutional and retail investors, and they will be listed individually on the SWX Swiss exchange.

The first bond – a four-year CHF 700 million benchmark bond in the international market segment with a coupon of 3.5% – was priced at 100.32%. The second bond – a seven-year CHF 800 million benchmark domestic bond with a coupon of 3.625% – was priced at 100.35%.

Novartis is rated Aa2 (stable outlook) by Moody's and AA- (stable outlook) by Standard & Poor's, while Fitch has a rating of AA (stable outlook). Joint lead managers were Credit Suisse and UBS.

This release does not constitute an offer for sale of the bonds, nor a solicitation of an offer for the bonds. The bonds have not been and will not be registered under the United States Securities Act of 1933 and may not be offered or sold in the US or to or for the account or benefit of US persons absent registration or an applicable exemption from registration requirements.

About Novartis

Novartis AG provides healthcare solutions that address the evolving needs of patients and societies. Focused solely on growth areas in healthcare, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic pharmaceuticals, preventive vaccines and diagnostic tools, and consumer health products. Novartis is the only company with leading positions in these areas. In 2007, the Group's continuing operations (excluding divestments in 2007) achieved net sales of USD 38.1 billion and net income of USD 6.5 billion. Approximately USD 6.4 billion was invested in R&D activities throughout the Group. Headquartered in Basel, Switzerland, Novartis Group companies employ approximately 98,200 full-time associates and operate in over 140 countries around the world. For more information, please visit <http://www.novartis.com>.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Novartis AG

Date: June 11, 2008

By: /s/ MALCOLM B. CHEETHAM

Name: Malcolm B. Cheetham
Title: Head Group Financial
Reporting and Accounting