

1. [Price control deadline: Med-tech firms scramble with solutions](#) –

Hindu Business Line

Come up with a solution on prices or face Government action, is the diktat from the Department of Pharmaceuticals to the medical devices industry. And the deadline for individual companies to submit their proposals to the DoP runs out next week (Monday).

The industry does not want price control, so they have been asked to self-regulate and cut prices substantially by avoiding unnecessary margins to distributors, doctors and hospitals, a DoP official told BusinessLine.

2. [Editorial: Being innovative](#) –

Financial Express

Innovation remains a critical element for companies across the world. In the 10th annual survey on the state of innovation—The Most Innovative Companies 2015—conducted by the Boston Consulting Group (BCG), 79% of C-suite executives ranked innovation as either their top priority or a top-three priority. That's the highest ever since the survey started in 2005 (66%), while the highest till now being in 2013 (77%). The four attributes that fuel innovation—an emphasis on speed, well-run R&D processes, use of technological platforms and systematic exploration of adjacent markets—according to BCG, are interrelated.

3. [Martin Shkreli, the bad boy of pharmaceuticals, hits back](#) – Business Standard

"I invented a new drug," to treat the disease, he said, shrugging nonchalantly. "But it's hard to sell a drug for 300 people, to go through the process. You have to charge a lot per person to make it a viable product." His point was that new drugs - especially for rare conditions - don't come cheap and someone has to pay for them. This is more truism than earth-shattering revelation. But Shkreli has become a public villain for twisting that notion to apply to a decades-old drug that Turing merely acquired. By raising the price of that drug overnight to \$750 a pill from \$13.50, Shkreli became a caricature of pharmaceutical industry greed.

4. [Govt plans tie-up with pharma firms to tackle hepatitis C virus](#) – Deccan Herald

The State Health department is exploring possibilities of tying up with US and India-based pharma companies to ascertain the prevalence of hepatitis C virus (HCV) in the State. The companies have suggested to the government to notify the disease given its high prevalence and high treatment costs.

5. [Sun Pharma gets USFDA nod for generic form of Novartis' Gleevec](#) – Business Standard

Drug major Sun Pharmaceutical Industries today said one of its subsidiaries has received USFDA approval to manufacture and market generic version of Novartis' Gleevec, used in treatment of cancer, in America.

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6. [It's 'Assemble in India' rather than Make in India, say pharma experts](#) – Times of India

7. [Mergers and acquisitions to drive growth in pharma sector](#) – Financial Express

The subsidiary, being the first-to-file an ANDA for generic Gleevec with a para IV certification, is eligible for 180-days marketing exclusivity in the US, the company said.

"Under the terms of a settlement agreement with Novartis, the Sun Pharma subsidiary is permitted to launch its version of generic Gleevec in the United States on February 1, 2016," it added.

*Same article appeared in [Hindu Business Line](#), [Economic Times](#), [Mint](#), and [DNA](#)*

6. [It's 'Assemble in India' rather than Make in India, say pharma experts](#) – Times of India  
As India expands its territory in exporting drug across the globe and stands at number four in manufacturing drugs, the captains of pharma industry are worried about its rising dependence on China for procuring Active Pharmaceutical Ingredients, the tiny molecules from which medicines are manufactured. Along with this, the scarcity of drug inspectors has been tagged as 'alarming' as it may lead to compromise in quality manufacturing.

Laying stress on the need to create a comprehensive environment for manufacturing drugs to restrict reliance on China, secretary general of Quality Council of India, Ravi P Singh, said, "Entire thrust of pharma industry needs to be shifted towards R&D-based drug manufacturing to save Indian pharma from collapsing. We are heading towards 'Assembling in India' rather than 'Make in India.'

7. [Mergers and acquisitions to drive growth in pharma sector](#) – Financial Express  
Indian pharmaceutical companies will continue to use their under-leveraged balance sheets to pursue inorganic growth by acquiring assets in both the Indian and US markets. While regulatory risks will remain a sector overhang, the risk-reward profile appears favourable, with current valuations discounting recent moves by the FDA.