

DECEMBER 13, 2014– DECEMBER 19, 2014

**WEEKLY  
SNAPSHOT**

**MEDIA NEWS + TRENDS**

This weekly e-letter will highlight important media reports and call out any key trends that demonstrate how the landscape is evolving and accelerating in today's market environment. The update will also highlight action that has been initiated by OPPI in media.



**Need to know**

- Protecting patents will boost innovation in India: Ranjana Smetacek, Director General, OPPI... [The Hindu Business Line](#)
- Govt Asserts that Prices of Life Saving Drugs have been Reduced... [PIB](#)
- 615 drugs under control regime, more steps in offing: Govt... [The Economic Times](#)
- Ahead of Obama visit, US decides against embargo on India over IPR... [The Times of India](#)
- 52 new drugs come under price control... [The Times of India](#)
- Critical drugs in short supply; doctors blame wider price control ambit, chemists policies... [The Times of India](#)
- Drugs, doctors and the ethics code... [The Hindu Business Line](#)
- New Math for Compensating Clinical Trial Deaths... [The Economic Times](#)



**Good to know**

- 370 die in clinical trials in 2 years, kin of only 21 get compensation... [The Times of India](#)
- Over 320 doctors under Medical Council of India lens for bribery charges... [Daily News & Analysis](#)
- Understanding Richard Verma's Swift Senate Confirmation as U.S. Ambassador to India... [Huffington Post](#)
- India-led BRICS Opposes UN Arm's Move on Model Drug Law... [The Economic Times](#)
- Let India make cheap drugs... [Business Standard](#)
- SC dismisses Bayer plea against generic drug... [The Times of India](#)
- Cap on prices of medical devices next?... [The Times of India](#)
- Govt studying options as Novartis-Cipla patent dispute moves to court... [The Hindu Business Line](#)



**Want to know**

- German ban on generic drugs not applicable to 18 of them... [The Economic Times](#)
- Vivek Murthy: The PIO tasked with guiding America to a healthy lifestyle... [The Times of India](#)
- Pharma Cos Should be Ready to Adapt to Changing Norms, Says Sun Pharma's Makov... [The Economic Times](#)
- Drug firms face ANDA blues... [The Financial Express](#)
- A coalition for access to healthcare... [The Hindu](#)
- Indian firms, checkers need to do more... [Business Standard](#)
- '81% med expenses go into pockets of quacks'... [The Times of India](#)
- India must improve quality of diagnostics, medicines: WHO... [Business Standard](#)
- Towards universal health coverage... [Mint](#)

- Notable and laudable progress in engagement with India: GIPC... [The Economic Times](#)
- Drug firms tweak combo, dosage to evade price cap... [The Times of India](#)
- IPR panel to submit report this week... [The Hindu Business Line](#)
- US, European businesses urge govt to step up action on GST, IPR... [Business Standard](#)
- A doc's call against patent overdose... [The Hindu Business Line](#)
- Three cancer drugs get clinical trial waiver for importing, marketing in India... [Pharmabiz](#)
- Patented price gouging and the enduring enigma of drug costs... [Mint](#)
- Cancer drugs get nod without trials... [Deccan Chronicle](#)
- German drug makers appeal drug suspensions linked to Indian data... [Mint](#)
- Ethics panel call angers docs... [The Telegraph](#)
- Will health hobble the economy?: K Srinath Reddy, President, PHFI... [Business Today](#)

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## QUOTE OF THE WEEK

“The Indian pharmaceuticals industry is the world’s third biggest market by volume with a compounded annual growth rate of 15 per cent over the last five years. It is expected to attain a market size of US\$ 45 billion by 2020. The inclusion of the pharmaceuticals sector in the “Make in India” campaign provides a unique opportunity to the industry to push its agenda of R&D, innovation and affordable healthcare for all. India is ready to become the ‘Pharmacy of the World’ by giving greater impetus to quality, exports, public-private and private-private partnerships. India should also develop and formalise a robust and comprehensive IPR policy, in the wake of discovery research gaining huge momentum today, with most Indian companies ploughing back a sizeable percentage of their turnover into R&D. In the coming years, many innovative drugs will be launched by Indian pharmaceutical companies, thereby boosting the image of Brand India.”

- Dr Rajiv Modi, chairman, CII National Committee on Pharmaceuticals and CMD, Cadilla Pharmaceuticals Ltd ([Pharmabiz](#))
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