

NOVO NORDISK A S
Form 6-K
March 29, 2011

**UNITED STATES
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

March 29, 2011

NOVO NORDISK A/S

(Exact name of Registrant as specified in its charter)

Novo Allé

DK- 2880, Bagsvaerd

Denmark

(Address of principal executive offices)

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 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

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g-32(b):82-_____

Company Announcement

28 March 2011

Novo Nordisk A/S – Share repurchase programme

On 2 February 2011 Novo Nordisk initiated a share repurchase programme in accordance with the provisions of the European Commission's regulation no 2273/2003 of 22 December 2003, also referred to as the Safe Harbour rules.

Under the programme Novo Nordisk will repurchase B shares for an amount up to DKK 2.0 billion in the period from 2 February 2011 to 26 April 2011.

Since the announcement as of 21 March 2011, the following transactions have been made under the programme:

	Number of shares	Average Transaction value, purchase price	DKK
Accumulated, last announcement	1,738,000		1,138,679,882
21 March 2011	50,000	653.8460	32,692,300
22 March 2011	52,500	648.7900	34,061,475
23 March 2011	45,000	649.3634	29,221,353
24 March 2011	45,000	641.1950	28,853,775
25 March 2011	60,000	638.5083	38,310,498
Accumulated under the programme	1,990,500		1,301,819,283

Transactions related to Novo Nordisk's incentive programmes have resulted in an increase of 46,527 B shares in Novo Nordisk's holding of treasury shares in the period from 21 March 2011 to 25 March 2011. The shares in these transactions were not part of the Safe Harbour repurchase programme.

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Novo Nordisk A/S	Novo Allé	Telephone:	Internet:	CVR no:
Investor Relations	2880 Bagsværd	+45 4444 8888	novonordisk.com	24256790
	Denmark	Telefax:		

With the transactions stated above, Novo Nordisk owns a total of 29,247,509 treasury shares, corresponding to 4.9% of the share capital. The total amount of shares in the company is 600,000,000 including treasury shares.

Novo Nordisk expects to repurchase B shares worth DKK 10.0 billion during 2011. As of 25 March 2011, Novo Nordisk has repurchased a total of 1,990,500 B shares equal to a transaction value of DKK 1,301,819,283.

Novo Nordisk is a global healthcare company with 87 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy. Headquartered in Denmark, Novo Nordisk employs approximately 30,900 employees in 76 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on NASDAQ OMX Copenhagen (Novo-B). Its ADRs are listed on the New York Stock Exchange (NVO). For more information, visit novonordisk.com.

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		+45 4444 6626		

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 of the undersigned, thereunto duly authorized.

Date: March 29, 2011

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
