News Updates: December 7 - 9, 2013

Patents / Intellectual Property Rights / Compulsory Drug Licensing

Publication: The Times of India
Edition: National
Date: December 6, 2013
Headline: New antiviral drug soon in fray

Synopsis: Pharma company Arvind Remedies Ltd (ARL) has made a breakthrough in developing a new drug for viral diseases in collaboration with various leading institutes. ARL has completed the preclinical studies of the drug and is now ready for clinical evaluation. The company plans to formulate a drug which will have higher bio-availability, efficacy with minimum side-effects for treatment of viruses like the herpes virus, varivella zoster virus, chikungunya and chicken pox. Dr B Arvind Shah, MD and CEO, ARL, said, "We have filed the patent for this drug and our next step is to undertake clinical studies as per global regulatory requirements."

FDA / Drug Regulatory / DCGI / Pharma Policy

Publication: The Economic Times
Edition: National
Journalist: Soma Das
Date: December 7, 2013
Headline: Pharma companies told to reveal quarterly drug data

Synopsis: The drug price regulator has asked pharmaceutical companies in the country to disclose quarterly data on the amount of essential drugs — both formulations and bulk drugs — they are producing. The move is aimed at ensuring that drug makers do not stop or cut down on production of essential drugs, prices of which have been capped, or shift to combination drug versions that have been excluded from the price net. The National Pharma Pricing Authority, in a letter to the state drug regulators last week, said that drug "manufacturers be advised to ensure timely submission of the quarterly return", adding that the new drug pricing order "provides for monitoring of production and availability of scheduled formulations and the API (active pharmaceutical ingredient) contained in scheduled formulations". Under the new drug pricing policy, manufacturers can no longer stop making essential drugs citing non-viability without informing the government.

Publication: The Economic Times
Edition: National
Date: December 7, 2013
Headline: Agila, with first class people, is a very high-quality asset: Rajiv Malik

Synopsis: US drugmaker Mylan has completed the acquisition of Agila Specialties division from Strides Arcolab for a total value of $1.75 billion (about Rs10,800 crore). However, the acquisition has been overshadowed by a warning letter over violation of manufacturing norms received by Agila from the USFDA in September for one of its injectable facilities in Bangalore. Mylan has now held back $250 million (about Rs1,550 crore) due to this warning. The company has said the amount will be released once the matter is resolved. The global market in the injectibles space is screaming for a leader, a highquality, large volume leader. We believe with the Agila acquisition, combined with what we already have, we believe that we have the best chance to lead in this space. We always saw this potential with the Agila asset.

Publication: The Times of India
Edition: National
Journalist: Aparna Ramalingam & Ekatha Ann John
Date: December 7, 2013

Headline: Insurance claims for dengue on the rise

Synopsis: What municipal and state governments don't accept or admit, insurance sellers do. Several state governments that brush dengue deaths under the carpet for fear of backlash have been exposed with insurers reporting instances of higher claims in dengue this year as compared to last year. For instance, Bajaj Allianz General Insurance has reported a 50% rise in claims due to dengue during the first half of 2013-14 when compared to the same period last year. "Of the total dengue claims received during the first half, around 60% of the cases came from north (Delhi NCR) and west India(interiors of Gujarat)," Dr Renuka Kanvinde, associate VP, health insurance, Bajaj Allianz General Insurance said.

Publication: The Hindu Business Line
Edition: National
Date: December 6, 2013
Headline: 'When India's pharma biz grows, FDA oversight will also grow'

Synopsis: US-based drug-maker Mylan Inc has since 2007 made a series of acquisitions to grow its presence in India. The latest was its purchase of Agila Specialties, the injectable drugs unit of Strides Arcolab, for $1.75 billion. In an interview with Business Line, Robert Coury, Chairman of the board of Mylan, and Rajiv Malik, President of the company, talk about the drug-maker's strategy for India and the future of the pharmaceutical industry here. Indian entrepreneurs have made it as if there is an onslaught from FDA. Yes, there is the stepped-up activity because of FDA getting the resources and doing what they are supposed to do and perhaps not doing it earlier. When the Indian companies are saying we are three-quarters of the entire world's pharma suppliers here, so, you are going to get three-quarters of the inspections.

Publication: The Hindu Business Line
Edition: National
Date: December 7, 2013
Headline: Regulator's order on submission of safety data for combo drugs hits hurdle

Synopsis: The drug regulator's attempt at weeding out potentially unsafe combination drugs has recently hit another wall. Last week, the Punjab and Haryana High Court put a stay on an order passed by the Drug Controller in January, asking for safety and efficacy data of fixed dose combination (FDC) drugs from the manufacturers. Many small and medium manufacturers have taken exception to the regulator's order — asking them to submit safety data which could then be examined by experts — stating that the DCGI decision is arbitrary and aimed at helping large manufacturers. FDC drugs, which are considered new drugs, were brought under the ambit of the Drugs Controller General of India (DCGI) in May 2002. The drug controller was given the authority to grant permissions/licences for these new drugs under Rule 122 of Drugs Act. However, the Punjab Small Drug Manufacturers Association had moved court against this decision.

Publication: The Hindu
Edition: National
Date: December 7, 2013
Headline: USFDA approves breakthrough drug for hepatitis C

Synopsis: The U.S. has approved a breakthrough therapy for treatment of chronic hepatitis C that is expected to offer a more palatable cure to millions of people infected with the liver-destroying viral disease. Approved by the Food and Drug Administration, the pill, Sovaldi (sofosbuvir) is the first drug that has demonstrated safety and efficacy to treat certain types of HCV infection without the need for co-administration of interferon, an official announcement said on Friday.

Publication: The Financial Express
Edition: National
Date: December 6, 2013
Headline: Mylan may hold back $250 million in Strides deal

Synopsis: Pharma company Strides Arcolab on Thursday said it has completed the sale of its injectables business, Agila Specialties, to Mylan for $1.75 billion. The deal, struck in March, will involve a holdback of $250 million until certain regulatory conditions related to an injectables facility in India are satisfied. The deal, which is the third-largest in the Indian pharma sector after Daiichi Sankyo's $4.6-billion acquisition of Ranbaxy Labs in 2008 and Abbott's $3.7-billion takeover of Piramal Healthcare in 2010, had been cleared by the Cabinet Committee on Economic Affairs in September. Earlier this year, an Agila Specialties facility in Bangalore had received a warning letter from the United States Food and Drug Administration following an inspection.

Drug Pricing

Publication: The Times of India
Edition: National
Date: December 7, 2013
Headline: Vaccine shortage hits snakebite treatment in govt health hubs

Synopsis: An alarming gap between demand and supply of anti-snake venom vaccine at state-run health hubs in the district has left doctors worried and patients allegedly at the mercy of quacks. As against the demand of the vaccine, the supply is pegged at a measly 10%. And with the sugarcane cutting season beginning and the number of snakebite cases increasing, the poor availability of the vaccine has sent the drug management in such hospitals for a toss. The CPR has an annual budget of Rs 6 crore to purchase drugs and support material such as bandage, syringes and needles. However, the hospital gets half the amount from the state government. Of this, Rs 80 lakh have been spent to procure the vaccine so far this year. "This year, the price of an anti-snake venom vial has gone up from Rs 260-Rs 270 to Rs 696. The hike since July is almost thrice than what it was and has affected our budget adversely. Since March this year, we have placed order of around 10,500 vials. But we are receiving the drugs in 100-200-vial batches," an official in the hospital's drug store department said.

Publication: Business Standard
Edition: National
Date: December 6, 2013
Headline: HC seeks Centre's reply on pharma company's plea

Synopsis: The Delhi High Court today directed the Centre to respond to a plea of pharma company Reckitt Benckiser seeking quashing of its recent notification, which put a ceiling on price of condoms sold in the country. A division bench of Chief Justice N V Ramana and Justice Manmohan issued notice to the National Pharmaceuticals Pricing Authority (NPPA) and sought reply by December 13 on Reckitt Benckiser (India) Pvt Ltd's plea, challenging the inclusion of the male contraceptive in the scope of Drug Price Control order (DPCO), 2013. The company claimed that condom was a medical device, and the DPCO intended to regulate price of medicine only, not for medical device. It also contended that condom was the only medical device included under the price control policy, while other life saving medical devices such as stents and valves are not included in the first schedule of the DPCO, 2013. The company said condoms do not fall under the category of essential commodity and the government cannot fix the ceiling price of medical device. According to the plea, inclusion of condoms in the DPCO was violative of the Essential Commodities Act and also violative of the National Pharmaceutical Pricing policy.

Publication: Free Press Journal
Edition: National
Date: December 7, 2013
Headline: Notices sent to Ranbaxy, Cipla for overcharging

Synopsis: Cipla Ltd and Ranbaxy Laboratories Ltd have been issued preliminary notices, under the Drugs (Price) Control Order 2013, by the government for overcharging consumers for medicines, a government source told Cogencis on Friday. The government has issued 87 such preliminary notices to various drug makers for overcharging, the source added.

General Industry

Publication: Forbes India
Edition: National
Date: December 6, 2013
Headline: Indian Billionaire Ajay Piramal To Get $500 Million Windfall From Vodafone Stake Sale

Synopsis: Piramal by all accounts, is about to reap a windfall. He will reportedly get over $1.4 billion which amounts to a $500 million gain or close to a 50% return-not bad for a two year-old investment. He picked up the 11% stake in two tranches, in August 2011 and February 2012, paying a total of $955 million or $8.7 per share. He's now selling at $13.2 per share. Piramal came into a pile of cash after selling his domestic generics business to Abbott Labs in 2010 for $3.7 billion and was looking for avenues to deploy the cash. Apart from telecom, the pharma tycoon, who draws inspiration from the Bhagavad Gita, the Hindu holy text, has invested in a slew of other businesses including real estate, road building, truck financing and renewable energy. A savvy dealmaker, Pirama built his pharma empire on a modest textile inheritance through a series of acquisitions.

Publication: FirstPost
Edition: Online
Date: December 6, 2013
Headline: How Johnson & Johnson brazenly put its Indian consumers at risk

Synopsis: Pharma giant Johnson & Johnson (J&J) recently agreed to pay $ $250,000 as compensation to around 8000 US citizens who had sued the company after being fitted with its faulty hip implants. The settlement, touted as one of the biggest in pharma history, came three years after the metal-on-metal Articular Surface Replacement (ASR) implant, manufactured by J&J subsidiary DePuy Orthopedics, was recalled globally in 2010. Maharashtra state government turned a blind eye to the plight of thousands who underwent hip replacement transplant surgeries. In spite of the state regulatory authority, FDA, writing to the state way back in August to shift the J&J faulty implant probe to the CBI, the home department has been virtually sitting on the decision, reports DNA.

Publication: The Indian Express
Edition: National
Date: December 7, 2013
Headline: Pharma giant in HC against govt move to cap condom prices

Synopsis: The manufacturer of two popular condom brands has approached the Delhi High Court seeking a stay on a government order to fix the maximum price of the contraceptive under the Essential Commodities Act (ESA). Pharmaceutical giant Reckitt Benckiser argued that the low ceiling price will force bigger companies to stop production, which in turn will have a negative effect on population control measures. The government had in May included condoms in the list of essential medicine and fixed its ceiling price in the Drug Pricing Control Order (DPCO) issued in November.

Innovation

Publication: Outlook Business
Edition: National
Date: December 7, 2013
Headline: "In India, The Opportunity Today Is On The Non-Tech Side"

Synopsis: Navin Chaddha of Mayfield Fund on why it is a great time to invest in technology. He has invested in many gadgets and medical devices companies which may change healthcare. There are two things we believe are happening in healthcare. One is consumerisation of health where companies are solving problems for patients, doctors and hospitals. Let me give you two examples of companies in our portfolio there. One company is called Helptap. It has built an online community where 30,000 doctors can answer questions for you in real time from mobile or from the web. A second example is a company called Brighter, which focuses on the dental market. Half the population in the US doesn't have dental insurance and dental care is very expensive. A related trend is what we call quantified life where consumers are collecting data about themselves from all kinds of sensors and

are trying to find actionable insights. There are companies such as FitBit that offer you wearable devices. Both those trends, digitisation of health and quantified life with wearables, are going to go mainstream. They typify the notion of everywhere computing.

Publication: IANS Live
Edition: National
Date: December 8, 2013
Headline: New device helps in ovarian cancer treatment

Synopsis: Scientists have developed a microchip-based device that helps easy monitoring of patients' response to certain malignancies, including ovarian cancer, says a study. The ability to reliably track treatment response will faciliatate doctors to decide if a particular anti-cancer drug should be continued or another option should be tried.

Access and Affordability

Publication: The Hindi Business Line
Edition: National
Date: December 7, 2013
Headline: Health insurance: Hospital IDs released on pilot basis

Synopsis: A pilot version of a unique hospital ID master has been launched by the Insurance Information Bureau of India (IIB). It helps in streamlining hospital listings. The data is expected to be useful for all insurers, third-party administrators (TPAs) and other stakeholders, such as hospitals. The final objective would be to help evolve standardised treatment protocols and costing template, which will help the health insurance industry to put in place a rationalised system of insurance claim management. It could also lead to a regime of transparent treatment costs and efficient pricing of health insurance products in the long run. The IIB, an independent body under the Insurance Regulatory and Development Authority, has been collecting health insurance transaction-level data from insurers and TPAs for many years.

Publication: Business Today
Edition: National
Date: Online - December 9, 2013, Print – December 22, 2013
Headline: Some new cancer drugs are available in other countries, but not in India

Synopsis: Oncologist Radheshyam Naik works at HealthCare Global (HCG), a Bangalore-based hospital chain that specialises in caring for patients with cancer, and sees about 150 cancer patients a month. About one-tenth of his patients have ailments for which drugs exist but are not available in India. The new drug is life-extending, rather than life-saving, but even that can make a big difference. "This drug would make things better for him for at least the next two years, by which time there may be another drug available that could either extend his life further or offer a new solution," says Naik. There are more than a dozen drugs in important cancer treatment areas that are not available in India. "The new drug flow into India has slowed down significantly and it is a matter of concern for oncologists and cancer patients," says oncologist B.S. Ajaikumar, Chairman and CEO of HCG. Every year, dozens of products are released in global markets. In 2012, the US Food and Drug Administration (US FDA) approved 39 new medicines, up from 30 in 2011 and 21 in 2010. Generally, 30 to 40 per cent of new drugs are for cancer.

Publication: The Hindu
Edition: National
Date: December 9, 2013
Headline: Birmingham researcher keen on broader role for ASHA workers in community medicine

Synopsis: The role of Accredited Social Health Activist (ASHA) volunteers and the use of cellphones in preventive medicine could be two significant tools in community health management and preventing secondary events in non-communicable diseases. These are the two aspects that could be exploited if Amitava Banerjee, cardiologist

and researcher in cardiovascular medicine at the University of Birmingham, attaches the project of Epidemiology of Non-communicable Diseases in Rural Areas (ENDIRA) to his research on the burden of cardiovascular diseases in India and access to medicine.

Publication: Business Standard
Edition: National
Date: December 6, 2013
Headline: Malaria research requires $8.3 billion: Report

Synopsis: Malaria research and development will require up to $8.3 billion over the next decade to combat the deadly disease which threatens half of the world's population, particularly in nations like India, according to a new study. The study warns that R&D investments are critical, given the emergence of drug resistance in the malaria parasite and insecticide resistance in the mosquito. The report "From Pipeline to Product: Malaria R&D Funding Needs Into the Next Decade," projects that malaria R&D will require up to $8.3 billion over the next decade (2013-2022) to develop new tools to sustain efforts to combat the disease; the midrange projection calls for investment of about $700 million annually. "For both P vivax and P falciparum malaria, we need new, effective, and affordable tools-including drugs-to ensure that we not only clear parasites from the body but also protect against immediate re-infection and ideally help limit transmission," said David Reddy, PhD, CEO of Medicines for Malaria Venture.

FDA / Drug Regulatory / DCGI / Pharma Policy

Publication: Business Standard *(Opinion » Business Law & Taxation » Columns)*
Edition: National
Journalist: Reghu Balakrishnan & Sudipto Dey
Date: December 9, 2013
Headline: Rising legal costs stump pharma companies

Synopsis: During the past couple of years, the Rs 72,000- crore Indian pharmaceutical industry has been at the receiving end of a backlash from global and Indian regulators. Apart from damage control to its brand image, the legal expenditure of major Indian drug makers has seen a steep hike. According to data from company annual reports, the legal expenditure of the top 10 drug makers in India has gone up on an average anywhere from 30 to 300 per cent in the past three years. In a double-whammy of sorts, this comes at a time the industry is experiencing a slowdown in growth, largely attributed to the new drug pricing policy and the regulatory interventions. Legal experts feel that the globe-trotting pharma industry's legal expenses are set to balloon further, if it does not set its house in order when it comes to meeting regulatory compliances and manage its Intellectual Property better. "The IPR regimes are very litigious. The foreign MNCs employ a battery of in-house lawyers. To this extent, the Indian companies are inadequately staffed," says D G Shah, secretary-general, Indian Pharma Alliance.

Publication: The Hindu Business Line
Edition: National
Date: Print - December 9, 2013, Online – December 8, 2013
Headline: Patient compensation beginning to get the deserved attention

Synopsis: Last month, Johnson & Johnson agreed to pay $2.5 billion to settle thousands of consumer lawsuits in the US following the recall of its faulty ASR hip-implants. Covering 8,000 US patients, the settlement, announced late in November by DePuy Orthopaedics (part of Johnson & Johnson), is tipped to be the highest ever for any medical device. The settlement has put the spotlight on patient safety and compensation in India as well. Red-flagging the J&J product recall, the Maharashtra Food and Drug Administration has initiated an investigation following a complaint, Commissioner Mahesh Zagade told Business Line. About 4,500 Indian patients have had these implants. The Drug Controller General of India's (DCGI) office, too, has alerted State authorities to keep a watch on the recalled product and other such products, said a Health Ministry official. However, not only is patient compensation a little-discussed issue in the country, but medical devices also tend to slip between the regulatory cracks as only a clutch of them come under the present Drugs and Cosmetics Act, says a lawyer familiar with the regulations. However, the good news is that patient compensation is making its way centre-

stage, buoyed by a recent landmark ruling on medical negligence by the Supreme Court, says the lawyer.

Publication: Pharmabiz
Edition: Online
Date: December 9, 2013
Headline: UDF urges creation of Ministry of Pharmaceuticals & Indian Pharmaceutical Services

Synopsis: Udyog Development Foundation (UDF), a not-for profit organisation represented by pharmacists in the country is now insisting that the government should look at the creation of a dedicated Ministry of Pharmaceuticals and the introduction of an examination on Indian Pharmaceutical Services.

Publication: Pharmabiz
Edition: Online
Date: December 9, 2013
Headline: Experts for inclusion of a South African model REC in CDA Bill for continuous monitoring of ECs

Synopsis: Even as the Parliamentary Standing Committee is examining the Drugs and Cosmetics (Amendment) Bill, 2013 that seeks to establish the Central Drugs Administration (CDA), experts in the pharma industry have recommended for the inclusion of a South African model monitoring mechanism in the proposed CDA Bill for continuous assessment of functioning of Ethics Committees through an accrediting body such as Research Ethics Council (REC).

Patents / Intellectual Property Rights / Compulsory Drug Licensing

Publication: Pilman - TapanRay Website on Healthcare
Edition: Online
Date: December 9, 2013
Headline: Pharma Horizon: Cloud, Rainbow And Smear

Synopsis: One of the telltale signs of this slump is near-term patent expiry of today's blockbuster drugs, the impact of which will continue to keep the global pharma sky overcast with clouds for some more time, especially in absence of replaceable equivalents. Interestingly, on the flip side, a beautiful rainbow, as it were, also takes shape in the horizon, ushering-in a hope to a large number of patients for improved access to newer drugs, just as it does to the generic players for accelerating business growth. That's the good part of it, though for the generic drug industry. However, the bad part of the emerging scenario gives rise to a lurking fear of gloom and doom, emanating from self-created evitable smears and taints, blended in vessels of despicable mindsets.

Clinical Trials

Publication: Daily News and Analysis
Edition: National
Date: December 9, 2013
Headline: Breakthrough Vaccines

Synopsis: Vaccines are one of the great success stories in the history of individual and public health. They have helped rid the planet of the scourge of smallpox, are poised to eliminate polio, and each year prevent millions of deaths, reducing the suffering and costs caused by infectious diseases. But there are many diseases for which vaccines do not yet exist. Moreover, strategies that have previously led to the successful development of vaccines are unlikely to work against more complex bacteria or viruses, such as HIV, which have evolved multiple mechanisms to evade the immune system. Two recent advances could accelerate vaccine development and reduce its costs dramatically. In synthetic biology, the rapid engineering of nucleic acid-based vaccines means more candidates move more quickly from concept to trial. In systems biology, high-throughput technologies have increased the number of genetic and immunologic parameters assessed in trials.

Publication: Deccan Chronicle

Edition: National
Date: December 9, 2013
Headline: Drug therapy as effective as angioplasty

Synopsis: Scientists have found that treating the patients who are suffering from stable coronary artery disease but haven't experienced a heart attack and an abnormal stress test with common procedure of angioplasty may not provide additional benefits compared to drug therapy alone. A survey which has been done on more than 4,000 patients with myocardial ischemia by the cardiologists of Stony Brook University School of Medicine, aimed to design a data study that combined data from clinical trials performed between 1970 and 2012 of patients who had either percutaneous coronary intervention (PCI), or angioplasty, plus drug therapy, or drug therapy alone to treat their CAD.

General Industry

Publication: The Financial Express *(Reproduced from Reuters)*
Edition: National
Date: December 9, 2013
Headline: Can spend $4-6 bn a year on acquisitions, says Novartis CEO

Synopsis: Swiss drugmaker Novartis can spend $4-6 billion per year on acquisitions to strengthen its core pharma, eyecare and generics businesses or its three smaller units, its chief executive officer said in an interview on Sunday. "Novartis' cashflow is big enough each year for us to increase the dividend for shareholders and at the same time do bolt-on buys. We can spend $4-6 billion a year on these," CEO Joe Jimenez told Swiss newspaper Schweiz am Sonntag. He said Novartis could spend $2-4 billion per buy on targets that would strengthen one of its three big units. "For the smaller units, there can also be bolt-on buys, but they would be smaller," he said. Jimenez also told the newspaper that a possible free trade agreement between Switzerland and India should absolutely include clauses on protecting intellectual property rights. Drug groups face competition from cheaper Indian generics.

Publication: Equity Bulls
Edition: Online
Date: December 8, 2013
Headline: Venus Remedies bags UBM India Pharma Award for Elores

Synopsis: Venus Remedies Limited has bagged the coveted UBM India Pharma Award for its flagship product, Elores, in the Excellence in Product Development category at a glittering ceremony in Mumbai last evening.

Innovation

Publication: The Times of India
Edition: National
Date: December 8, 2013
Headline: How tech will change the future of work

Synopsis: GE estimates, has the potential to add $15 trillion to global GDP by 2030. According to GE, just 1% increase in efficiency can mean savings of $30 billion in aviation, $66 billion in power generation and $63 billion in healthcare over 15 years.

Publication: Business Standard
Edition: National
Date: December 9, 2013
Headline: Rediscover the market need: from functional to emotional

Synopsis: NovoPen: Novo Nordisk broke through a mental model boundary by making the shift from a functional to an emotional (social) need. It led to the creation of the NovoPen, an orbit-shifting drug delivery device for diabetics. In January 1981, Sonnich Fryland, the marketing director of Novo Nordisk called Jorn Rex, the head of

packaging, and Dr Ivan Jensen into his room. Fryland removed his fountain pen from his pocket, and as Jorn Rex says, 'He asked us if it would be possible to produce a device that looked like a fountain pen, was easy to use, which could hold a week's supply of insulin and administer two units of insulin at the touch of a button. The pen had to be simple and discreet, and preferably look like, well, an actual fountain pen.' The idea of the NovoPen came as a result of breaking through a mental model boundary defining the market need. The unearthing of a market need that had been previously unleveraged happened as Novo Nordisk recognized that most people were uncomfortable using syringes. Considering a diabetic needs to inject himself three to four times a day, the usage of a syringe is a very daunting prospect. Further, there was a social stigma attached to the idea of using a syringe and vial in public.

Publication: Afaqs!
Edition: Online
Date: December 9, 2013
Headline: Healthcare Brand Summit: Healthcare is moving from prescriptive to preventive and predictive

Synopsis: Day Two of afaqs!'s Healthcare Brand Summit was all about brand transitions -- from prescription (Rx) to over-the-counter (OTC), from niche to mass, and from prescriptive healthcare to preventive healthcare. Saurabh Uboweja, founder, CEO and director, brand strategy, Brands of Desire (a brand and design consultancy), addressed the audience. "Is the Indian healthcare industry branded?" he asked, going on to answer in the negative. "More than 80 per cent of the Indian healthcare system is unbranded, poorly branded or branded though 'Jugaad' (Indian slang for 'frugal innovation')," he said, before sharing the five qualities of a desirable healthcare brand in India. They are: ability, affordability, accessibility, acceptability and accountability.

Access and Affordability

Publication: Zee News
Edition: Online
Date: December 8, 2013
Headline: Malaria research requires USD 8.3 billion: Report

Synopsis: According to a new study, Malaria research and development will require up to USD 8.3 billion over the next decade to combat the deadly disease which threatens half of the world's population, especially in countries like India. Given the current situation (Malaria kills about 660,000 people,mostly young children in Africa every year) research and development investments are critical to combat the deadly disease. "For both P. vivax and P. falciparum malaria, we need new, effective, and affordable tools—including drugs—to ensure that we not only clear parasites from the body but also protect against immediate re-infection and ideally help limit transmission," said David Reddy, PhD, CEO of Medicines for Malaria Venture. "Rapid diagnostics for malaria are also urgently needed to ensure people are receiving the right treatment for their disease", he further added.