

FEBRUARY 27, 2015– MARCH 5, 2015

# 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

- Stronger IPR is about Big Pharma profits, not health... [The Times of India](#)
- Prices of 509 Essential Drugs Reduced: Govt... [Outlook](#)
- Budget 2015: Experts slam govt for slashing health budget... [The Times of India](#)
- 3 areas pharma cos want Budget to focus on: Ranjana Smetacek, DG-OPPI... [The Economic Times](#)
- It's taxing to deal with intellectual property... [The Hindu Business Line](#)
- Doctors for ethical treatment in private hospitals... [The Hindu](#)
- Health budget flatlines: K. Srinath Reddy, PHFI... [Mint](#)
- New drugs likely to escape local clinical trial drill: Drug Technical Advisory Board... [The Economic Times](#)
- India-US ties still problematic... [Business Standard](#)



### Good to know

- Budget 2015: Pharma Wishlist... [Business World](#)
- Union Budget 2015 allocation will give a boost to health care: JP Nadda... [The Economic Times](#)
- Entry of worthless patents under proposed IPR regime?... [Deccan Herald](#)
- Union Budget 2015: Overall positive for health care, but offers no direct benefits to pharma... [Business Today](#)
- Budget 2015: Rs 33,000 crore for health is barely enough for current schemes... [Mint](#)
- Budget 2015: Jaitley AIIMS for more, but no pills for health sector ills... [The Times of India](#)
- Budget cuts impacting healthcare will be like "starving a sick child": Activists... [The Times of India](#)
- Health policy needs plan to counter NCDs: Experts... [The Times of India](#)



### Want to know

- Budget 2015: Government plans to raise public health spend to 2.5% of GDP... [The Economic Times](#)
- Govt revisiting Jan Aushadhi scheme to expand reach... [The Economic Times](#)
- Health budget dips by 5.7%, AYUSH gets major chunk... [The Times of India](#)
- Universal healthcare still far from reality, says IMA chief... [The Hindu](#)
- Arun Jaitley offers good dose of hope on medical insurance... [The Financial Express](#)
- Putting the 'universal' in healthcare... [The Indian Express](#)
- No major steps for medical devices sector in Budget: Industry... [Business Standard](#)
- Payment delays dent India's flagship health, AIDS programmes... [Reuters](#)

- The curious disconnect between Budget and draft national health policy... [Business Today](#)
- It's a healthy budget with a lot of promise: Prathap C Reddy, founder chairman, Apollo Hospitals Group... [Hindustan Times](#)
- IMA for including health care in concurrent subject list... [The Economic Times](#)
- 'Data Protection': Needs A Clear Direction...But Is It An IPR Issue?... [Tapan Ray blog](#)
- Make Swine Flu Vaccine a Part of Health System... [The New Indian Express](#)

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## QUOTE OF THE WEEK

"I expected more granularity in the implementation strategy for 'Make in India'. Similarly I expected 'Make in India' to be more expansive and encompass 'Innovate in India'. The Budget proposal for setting up the Atal Innovation Mission with an outlay of Rs 150 crore is just a starting point for setting the stage for encouraging investment in R&D and innovation. It is more in the nature of modest seed funding to 'Innovate in India'. I expected more enabling provisions and incentives for companies engaged in innovation as it would have encouraged many more players to follow the path of innovation."

- Kiran Mazumdar-Shaw, CMD, Biocon ([Business Today](#))

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