

1. [How India, the World's Pharmacy, Is Becoming More Medicated](#) – Wall Street Journal

Over the next five years, India and China are expected to consume medicines at a faster rate than any other country, according to a new report that says access to healthcare in emerging economies will drive growth in the prescription-drug market worldwide for the rest of this decade.

Medication use around the world is expected to reach 4.5 trillion doses by 2020, an increase of 24% compared with 2015, says research by IMS Institute for Healthcare Informatics, a unit of prescription-data provider IMS Health.

Nearly half of the projected growth will come from just four countries – India, China, Brazil and Indonesia.

The increase in consumption in India “is a reflection of both a very basic healthcare infrastructure and the ease of access for medicines where even the most complex medicines can be obtained at a corner pharmacy if the patient can afford them,” notes the report.

2. [Ian Read: Innovation's accountant](#) – Forbes India

The price of Viagra—and other older drugs—is going up. Pfizer's Ian Read insists the problem is health insurance, not pharma.

When Ian Read, an accountant and company lifer, took over as Pfizer's chief executive in December 2010, the drug firm—the world's largest—was facing the impending patent expiration of Lipitor, the bestselling drug ever made, and the utter failure of one of the most lavishly funded research laboratories on the planet to develop much of anything. The stock was suffering, and Read's predecessor—Jeffrey Kindler, a bearlike lawyer hired from McDonald's—had just spent \$68 billion to buy rival drugmaker Wyeth in a Hail Mary strategy shift. Now Read had to make it work.

3. [US, Switzerland back out of disputed norm in patent law](#) – Mint

Both nations agree not to introduce norm for pharma products at WTO for two more years until end-2017. The US and Switzerland have agreed not to introduce a controversial norm in the global patent law regime for pharmaceutical products for another two years until end-2017 at the World Trade Organization (WTO), according to negotiators familiar with the development.

The decision came as part of a compromise struck on Wednesday between the two nations, home to several pharmaceutical giants, on the one hand, and emerging economies Brazil, China, Egypt, India, Peru and Russia on the other.

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2. [Ian Read: Innovation's accountant](#) – Forbes India
3. [US, Switzerland back out of disputed norm in patent law](#) – Mint
4. [Former Sanofi CEO Viehbacher to bankroll new drugs](#) – Reuters
5. [Dr Reddy's sues AstraZeneca over purple colour of Nexium generic](#) – The Economic Times
6. [Government for building IHR capacities at state level](#) – The Economic Times
7. [Indian pharma majors bet big on US generic space](#) – Mint
8. [Pfizer-Allergan in \\$150-mn deal talks](#) – Business Standard

4. [Former Sanofi CEO Viehbacher to bankroll new drugs](#) – Reuters

Chris Viehbacher, ousted last year after six years as CEO of French drugmaker Sanofi, is settling into a new job that involves picking promising experimental drugs before they have been tested in human trials.

Viehbacher, pushed out amid declining sales of Sanofi's top-selling diabetes drug, is now managing partner of Gurnet Point Capital, a healthcare investment fund started in 2013. The firm said on Thursday it had created a new drug-development company, Boston Pharmaceuticals, that can tap in to \$600 million in available funds.

5. [Dr Reddy's sues AstraZeneca over purple colour of Nexium generic](#) – The Economic Times

Hyderabad-based drug maker Dr Reddy's has filed a lawsuit in a US court against Anglo-Swedish drug giant AstraZeneca 1.68 % alleging material breach of a settlement agreement that had released the company from any liability in connection with generic versions of Nexium, the blockbuster drug used to treat heartburns and gastric ulcers.

Last week, AstraZeneca as part of a lawsuit against Dr Reddy's moved in a Delaware Court obtained a temporary restraining order preventing the Indian firm from selling copies of Nexium on grounds of trademark infringement for using the colour purple, which was similar to the original brand .

6. [Government for building IHR capacities at state level](#) – The Economic Times

Noting the important role played by various sectors in implementation of International Health Regulations (IHR), the government today emphasised the need to build such capacities at the state level.

"There is a need for greater attention on building capacities at state level, particularly for hospital preparedness, infection control and surge capacity for IHR," said Jagdish Prasad, Director General of Health Services (DGHS).

7. [Indian pharma majors bet big on US generic space](#) – Mint

Indian drug makers are snapping up select generic drugs in the US, seeking to expand in their largest market. After several recent acquisitions by Indian drug firms in the US, the latest opportunity that has opened up is Teva Pharmaceutical Industries's sale of its US generic portfolio.

Glenmark Pharmaceuticals Ltd, Sun Pharmaceutical Industries Ltd and Cipla Ltd are among 30 companies looking to snap up oral solids, capsules, soft gels and hormones being sold by Teva, as the Israeli drug firm opens second-round bids for its generic drug portfolio this week.

8. [Pfizer-Allergan in \\$150-mn deal talks](#) – Business Standard

[Pfizer](#) Inc's talks to acquire [Allergan](#) Plc in a \$150 billion deal that would see the US drug giant redomicile in Ireland accelerated on Wednesday, as the [US Treasury](#) prepared to clamp down further on such tax inversions.

Pfizer is negotiating a price of \$370 to \$380 for each Allergan share, a person familiar with the discussions said, asking not to be identified because the talks are confidential.

Top pharma [companies](#) from India including Cipla, [Glenmark](#) and [Sun Pharma](#) are exploring bids for the drug portfolio of world's largest generic player [Teva](#) Pharmaceutical Industries.