



**News Updates: 1<sup>st</sup> October, 2013**

**OPPI**

**Publication: Pharmabiz**

**Edition: Online**

**Headline: [Eli Lilly's Veeva bags OPPI Sales Force Excellence Award 2013](#)**

**Synopsis:** To promote excellence in pharmaceutical selling in 2012, Eli Lilly and Company - India, the leading innovation based pharmaceutical player, has won the OPPI Sales Force Excellence Award 2013 for its project Veeva which aimed at delivering unparalleled customer experience by empowering the sales force. Lilly India recently conferred at OPPI's AGM held in Mumbai.

Following links have reproduced the report from IANS:

- [Business Standard](#)
- [Yahoo News](#)

**Publication: The Times of India**

**Edition: National**

**Page No: 25**

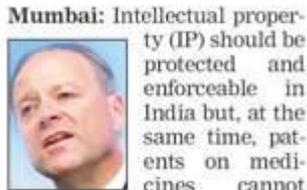
**Journalist: Rupali Mukherjee**

**Headline: [Tiered pricing to make drugs affordable Sanofi CEO](#)**

**Synopsis:** Intellectual property (IP) should be protected and enforceable in India but, at the same time, patents on medicines cannot block access to treatment, Sanofi's global CEO Christopher Viehbacher has said. Making a strong case for protecting IP investments in the country, Viehbacher, addressing top bosses of the pharma industry, stressed the need for an affordable pricing model to increase access of healthcare in countries like India, which have huge economic disparities. Chris Viehbacher said at the Organisation of Pharmaceutical Producers of India (OPPI) summit about the need to have a dialogue with stakeholders or government to evolve differential pricing policies adapted to populations' purchasing power, and not limited to an individual's income.

# Tiered pricing to make drugs affordable: Sanofi CEO

Rupali Mukherjee | TNN



**Mumbai:** Intellectual property (IP) should be protected and enforceable in India but, at the same time, patents on medicines cannot block access to treatment, Sanofi's global CEO **Christopher Viehbacher** has said.

Making a strong case for protecting IP investments in the country, Viehbacher, addressing top bosses of the pharma industry, stressed the need for an affordable pricing model to increase access of healthcare in countries like India, which have huge economic disparities.

Viehbacher is the second global pharma boss after GlaxoSmithKline CEO Andrew Witty to advocate a tiered pricing mechanism, which includes offering exorbitantly priced life-saving medicines at a fraction of the cost in developing countries like India.

Pointing out that the pharma industry's obligation extends much beyond other industries and includes providing quality healthcare at an affordable cost, Viehbacher said that new pricing models have to be evolved to address the challenge of accessibility and affordability.

"We need to have a dialogue with stakeholders or government to evolve differential pricing policies adapted to populations' purchasing power, and not limited to an individual's income," he said at the Organisation of Pharmaceutical Producers of India (OPPI) summit here on Monday.

He said as part of a global roundtable initiative by Bill Gates on neglected tropical diseases, a pilot project on differential pricing is on in two countries, which have a significant divergence in income. The Access & Affordability Working Group develops pilot projects to explore tiered pricing to improve access to medicines, vaccines and diagnostics in the developing world through differential pricing strategies. Under this project, a malaria drug from Morocco is being pilot tested at different price points.

Sanofi will continue "to bet on India for growth" and acquisitions in emerging markets will be a priority, he said.

Publication: The Hindu Business Line

Edition: Chennai

Page No: 1, 2

Headline: [Sanofi looking at differential pricing](#)

**Synopsis:** While drug-makers are wrestling with how to price medicines in different markets, Sanofi's Chief Executive, Chris Viehbacher, said the French drug major is looking at differential pricing within a country. While it is an accepted strategy to charge different prices for the same drug in different countries, Sanofi is running a pilot in a couple of countries, he said, charging different prices for different economic groups. Viehbacher was at a function organised by the Organisation of Pharmaceutical Producers of India (OPPI), a lobby for multinational drug companies.

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Sanofi looking at differential pricing P.2



# Sanofi looking at differential pricing

Trying out variable prices for same drug in two countries

Our Bureau

Mumbai, Sept. 30

While drug-makers are wrestling with how to price medicines in different markets, Sanofi's Chief Executive, Chris Viehbacher, said the French drug major is looking at differential pricing within a country.

While it is an accepted strategy to charge different prices for the same drug in different countries, Sanofi is running a pilot in a couple of countries, he said, charging different prices for different economic groups.

"India is a country of heterogeneity," he said, with about 300 million people who have incomes comparable to other developed countries.

Pointing out that companies need to think "beyond the pill", he said companies were figuring out how to distribute medicines to those with lesser incomes.

The multinational company will be rolling out its dengue vaccine next year, at prices unique to different countries, he added.

Viehbacher was at a function organised by the Organisation of Pharmaceutical



Sanofi CEO Chris Viehbacher (left) and IDF President Michael Hirst address the press in Mumbai on Monday. — Paul Noronha

Producers of India (OPPI), a lobby for multinational drug companies.

Holding forth on several issues, including the marketing practices of drug companies, he said multinationals were considering eliminating all gifts to physicians.

Later, speaking at a media interaction, he said issues related to improving access to medicines were not specific to India. But companies cannot have a "one-size-fits-all" policy, he added, and that was especially true in India, where a single price is usually set across diverse economic

groups. Commenting on intellectual property (IP) and patent-related litigation in the country, he said the final objective is to get healthcare to people and not just sell products.

And while IP is at the core of drug companies, and they would like it to be enforced, he said companies, too, need to work with Governments.

Despite graft charges dogging drug companies in China and IP and pricing issues in India, Viehbacher said emerging markets continue to hold out opportunities.

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Publication: CNBC TV18 - MoneyControl

Edition: Online

**Journalist:** Archana Shukla

**Headline:** [Tax battles have given India a bad name: Sanofi](#)

**Synopsis:** This year, the Annual General Meeting of the OPPI had a decidedly French Connection - Chris Viebacher, the global chief of French drug major Sanofi. But his message did not differ from what the rest of the international pharmaceutical community has been saying for a while now. Chris Viebacher, Global CEO, Sanofi said IPR needs to be strengthened. FDI is needed to boost growth. It helps build capabilities. Viebacher's views on regulatory hurdles in India were evidence of the long drawn tax liability battle it has waged against the Indian IT department over the acquisition of Indian vaccine maker Shantha Biotech.

### Clinical Trials

**Publication:** Daily News and Analysis

**Edition:** Mumbai

**Page No:** 1

**Journalist:** Ashish Tiwari

**Headline:** [Apex court bars clinical trials till safeguards are in place](#)

**Synopsis:** In a big blow to foreign multinational companies, the Supreme Court on Monday said no clinical trials should be allowed for new drugs till a mechanism is put in place to monitor them and to protect the lives of people on whom these drugs are tested. A bench headed by justice RM Lodha asked the Centre to create such a system in consultation with various stakeholders in order to avoid any serious and adverse impact. On its part, the Centre assured the apex court that it will also not allow clinical trials for the 162 drugs it had cleared earlier.

### Appointments

**Publication:** The Economic Times *(Reproduced from Reuters)*

**Edition:** Online

**Headline:** [Bayer appoints Pfizer's Olivier Brandicourt as head of healthcare](#)

**Synopsis:** Germany's Bayer said it named Pfizer executive Olivier Brandicourt as the new head of its healthcare division. Brandicourt will take over from Bayer Healthcare interim head Wolfgang Plischke on November 1, Germany's largest drugmaker said in a statement on Monday. The previous head of Bayer Healthcare, Joerg Reinhardt, quit Bayer in February to become chairman of Novartis

### General Industry

**Publication:** Business Standard – The Smart Investor

**Edition:** Online

**Headline:** [Glenmark gets USFDA nod for skin infections cream](#)

**Synopsis:** Glenmark Pharmaceuticals today said it has received approval from the US health regulator for its generic Hydrocortisone Butyrate Cream used for treating variety of skin infections. Glenmark Generics Inc USA, the subsidiary of Glenmark Generics Ltd has received nod for its Hydrocortisone Butyrate Cream USP (0.1%), abbreviated new drug approval (ANDA) from the United States Food and Drug Administration (USFDA), Glenmark Pharmaceuticals said in a statement.

**Publication:** Mint

**Edition:** National

**Page No:** 14

**Journalist:** Ravi Ananthanarayanan

**Headline:** [Domestic pharma market sales in slow motion](#)

**Synopsis:** The domestic pharmaceutical market's luck is yet to turn. In the June quarter, the industry's growth had been affected by the proposed introduction of the new drug price control order, or DPCO. The trade channels turned cautious on stocking, affecting sales for companies. In the June quarter, the market grew by

7.7% year-on-year, according to a Karvy Institutional Research report, but growth slowed to 5.1%. In August, sales rose by just 1%. In the June quarter, too, demand had been affected by the uncertainty caused by the new drug price control order. The order took effect from end-July but the market disruption continued. The main reason is a dispute on margins. Distributors and retailers are asking for their margins to be calculated, as earlier, on the maximum retail price and not on their purchase price as allowed under the DPCO.