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1. [Allow medical devices sector to work with doctors: CII](#) – Business Standard
2. [Freebies for docs: Govt ban set to replace voluntary code](#) – The Times of India

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1. [German drug maker Merck KGaA finds Indian market promising for its pharma, consumer health business](#) - The Economic Times
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3. [China firms queue up at Pharma City](#) – Financial Chronicle

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1. [Allow medical devices sector to work with doctors: CII](#) – Business Standard
Pitching for allowing medical devices industry to engage doctors, industry body [CII](#) today said preventing medical practitioners to undergo training about latest technologies may be detrimental. Currently, under the voluntary the Universal Code for Pharmaceutical marketing Practices (UCPMP) industry is not allowed to engage medical practitioners for continued medical education on latest technologies, CII said in a statement.
2. [Freebies for docs: Govt ban set to replace voluntary code](#) – The Times of India
The government is planning to make the code of conduct which bans unethical marketing practices — doling out freebies and sponsoring jaunts of doctors — mandatory on the drug and medical devices industry, making it tighter and providing teeth to it. The code — banning cruise tickets, freebies and exotic paid-vacations for doctors, sponsored by drug companies, is voluntary at present, but with concerns being expressed that it lacks "teeth", and with rampant violations, the government seems to be veering around to make it binding by making it a regulation.

Regulatory & Medical

1. [FIPB clears 18 FDI proposals](#) – The Indian Express
The Foreign Investment Promotion Board (FIPB) on Monday cleared 18 foreign direct investment (FDI) proposals, including those of Cadila Healthcare and Tata Global Beverages Ltd "The FIPB cleared 18 investment proposal, including those of Cadila Healthcare and Tata Global Beverages Ltd. The interministerial agency considered 41 FDI proposals," a senior finance ministry official said.

Others

1. [German drug maker Merck KGaA finds Indian market promising for its pharma, consumer health business](#) - The Economic Times
Merck KGaA, the family-controlled \$12.5-billion German drug maker, has identified India as one of its key markets under aglobal expansion strategy, amplified with forecasts that the economy

could be equal or even outpace China over time. Increasing government investments in supporting the healthcare needs of the population can help expand the market, she suggested, while adding that despite the fears about the policy environment, the company will continue to put significant investments behind its product portfolios, both in the key general medicines and cardio-metabolic disease areas.

2. [Indian pharma shying away from digital platforms: Study](#) – Pharmabiz.com

Most pharmaceutical companies in India – both multi-nationals as well as domestic – are still shying away from leveraging the huge opportunities that exist on the digital platforms, according to a new study by D Yellow Elephant. According to Aman Gupta, managing director of D Yellow Elephant, “The pharmaceutical sector in India, whether Indian companies or global players, they are at least 5-7 years lagging behind their global counterparts and if compared to other sectors, the time lag could go up to 10 years and above.

3. [China firms queue up at Pharma City](#) – Financial Chronicle

ABOUT 50 Chinese companies are likely to set up manufacturing facilities at the Pharma City being set up by the Telangana government near Hyderabad. These will operate in a cluster model and will also support other companies that become part of the integrated project, a government official said. Pharma City is being planned over 10,000 acres, 20 km off Hyderabad International airport. Of the total outlay, 6,800 acres will be developed in the first phase.