



# OPPORTUNITY TO SERVE...





**OPP**ITUNITY  
TO MAKE A  
DIFFERENCE.



# Because Together is the strongest word.

Way back in 1965, when the Organisation of Pharmaceutical Producers of India (OPPI) was founded, it brought together like-minded people with just one objective: to facilitate greater access to quality healthcare solutions. Today, almost five decades later, we are still driven by the same vision – keeping the patient at the core of everything we do; using innovation, collaboration and co-creation to ensure they get the best.

At OPPI, our member companies know the importance of investing in the research new drugs, medicines and lines of treatment for unmet medical needs. Pioneers in their field, they have been instrumental in creating a world class and robust pharmaceutical industry in the country. Yet the focus has always been last mile accessibility. With this aim, OPPI regularly engages with the Government and other stakeholders to find sustainable healthcare solutions.

Last year, the organisation's members have taken giant strides in their efforts to create a healthier society. The launch of newer, improved medicines, the breakthroughs in treatments, the setting up of new healthcare centres are only some of the ways in which they have striven to do so. This report shares the major initiatives undertaken by 14 of our member companies.

All motivated by the same goal  
**to make a difference. And they have!**



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Sustainable Effort to  
Enable Healthier World

## **TACKLING UNMET NEEDS, CREATING A BETTER WORLD**

AbbVie India's compassion for people and commitment to innovation is at the heart of everything they do. The company strongly believes in inclusion; and its CSR Pillars stand strongly upon this tenet.

AbbVie tied up with Mobility India, Bengaluru to support a total of 518 differently-abled lives in urban slums of the city. This included offering children from impoverished backgrounds protein rich nutrition kits and medications. Other aid, given to adults and children included positional devices, mobility devices, orthotic devices, as well as physiotherapy sessions, etc. The company also extended support to walk-ins at the centre. Caregivers and patients were educated and trained in self care and rehabilitation.

In another initiative, they tied up with Samarthan trust, to improve conditions for visually impaired youth from less fortunate backgrounds. 175 youth benefitted from this intervention, which included upskilling them to improve their chances of employability and encouraging them to pursue higher education by providing the necessary support and resources.

Commitment to the community was evident when AbbVie extended support to Christel House India, a school providing education to children from lower economic families. The company sponsored experiential STEM learning to 35 children from grade 8-10, providing them with access to technology, health services, meals and counselling.

AbbVie stood strong through Covid, doing their bit towards relief work. Support was extended to Piramal Swasthya through supply of provisions to 5000+ FLWs for 2months. They also supplied sanitisers, masks, gloves, etc. Joining hands with Give India Foundation, they donated 8 ICU Bed Set Ups and 3 ventilators in 2 hospitals in Bharuch, Gujarat. They also supported the medical and physical infrastructure set up in 2 government hospitals in Karnataka.

The company also honoured their commitment towards the environment, by supporting the restoration and conservation of 2 projects. At the Miyawaki Project, they ensured the plantation of 6000 species at the Hadosiddapura lake – establishing balance in the ecosystem with the creation of this biodiverse forest. The company also played a part in the rejuvenation of a dead lake, Bingipura Lake, by reducing sewage accumulation and restoring its ecological balance. The project has tripled the capacity of the lake!

# Mobility India

An organisation which facilitates disability inclusion, physical rehabilitation and assistive technology to build strong communities



abbvie

11/16/2022

## Project Goals:

- Support 40 children with severe disabilities with protein rich nutritional kits, essential medication and PR&AT as per the disability
- Support walk-ins at the center looking for assistive therapy and affordable devices (adults & children) made at the center, using innovative technologies
- Supports care givers & patients with adequate skills and self care for improving health
- Education and training in Disability and Rehabilitation

CSR Impact FY 21-22

3

## ~ 518 disabled lives impacted by proper nutrition and PR&AT in urban Bangalore slums

PPE equipment provided to health workers in the community and within the premises where movement/ contact is high

Nutritious food kits and essential medicines provided to **40 children** with severe disabilities from extreme impoverished communities

**98 individuals** were provided **positional devices** - Corner chairs, special chairs, standing frames, twin devices

**72 individuals** received **mobility devices** like wheelchairs, walkers, crutches and sticks

**160 individuals** benefitted from orthotic devices like knee-ankle support, hearing aids, knee gaiters and spinal braces

**148 individuals** received therapy sessions such as physiotherapy, rehabilitation, assistance in person and virtually



abbvie

11/16/2022



CSR Impact FY 21-22



4

# Green Yatra

Committed towards the protection, conservation and betterment of the environment which benefits society at large



## Miyawaki Project Goals:

- Plantation of 6000 native species of 55 species at Hadosiddapura Lake
- Establish balance in the environment by creating a rich biodiverse forest with 80% survival of trees

## Bingipura Lake Goals:

- Rejuvenation of a dead lake and reduction of sewage accumulation
- Restore ecological balance of the lake and thereby impact on 7 other lakes

abbvie

11/16/2022

CSR Impact FY 21-22

5

## Impact on the environment by mitigating climate change



- Decrease in average ambient temperatures of surrounding
- Increase in water percolation and ground water recharge
- Increased O<sub>2</sub>; decreased CO<sub>2</sub>
- Filtration of urban pollutants
- Homes to birds, bees and small animals which are crucial to the ecosystem balance
- Provide nutrition, mental health and security of the communities

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11/16/2022

CSR Impact FY 21-22

6



## Project Impact

- Lake was ecologically revived using ancient technique - no cement or concrete usage
- Lake capacity tripled. Can now withhold **4.5 – 4.75 lakh cubic meters of water\***
- **1500** medicinal, fruiting and flowering plants around the embankment
- Excess sewage which drains from the lake is used for watering of nearby agricultural land
- **200 – 300 bore wells\*** will be recharged in a radius of 5 km providing better and clean water to **5500 families**

\*as estimated by Green Yatra



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11/16/2022

CSR Impact FY 21-22

7

## Samarthanam Trust for the Disabled

Focussed work on visually impaired persons from impoverished backgrounds

Potential Impact on **175 VI Youth**



### Upskilling Project Goals – Ananthpur, Andhra Pradesh

Impact **75 visually impaired Youth** with employability skills such as retail, ITES, banking, hospitality etc using specific technology

### Higher Education Project goals – National

Encourage **100 visually impaired youth** to continue higher education by providing digital resources, learning social life skills and making them computer savvy to achieve online courses.

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11/16/2022

CSR Impact FY 21-22

8

## Christel House India

A K-12 school dedicated to *break the cycle of poverty* by providing education to children from HH with incomes less than USD 32/ month.

Education is provided in English, enabled with technology, health services, food and counselling.

Individuals go on to join organisations like IBM, Microsoft, NASA R&D, become doctors, lawyers and scientists



### Project Goals

- Hands on, experiential STEM learning for 35 children from Grade 8, 9 and 10
- Enable and increase natural curiosity in demographics that are traditionally underrepresented in STEM
- Children are encouraged and motivated to pursue further education in STEM post 10<sup>th</sup> grade

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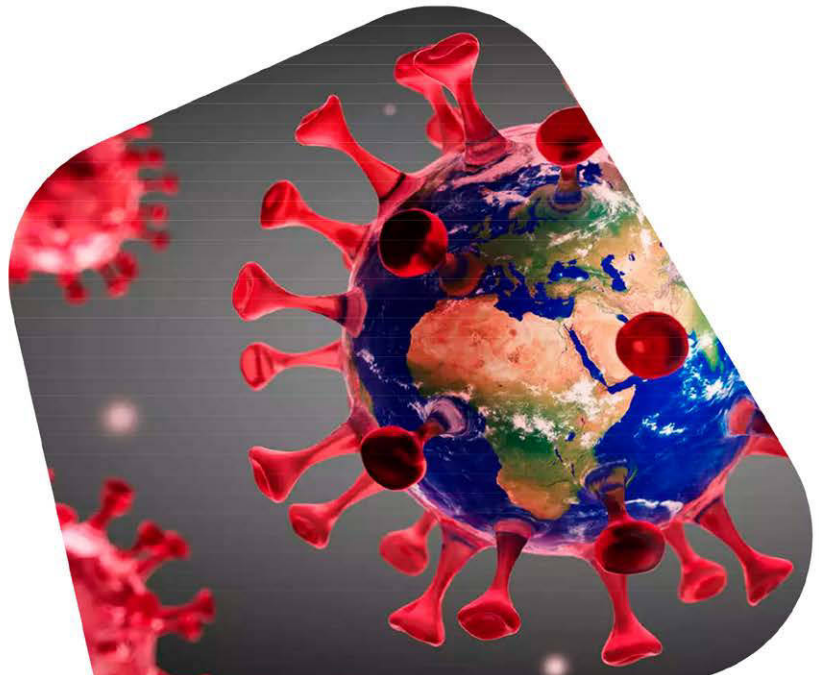
11/16/2022

CSR Impact FY 21-22

9

## Support in COVID Relief work

Piramal Swasthya  
Give India Foundation



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## Piramal Swasthya

- Provided essential supplies for **5030 FLWs for 2 months**, which in turn **served over approximately 30 Mn patients**
  - Triple Layer Masks
  - N95 Masks
  - Gloves
  - Sanitiser

abbvie

11/16/2022

Handover to local administration on Darrang and Baksa (Assam) & Vidhisha (MP)



CSR Impact FY 21-22

11





## SCIENCE FOR A BETTER LIFE

Bayer has a 125-year plus legacy of delivering breakthrough innovations across healthcare and agriculture in India. Guided by the company's global vision of 'Health for All, Hunger for None', Bayer India brings innovations in healthcare that can treat diseases and improve people's health effectively, and innovations in agriculture that can produce enough food using fewer natural resources. The company is committed to making a positive contribution to society and the environment. The year 2022 witnessed the launch of a number of innovative therapies as well as sustainability initiatives that demonstrate this commitment.

Bayer India launched three pathbreaking treatment options for patients with chronic diseases in the year 2022. These included the first non-steroidal selective mineralocorticoid receptor antagonist to slow down the progression of chronic kidney disease in patients with diabetes, a novel treatment to reduce the risk of cardiovascular deaths and repeated hospitalizations among patients with worsening heart failure, and a medicine to treat prostate cancer with very promising results. These novel therapies address the unmet needs in the current treatment landscape for non-communicable diseases with high morbidity and mortality, and help patients have a better quality of life.

As a part of its CSR efforts in 2022, Bayer Foundation in partnership with RxDx and Piramal Foundation set up telemedicine centres across the country to offer timely access to quality healthcare and build local health capabilities. The plan is to establish 27 such centres in 12 districts across 8 states over two years.

Another important initiative the company launched in 2022 was the Oncology Sustainability project in partnership with the National Cancer Institute of India-All India Institute of Medical Sciences (NCI-AIIMS) Jhajjar, Haryana. The objective of this project is to enable early detection of cancer in underserved rural communities. This will be achieved through screening of approximately 12,000 high-risk individuals for prostate, head and neck, and oral cancers over a period of 5 years.

The company also collaborated with FOGSI and IHW to launch a nationwide campaign, 'Preserve the Uterus', to raise awareness amongst women and healthcare practitioners about the timely treatment of uterine conditions with alternative methods, so that a hysterectomy becomes the very last option to treat such conditions. In addition to this initiative, in line with its focus on women's health and empowering women to take charge of their reproductive health, Bayer also joined hands with the Family Planning Association of India to meet the contraceptive needs of 5 million women in 2022.

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BAYER'S GLOBAL INNOVATIVE TREATMENTS BEING MADE AVAILABLE EARLY FOR PATIENTS IN INDIA



Finerenone indicated to lower risks of CKD progression and cardiovascular events in patients with Chronic kidney disease associated with Type 2 Diabetes



Darolutamide indicated for non-metastatic castration-resistant prostate cancer (nmCRPC)



Vericiguat is indicated to reduce the risk of cardiovascular deaths and repeated hospitalizations among patients with worsening heart failure

BAYER PARTNERED WITH NIC AIIMS AND FPAI FOR SUSTAINABILITY INITIATIVES IN HEALTHCARE



COLLABORATION WITH FOGSI TO LAUNCH PRESERVE THE UTERUS



TELEMEDICINE CENTRES SET UP AS PART OF CSR INITIATIVES FOR HEALTH



## TRANSFORMING LIVES FOR GENERATIONS

When a company has reached great heights in less than two decades since its inception, it says a lot about its drive and determination. Boehringer Ingelheim, India was set up in 2003. The company's perseverance has seen them make many breakthroughs in the field of medicine. This year they added one more.

In May 2022, the existing indication of Jardiance® (for HF with reduced Ejection Fraction, HFrEF) was expanded to include adults with heart failure and mildly reduced (HFmrEF) and preserved ejection fraction (HFpEF), for which previously there had been no approved therapy available. The launch made Jardiance® (empagliflozin) the first and only approved treatment for adults with chronic heart failure across the full spectrum of left ventricular ejection fraction (LVEF).



In keeping with Boehringer's policy of putting the patient first, they launched project 'Sahyog', a patient adherence programme for type 2 diabetics that supports them in managing their condition better, by monitoring blood sugar, medications and more. Also offering a blend of Human Touch - with Expert Patient Counsellors & Technology - as the patients will have access to diverse informative content through a mobile based application.

Tackling the prevalent lack of awareness on brain strokes despite it being a serious medical emergency, Boehringer Ingelheim India commissioned IPSOS to conduct a population-based large-scale survey across 12 cities including the top 8 metros and 4 mini-metros across 4 zones in India. Along with the report, Boehringer Ingelheim India also launched a website [strokeofsupport.com](http://strokeofsupport.com) with one of the key features as capability to find the nearest Stroke ready center by pin code to help both patients and caregivers.



### THE STATE OF STROKE:

A SURVEY ON AWARENESS  
ABOUT STROKE IN URBAN INDIA

## ANGELS Initiative - Partnership to improve Stroke Care in Govt. Hospitals



The Angels Initiative (a healthcare intervention dedicated to improving stroke patients' chances of survival and a disability-free life) collaborated with government and private hospitals in India to shape standard stroke care quality over the last five years.

In a country like India, the gateway to a larger impact is through government partnership. With successful government partnerships in eight states, Angels Initiative managed to create a greater impact on acute ischemic stroke (AIS) treatment quality.

More than 15K health care professionals (HCPs) and more than 9K nursing staff have been trained and sensitized for better diagnosis and treatment. The impact of hospital standardization paved the way for treating more patients, giving them a second chance at life.

## PUNJAB STATE GOVT. PARTNERSHIP TO IMPROVE STROKE CARE IN GOVT. HOSPITALS

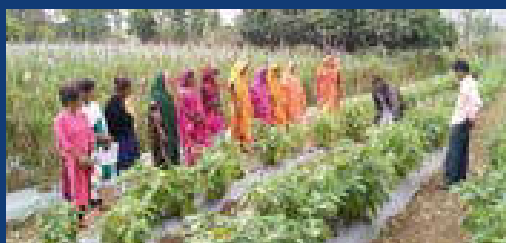
### Partnership with Torrent Pharma

To address the dual challenges of type-2 diabetes and heart failure, in December 2022, Boehringer Ingelheim India and India's Torrent Pharmaceuticals (BSE: 500420) inked a strategic alliance, wherein, Torrent Pharma will co-market empagliflozin (Cospiaq(c)), empagliflozin+ metformin (Cospiaq Met(TM)) and empagliflozin+ linagliptin (Xilingio(c)) in India.

### Enhancing Quality of Life of Tribal Women and Children in Akrani block of Nandurbar District, Maharashtra

Boehringer Ingelheim India's multi-thematic intensive program focuses on improvement in quality of life of the tribal community through multi-layered interventions like Agriculture, Irrigation, Livestock, Nutrition & Sanitation and all interventions are governed by women-led village institutions.

As of now, 456 families are getting support under the agriculture productivity enhancement and out of this number, 193 families have also adopted vegetable cultivation. 25 families have been provided trellis units and 26.50 acres of drip and mulch units have been installed for 53 families. The construction of 17 new group wells in the lowlands and 6 water lifting & distribution schemes (1 solar based) have been implemented. In total, 71 families received assured irrigation



Focused BCC done in 3 govt primary schools along with retrofitting of school's sanitation facilities, provision of safe drinking water and promoted good hygienic practices among 351 students, 3 SMCs and school administration. Also, 13 Anganwadis provided water filters for safe drinking water provision for 645 small children.



Further, under livestock development, assured vet care services are being provided to 423 goat-rearing families and the induction of 29 Osmanabadi breeding bucks has been completed as a part of breed improvement.



## EVERY MOTHER MATTERS

According to the Registrar General of India report, the Maternal Mortality Ratio (MMR) of India has declined to reach 103 in 2017-19. Indeed, India has earned global recognition for bending the maternal mortality curve, by making services equitable and inexpensive, and targeting rural and vulnerable women, both through policy development and multi-stakeholder cooperation.

But the country still has a some way to go, to achieve the WHO target of 70 by 2030. And this is where Ferring comes in!

Ferring is one of the world's leading companies in reproductive medicine and maternal health, as well as in specialty areas within gastroenterology and urology. Ferring has been developing innovative treatments for mothers and babies for over 50 years. One of the notable endeavours of the company has been #ProjectFamily: Safe Birth; a commitment to protect the lives of women and their families, and ensure no woman dies during childbirth.

In September 2022, in keeping with this vision, the company, together with the Federation of Obstetric & Gynaecological Societies of India (FOGSI) and Jhpiego launched 'For Every Mother in India', at the Embassy of Switzerland in New Delhi. This campaign aims to end preventable maternal deaths in the country, by mobilising a large number of stakeholders across India. During the event, attended by dignitaries from India, Switzerland and Denmark, students from the Sir JJ School of Art presented a special collection of artworks, showcasing mothers, families, and the importance of safe birth.

Furthermore as a part of this initiative, a bilateral meeting was held between Dr. Mansukh Mandaviya and Dr. Per Falk, Global President, Ferring International. The discussions centred around controlling postpartum haemorrhage - the leading direct cause of maternal death worldwide and also in India.





# MAMMOTH MOVEMENTS

Since its inception, GSK has striven to get ahead of the diseases that impact individuals' health. It aims to unite science, technology and talent to get ahead of the disease and aims to positively impact the health of 2.5 billion people over the next 10 years.

## **Eliminating Lymphatic Filariasis**

In India, the company has a legacy nearing 100 years. The company took up the worthy cause of eliminating lymphatic filariasis (LF) since 2000. Commonly known as elephantiasis, LF is a painful and profoundly disfiguring disease, with far-reaching social and psychological consequences. It is the leading cause of permanent disability worldwide.

Partnering the World Health Organization (WHO), GSK has been driving mass drug administration (MDA) in affected areas. The company supplied 29 million albendazole tablets in 2022 alone towards this cause! Having distributed nearly 3.92 billion tablets till date, GSK has pledged to provide the same for as long as is needed to eliminate LF.

## **GSK Scholars**

Continuing to play a part as a responsible corporate citizen, the company launched 'GSK Scholars', a flagship community initiative. This programme enables meritorious, but financially disadvantaged students, to study medicine from government medical colleges. Under this scholarship, a sum of up to INR 1,00,000 is granted every year, over a four-and-a-half year period, to cover the academic expenses incurred for the MBBS programme. Through this programme the company aims to make STEM education more accessible in the country.



STUDENTS TAKE PART IN AN MDA AT BALIA MIDDLE SCHOOL IN MUZAFFARPUR DISTRICT



A TEACHER AT BALIA MIDDLE SCHOOL IN MUZAFFARPUR DISTRICT TALKS TO HER STUDENTS ABOUT INTESTINAL WORMS



## COMMITTED TO THE COMMUNITY

When it comes to corporate responsibility, no company does it better than Johnson & Johnson (J&J)! The company's 125,000 employees in 60 countries stand united in a common mission: to help people the world over live happier, healthier lives.

J&J stepped into India 70 years ago. Since then, it has made deep inroads into the health and well-being of the people in the country, with its innovation driven mindset. There's also always been the resolve to use its reach and reliability for the greater good. The aim: To change the trajectory of health for humankind.

This year, under the India Community Impact initiatives, J&J India conducted a wide range of activities.

This included efforts to save the environment - a tree plantation activity in the tribal villages of Karjat, in September, and a cleanliness drive at Yeoor Forest, Thane in Maharashtra the following month. September also saw a team visit the Janiv Old Age Home in Kalyan, Maharashtra. Around the same time, the company conducted activities aimed at improving conditions for the girl child - employees assembled hygiene kits for girl students of Seva Sahayaog Foundation, and organized the ANM Training Program with Indian Red Cross Society, benefitting 80 girls from rural areas yearly. Tying up with HPPI, J&J has diligently worked towards capacity building of 356 Community Health workers (ASHAs, ANMs & Anganwadi workers) on Maternal & Child Health, and conducted activities to benefit 150,000 community members at Baddi, Himachal Pradesh and Aurangabad, Maharashtra. Meanwhile, the mMitra initiative, with ARMMAN plans to reach out almost 13,500 pregnant women in Mumbai and Pune.

The company tied up with AMERICARES to offer disaster relief that supported 8000 households impacted by the devastating floods in Assam.

J&J also realizes the importance of addressing mental health issues. Together with Sangath, an NGO working in this area, the company has worked on the capacity building of 1000 frontline health workers to identify mental health cases in the community - a project that benefitted 1.4 million in 3 underserved rural districts of Madhya Pradesh!

Additionally, J&J India is a Corporate TB Pledge partner - a joint initiative with the Central TB Division, Ministry of Health and Family Welfare in India, and United States Agency for International Development (USAID). As part of this, on World TB Day (24th March 2022), J&J launched a youth-focused, digital-first initiative called 'Be the Change for TB'. The primary objective of the campaign is to empower, engage and create a cadre of Youth Changemakers to help build community awareness, drive health-seeking behaviour and encourage early diagnosis of TB.



This would further help in enabling more people to receive the care and treatment along with helping in finding the missing TB patients.

Their innovative take on the issue worked wonderfully, with a

- 55M reach pan India with 35k youth signing up as Changemakers to make a real impact in TB awareness.
- The campaign garnered as many as 9 industry recognitions since its launch.

\*JANSSEN, PHARMACEUTICAL COMPANIES OF JOHNSON & JOHNSON (J&J)

JANSSEN INDIA MASS MARKETS TEAM, HCC, LEGAL AND CROSS-SECTOR TEAMS DONATED AND PLANTED 224 FRUIT TREES TO SUPPORT 56 TRIBAL FAMILIES IN KARJAT





HEALTH & HYGIENE KITS WERE PROVIDED TO 100 UNDERPRIVILEGED ADOLESCENT GIRLS FROM URBAN SLUM COMMUNITIES IN MUMBAI BY JANSSEN INDIA'S ONCOLOGY TEAM

J&J EMPLOYEES PARTICIPATED IN A CLEANLINESS DRIVE AT YEOR FOREST, THANE



JANSSEN INDIA REGULATORY AFFAIRS TEAM AND THE JANSSEN INDIA COMMERCIAL QUALITY TEAM VISITED JANIV OLD AGE HOME FOR DESTITUTE ELDERLY INDIVIDUALS IN KALYAN AND SUPPORTED THE RUNNING EXPENSES AND GROCERIES OF THE HOME FOR ONE MONTH.



## # BE THE CHANGE FOR TB



J&J India launched the **#BeTheChangeForTB** campaign on 24th March 2022 under the Corporate TB Pledge.

The objective of this campaign was to help enhance awareness, improve health-seeking behavior in communities and help in finding the missing TB patients.

### IMPACT

**55+ Mn**  
reach

**200+**  
publications

**35+ K**  
youth changemakers

**~12%** increase in TB awareness  
(measured by keyword search analysis)

**105K** health seeking actions  
(downloads of the Government of India's (GoI)  
TB app and phone calls to the Gals TB helpline)

**9** external  
recognitions &  
awards in  
**NINE** months





## **ACHIEVING ACCESS AND AFFORDABILITY**

Merck stands tall as one of the world's leading healthcare, science and technology companies, doing its bit in building a better future and improving life for people all over the world. The company ranks fifth in the 2022 Access to Medicine Index, when compared to the 20 largest pharmaceutical companies worldwide based on initiatives to advance global access to medicines in LMICs.

2022 marks 55 years of the company's presence in India. During this period the company has made giant strides in healthcare, diversifying into the science and technology business soon after. With an aim to improve lives by creating awareness and ensuring availability, Merck focuses on three strategically important areas – health, environment and education. The company's corporate responsibility goals are long term, as is the company's vision.

Merck has made many breakthroughs this year, delivering transformative medicines in many areas, including advanced infertility treatment, oncology area, increasing patients access to innovative immunotherapy among others..

With a view that every step counts, Merck has changed the packaging of its drugs to a more compact, fully recyclable one. The change helps lower their carbon footprint by 33% and reduces plastic waste of 180 tons per year!



NEW LEADERSHIP AT MERCK INDIA HEALTHCARE

**MARKET POSITIONING**  
 MERCK RANKS 5TH OVERALL  
 IN THE 2022 ACCESS TO  
 MEDICINE INDEX



LAUNCHPAD - TEPMETKO



## MERCK LAUNCHES

NEW PERGOVERIS® PEN FOR FERTILITY TREATMENT IN INDIA



**ERBITUX®**  
CETUXIMAB

**MARKET POSITIONING -**  
ERBITUX 7TH LARGEST  
ONCOLOGY BRAND

**Concor®**

Each film coated tablet contains Bisoprolol Fumarate 5 mg / 10 mg

Powered by outcomes



**STRENGTHENING  
LEADERSHIP -**

BISOPROLOL 2ND LARGEST  
BB IN INDIA



**MAKING A SUSTAINABLE IMPACT -**  
**SLIM PACK LAUNCH**



**LAUNCHPAD - BAVENCIO**



## **DRIVING CHANGE, DEFEATING DIABETES**

For pharmaceutical giant Novo Nordisk, which is celebrating its 100 year anniversary in 2023, there has always been just one mission: to provide access to affordable medical care and offer innovative solutions to millions of people living with serious chronic illnesses globally. The company, known for its treatments for diabetes, obesity and rare blood and endocrine diseases, leverages its vast expertise in these areas to improve lives for these patients. In fact, Novo Nordisk produces 50% of the insulin used in the world today!

The company has a laudable ambition: to prevent more than 100 million people from getting type 2 diabetes by 2045. Thus, the thrust of their social responsibility strategy focuses on three critical areas: preventing the rise of type 2 diabetes and obesity, providing access to affordable care for vulnerable patients and driving innovation to improve lives. The company is also determined to strengthen the healthcare system for type1 diabetes, especially for the underserved patients.

In India, the company recently opened 5 Centres of Excellence, namely: Government Institute of Medical Sciences, Noida, Karnataka Institute of Endocrinology Research, Bangalore, Osmania Medical College and Gandhi Medical College, Hyderabad and Aligarh Muslim University, Aligarh. This program, in close partnership with government medical colleges across the country aims to educate health care professionals, diabetes educators and the patients living with type1 diabetes.

Novo Nordisk Education Foundation also signed a MoU with the Government of Karnataka to set up 3 CoEs. Aptly called the “Changing Diabetes Barometer Program” it aims to create awareness in diabetes (type 1) management in the state. The Foundation also conducted a walkathon on the same theme, in observation of World Diabetes Day.



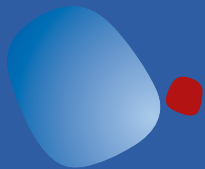
## 5 CENTRES OF EXCELLENCE OPENED ACROSS INDIA



GOVT OF KARNATAKA AND NOVO NORDISK EDUCATION FOUNDATION SIGN A MOU TO SET UP 3 COES

NNEF CONDUCTED A WALKATHON TO CREATE AWARENESS IN DIABETES MANAGEMENT





## **HOLISTIC HEALTHCARE, SUSTAINABLE SOLUTIONS**

Otsuka Pharmaceutical India Private Limited (OPI), based in Ahmedabad, is the fully-owned subsidiary of Japanese MNC Otsuka Pharmaceutical Factory (OPF). Otsuka Group has a legacy of over 100 years, with companies in more than 133 countries. OPI is one of the leaders in intravenous nutrition products in the country. Its customer base includes government institutions, large corporate hospitals, and nursing homes.

At the core of the company, is its belief in the principles of sustainability, and connect with its patients. Otsuka recognizes that its business activities have wide impact on the society in which it operates. Thus, every decision taken is weighed against its social and environmental impact, too.

As part of its CSR activities this year, the company has focused on both these factors equally. This included a Health Check Up of its Employees, distribution of school bags to the students in the vicinity, and a 1-week long yoga camp for employees. As part of its Go Green initiative, the company conducted a tree plantation drive, and also celebrated World Environment Day with complete dedication.



**WE ACHIEVE**

**DISHA 3.0**

DECEMBER 2022

# दिशा

**CAPABILITY CAPACITY EFFICIENCY 3.0**  
ONE TEAM. ONE GOAL.  
December 2022







## WE CARE

DISTRIBUTION OF  
SCHOOL BAGS BY OPMF  
TEAM – JUNE 2022

GO GREEN WITH OTSUKA-  
TREE PLANTATION INITIATIVE  
@ OPI SEPTEMBER 2022







HEALTH CHECK-UP AT  
CORPORATE OFFICE (CO)-  
DECEMBER 2022



HEALTH CHECK-UP OF  
DOMESTIC SALES EMPLOYEES  
– JANUARY 2022





WORLD ENVIRONMENT DAY  
CELEBRATION AT OPMF - JUNE 2022









## TOUCHING LIVES, TRANSFORMING HEALTH

Procter and Gamble Health Limited is one of India's largest VMS companies manufacturing and marketing vitamins, minerals, and supplements. Our trusted products are household names in India supporting millions of people to live healthier and more fulfilling lives from within. Inspired by the Science of Human Care, P&G Health combines breakthrough science with deep patient and consumer understanding to deliver products that empower people to live healthier and more vibrant lives.

Through our flagship CSR initiative 'SEHAT', P&G Health is committed to contributing towards building a healthier India. With 9 bespoke programs in collaboration with reputed partners, SEHAT continues to address the diverse public health needs of our communities across capability building, community health, healthcare support to disadvantaged populations and environmental sustainability. Our interventions include – project Swasthya Sakhi, a Maternal & Child Health Community Impact Initiative with PHFI, which is currently operational in 3 states of UP, MP and Goa. Since its inception, 128 Swasthya Sakhis have impacted 1.5million beneficiaries. Another project in Maternal & Newborn health with Apnalaya, has 24 Arogya Sakhis and 40 Govt Health workers providing Maternal and Newborn Health services to 0.4million families. The Yes to Poshan program, with Tata Trusts addresses limited, inappropriate diet & malnutrition amongst women & children through a Behaviour Change campaign; increase uptake of Govt's POSHAN Abhiyan. 5 Poshan Sakhis and 100 Govt Healthcare workers have taken YES to POSHAN to 1200 Pregnant Women, 500 Children and 3000 women and young girls in the NTR district of Andhra Pradesh.

The P&G Health scholarship program, initiated with PHFI's Indian institutes of Public Health (IIPH) has benefitted 167 bright and young scholars who initiated their career in public health. To encourage more women to pursue a career in healthcare, P&G Health also initiated a scholarship and mentoring program for deserving girl students, pursuing courses in pharmacy. In partnership with Center for Civil Society, this program has identified 6 deserving girl students. The Gift of Health program for children, in partnership with Catalyst for Social Action is the 'Preventive Health Partner' to ~2400 children across 56 Child Care Institutions; whereas the gift of health for elderly, has been supporting HelpAge India's Mobile Healthcare program (with 2 New Vans providing Primary Healthcare services to Elderly in Guwahati, Assam) & Khandwa, MP, supporting 10,000 treatments), & Emergency Response Initiative (with over 1600 survival kits) to Covid-19. With an aim to contribute towards environmental sustainability in Healthcare, a first of its kind partnership with Lakshya and Recycle India Foundation was initiated for sustainable waste segregation and management, at 20 pharmacies in Delhi. P&G Health also extends community support to village schools in Goa, in partnership with RTI,



enabling access to ~900 students to an educational environment which is in synch with today's digital world.

SEHAT has been felicitated at multiple external forums, including the Indian CSR awards 2021, where SEHAT was awarded as the Public Health programme of the year; Gold winner in 2021 and Silver winner in 2022 at the 'Public Health Initiative' at the India Health & Wellness (IHW) Award, supported by NITI Aayog

GIFT OF HEALTH PROGRAM ELDERLY



THE AAROGYA  
SAKHIS FROM  
APNALAYA,  
DEMONSTRATING  
THE MOTHER  
CARE KIT



GIFT OF HEALTH  
PROGRAM FOR  
CHILDREN WITH  
CATALYST FOR  
SOCIAL ACTIONS  
(CSA), AN NGO  
THAT WORKS WITH  
CHILDREN IN  
NEED OF CARE &  
PROTECTION



P&G HEALTH  
CONTINUED TO  
SUPPORT HELPAGE  
INDIA'S EMERGENCY  
RESPONSE INITIATIVE  
TO DISTRIBUTE  
SURVIVAL KITS

PHC CARES SUSTAINABLE  
PHARMACY WASTE SEGREGATION  
AND MANAGEMENT WITH LAKSHYA  
AND RECYCLE INDIA FOUNDATION



'PUBLIC HEALTH  
SCHOLARSHIP'  
PROGRAM WITH  
PUBLIC HEALTH  
FOUNDATION  
OF INDIA (PHFI),  
A RECOGNISED  
LEADER IN PUBLIC  
HEALTH PROGRAM  
IMPLEMENTATION



SWASTHYA SAKHI IN PARTNERSHIP WITH PUBLIC HEALTH FOUNDATION OF INDIA (PHFI), REPRESENTS  
A PARADIGM SHIFT IN THE APPROACH TO PROVIDING CARE FOR OUR MOST VULNERABLE  
POPULATIONS







'YES TO POSHAN' PROGRAM IN PARTNERSHIP WITH 'TATA EDUCATION AND DEVELOPMENT TRUSTS', A PUBLIC CHARITABLE TRUST WHICH PLAYS ROLE IN BRINGING ABOUT AN ENDURING DIFFERENCE IN THE LIVES OF COMMUNITIES IT SERVES



UPGRADATION OF VILLAGE SCHOOL INFRASTRUCTURE AT GOA, IN PARTNERSHIP WITH RTI





## INTERTWINED WITH INDIA'S HISTORY

Pfizer is inextricably linked to India's rich history. We entered the country in 1950, when a newly independent India was embracing her constitution and becoming a republic. Since the 74 years that we have been here, as the country gained its rightful position on the world stage, we stayed committed to improving healthcare and wellness of every Indian. With three owned manufacturing facilities in Goa, Ahmedabad, Vizag and close to 20 contract manufacturing sites, we have India and global markets covered.

Our brands such as Becosule and Folvite are essential multivitamins that are found in every second Indian household today, while our prescription drugs such as Viagra and Ovrall L have helped address the pressing concerns of multitudes of young men and women. Prevenar 13 vaccine (~11 million doses and counting) has weakened the deadly grip of pneumococcal diseases among infants, young children, and adults while hospitals have come to count upon our antibiotics – Zavicefta and Magnex, among others – to treat the most resistant bacterial infections. We are behind some of the most innovative and breakthrough therapies for cancers such as breast, lung, genito-urinary and blood, while on the rare diseases front, our therapies include advanced drugs made from receptor fusion protein (Enbrel) and a unique oral JAK inhibitor (Xeljanz) that manage inflammation and pain. Thanks to a beautiful blend of established and innovative medicines, we have positively impacted billions of Indian lives in 2022 alone.

Our diverse portfolio currently covers seven therapy areas and 17 specialties ranging from respiratory, gastrointestinal, women's healthcare, nutrition and immunity, oncology, cardiovascular, pain management, rare diseases, inflammation, and immunology to name a few. But what truly sets Pfizer apart is the fact that patient centricity isn't merely a slogan. We launched the Pfizer's Patient Charter for India to uphold our promise to patients and their families – to listen, act and empower them. In 2022, we also became one of the first pharma companies in the country to launch an owned mobile app to enhance patient accessibility to Pfizer treatments in India.

We believe in India and its strengths to push forth and become the laboratory of the world. Our Global Product Development (GPD) Center supports all clinical and late-stage development of medicines and regulatory affairs globally. In 2022, we inaugurated our Global Drug Development Center housing more than 250 scientists in IIT Madras Research Park to develop small molecules, innovative formulations, and APIs for global markets. In a first and only such facility in all of Asia, it consolidates Pfizer's lab-based development capabilities, focusing on product innovations, API development and injectable finished dosage development.

Our purpose-driven CSR programs look to make breakthroughs in patient lives. So, whether it's Project Aastha, a virtual helpdesk for cancer care that has supported more than 70,000 cancer patients in the country; driving some of the most widely used generic cancer treatments in India today to Project Parivartan that is spearheading the fight against antimicrobial resistance (AMR), we are actively engaged in resolving the country's foremost healthcare challenges.

In a bid to support young Indian minds make trail blazing innovations in healthcare, Pfizer, last year, collaborated with organizations such as NITI Aayog, Social Alpha, AGNii, and the UN Health Innovation Exchange (UNHIEX), among others, to launch the INDovation Programme. This is version 2 of our already running incubation accelerator platform for healthcare innovations in the country under the Pfizer-IIT Delhi Innovation and IP Program since 2015.

We firmly believe that breakthroughs change patients' lives.


**PROJECT PARIVARTAN IMPLEMENTED IN 11 HOSPITALS ACROSS INDIA**






## LAUNCH OF OPEN-AMR-A LEARNING PROGRAM FOR NURSES

### Take Our Courses




**Introduction To Infection Prevention & Control And Antimicrobial Stewardship Program**

This course provide foundation to the IPC and AMS Program through imparting basic knowledge on healthcare-associated infections and antimicrobial stewardship.




**Common Infection Prevention And Control Practices**

This course aims to train healthcare workers in common infection prevention and control practices.




**Basics Of Antimicrobial Stewardship And Core Components**

This course provides detailed coverage on anti-microbial stewardship.




**Advanced Infection Prevention And Control Practices**

This advanced level course is on healthcare-associated infection prevention and control.



**Healthcare-Associated Infections And their Control practices**

This course provides information surrounding associated infections and their control.



**AMS Program**

This course reviews and concludes the information and processes used in the AMS Program.

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Identity GCMA Download Free Pow... Legal approval-MA... IP address Pfizer Media Mana... COVID-19 vaccine... Mail - Sobti, Chikita... Social Media Mode... BM 3.3 Power to learn





**OPEN-AMR**  
Online Platform for Education among Nurses  
on AMR in Regional Languages

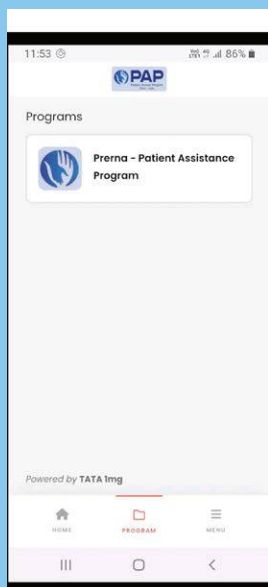
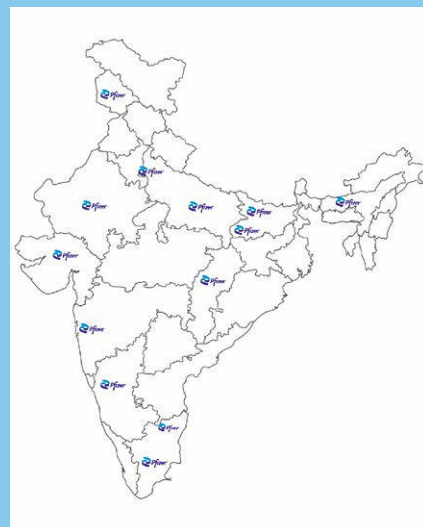
A CSR Initiative by







## 13 AASTHA HELPDESKS ACROSS INDIA IMPACTING LIVES OF MILLIONS OF PEOPLE



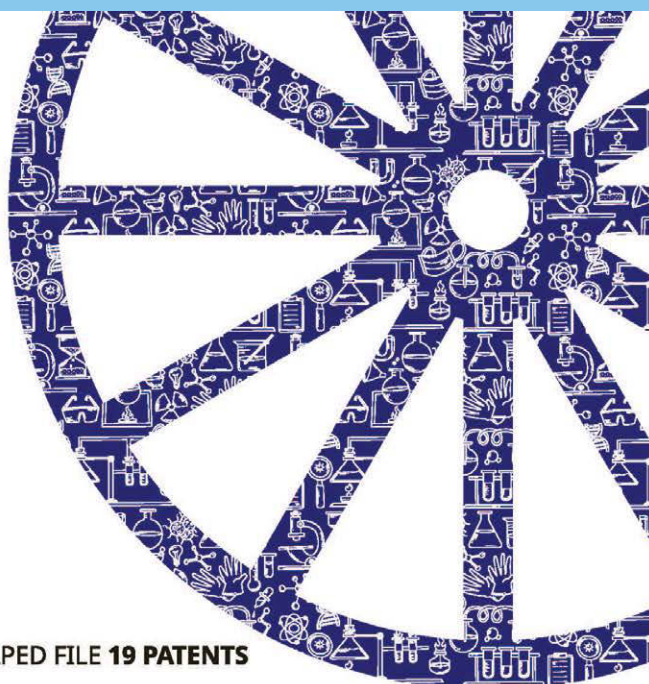
## LAUNCH OF 'PFIZER PAP INDIA', AN ASSISTANCE APP FOR INDIAN PATIENTS

**PFIZER'S FIRST GLOBAL NEW DRUG DEVELOPMENT CENTER IN ASIA SET UP AT IIT MADRAS RESEARCH PARK**





## LAUNCH OF INDOVATION PROGRAM



WE HAVE ALREADY  
BACKED **9 INNOVATORS** AND HELPED FILE **19 PATENTS**

**IF YOU HAVE A BREAKTHROUGH INNOVATION IN  
ONCOLOGY OR DIGITAL HEALTH,**

**WE ARE LOOKING FOR YOU!**

# **INDovation**

HEALTHCARE INNOVATIONS MADE IN INDIA

#### Who can apply:

Start-ups Incorporated in India (TRL 4-5 or above), owned by resident Indian citizens

#### Innovation areas:

**Oncology:** Focus areas include Preventing Missed Diagnosis, Solutions for Smart Oncology Practice, Co-ordinated Cancer Care Management

**Digital Health:** Focus areas include Digital OPDs, Smart Supply Chains, Digital Clinical Trials, AI/ML-based Solutions

#### Program offerings:

**Ongoing:** Technical Advisory | Assistance in Product Development and Design | Clinical Validations and Trials | Grant Fund

**New:** Product Launch | Market Access Opportunities | International Exposure and Collaboration Opportunities through Network Partners | Go-to-market Strategic Advisory | Market Launch Support

**Customised Incubation at:** IITs, technology institutes and incubator network of Atal Innovation Mission

Each winning start-up  
to receive

GRANT UP TO  
**₹65  
LAKHS**

**2 YEARS  
INCUBATION**

Entries open now, close on 10<sup>th</sup> May, 2022 | For details and to apply visit <http://www.pfizerindovation.com>







## DOING NOW WHAT PATIENTS NEED NEXT

Roche has revolutionized healthcare in the world with its wide range of effective and innovative treatments. The world's largest biotech company is the frontrunner in the treatment of oncology, immunology, infectious diseases, and diseases of the CNS amongst others. Being rooted in both pharmaceuticals and diagnostics, the company has carved a niche for itself; making it better equipped to drive personalized healthcare forward.

### **Committed to serving Indian patients**

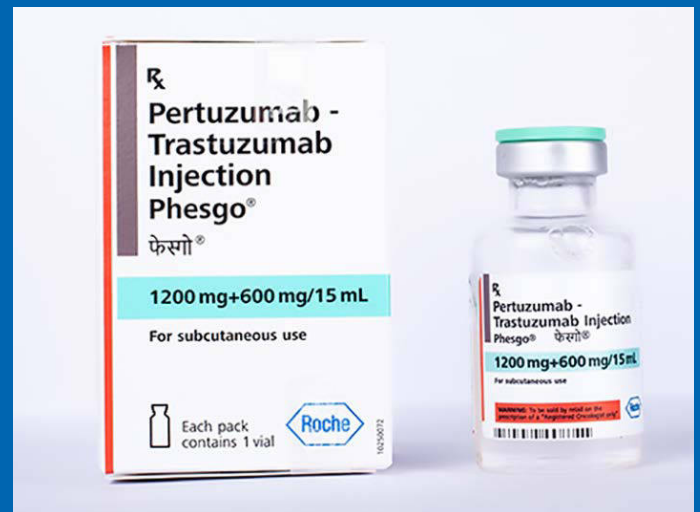
India has been a focus market for the company. Roche is expediting innovative launches in the country, bringing its innovations into India at the earliest possible so that patients get access to the standard of care that they deserve. The company plans to launch 20+ new products and indications in the next 3-5 years.

In the recent past, Roche has launched three innovative drugs that are highly relevant for India.

- PHESGO - The world's first fixed dose combination of two monoclonal antibodies for the treatment of HER-2 positive breast cancer was launched in mid-2022. The drug reduces treatment time by over 90%, coming as a boon to patients, and freeing up healthcare infrastructure as well. It has already benefitted hundreds of patients.
- TECENTRIQ - Thousands of patients are also benefitting from the country's only immunotherapy for Hepatocellular Carcinoma (HCC).
- Meanwhile, scores of patients with Spinal Muscular Atrophy (SMA) now have hope for a brighter future, as Evrysdi – the first and only oral solution for this affliction is made available to them.

People living with cancer, hemophilia and rare diseases face multiple hurdles in their daily life. Aware that impactful patient assistance is just as important as the drug itself in improving patient outcomes, Roche Pharma India had developed The Blue Tree Patient Support Program in 2015. This comprehensive patient support initiative recently got a digital avatar - The Blue Tree 2.0 mobile app for patients who are already part of the program in India. The mobile application, available in both Android and iOS platforms offers seven services patients may need – from a 24x7 helpline to disease information, delivery of medicines, and even funding support and more. Since its launch, The Blue Tree program has benefitted 11000+ patients already!

PHESGO™



INSTAGRAM: [HTTPS://WWW.INSTAGRAM.COM/HERCONNECTIONIN/](https://www.instagram.com/herconnectionin/)

FACEBOOK: [HTTPS://WWW.FACEBOOK.COM/SEARCH/](https://www.facebook.com/search/top?q=herconnection%20india)

TOP?Q=HERCONNECTION%20INDIA

TECENTRIQ® IN HEPATOCELLULAR CARCINOMA (HCC)

EVRYSDI®



Under its CSR, Roche India has extended its partnership with St. Jude's Cancer Centre for 5 more years. These centres in Mumbai and Guwahati offer free-of-cost safe, secure and hygienic accommodation and meals to children undergoing treatment and their parents. Other facilities provided include daily transport to the hospital, education support, recreational activities, and skill building activities for parents. Over 400+ children and their families have been supported in their cancer care journey by this partnership.





## ROCHE PHARMA LAUNCHES NEW MOBILE APP

DC CORRESPONDENT  
HYDERABAD, NOV. 29

Roche Pharma India on Tuesday launched a new mobile app, The Blue Tree 2.0, for patients who are part of Roche's Blue Tree patient support programme in India.

"The app aims to improve both the patient and healthcare professional's experience by speeding up programme enrollment, providing easy access and advance notifications to avail multiple support services," the company said in a statement. Roche said the mobile app will increase the scale and reach of the programme to patients, particularly to those who are in remote locations, and will allow the support programme journey to be managed directly from their phones.

Through the Blue Tree programme patients can enroll for the programme, place requests for free drug assistance, ensure doorstep delivery of drugs and allow advance notifications to patients on their upcoming infusion schedules.

Commenting on the launch, V. Simpson Emmanuel, MD and CEO, Roche Pharma India, said, "The launch of the app signals Roche's goal to leverage digital platforms and mobile applications that put effective and scalable solutions, including patient support programmes at patients' fingertips." To make the treatment journey a truly integrated experience, Roche has partnered with Tata 1MG that overall manages The Blue Tree program.



We are bringing the next patient-care revolution.

ARE YOU READY?



Roche has been empowering patient journeys through the flagship 'The Blue Tree Program'.



- 11,000+ patients
- 24\*7 Assistance
- 2500+ Active patients on Free drug support
- 1500+ Active patients benefited through value add services



Roche is proud to partner and leverage on India's technology leadership by setting up a state-of-the-art Global Analytics and Technology Centre of Excellence (GATE) in Hyderabad, wherein, the centre will work with the global affiliates of Roche to advance knowledge and understanding of the healthcare space, which helps in improving customer engagement, patient experience and business outcomes. The Hyderabad centre is the second such centre set up by Roche in India, in addition to the one in Chennai.

ANNOUNCEMENT OF THE GATE CENTRE IN HYDERABAD. WITH K.T RAMA RAO, MINISTER OF MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT, INDUSTRIES, COMMERCE, IT & COMMUNICATIONS, GOVERNMENT OF TELANGANA



## MEDIA COVERAGE

# Roche to set up GATE in Hyd

Global Analytics and Technology Centre of Excellence to provide data driven solutions

STATE BUREAU  
Hyderabad

Continuing to attract new investments, Telangana has got one of the world's largest pharma and diagnostics players, Roche, to set up its Global Analytics and Technology Centre of Excellence (GATE) in Hyderabad, IT and Industries Minister KT Rama Rao said on Monday.

This culminates Rama Rao's more than two-year effort with the company from the World Economic Forum in 2020 and also earlier this year in May asking it to consider Telangana for setting up its technology centre.

"I'm delighted to welcome Roche Pharma to Hyderabad, as they join the long list of marquee global companies, which have chosen Hyderabad to establish

I believe this partnership is strategic in nature and will help strengthen ties between Telangana and Roche

— KT RAMA RAO, IT MINISTER

their global capability centres. Hyderabad has the best State-supported business ecosystems in the country and offers a blend of skilled talent pool, infrastructure and best quality of living in the country. I believe this partnership is strategic in nature and will help strengthen the relationship between Telangana (India in general) and Roche. I am confident that this centre in

Hyderabad will emerge as a significant contributor to Roche's global aspirations," Rama Rao said.

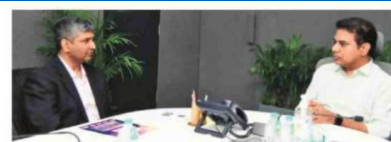
This centre, which will be Roche's second one in India, will provide data driven solutions. It will work with the global affiliates of Roche to advance knowledge and understanding of healthcare space, which helps in improving customer engagement, patient experience and business outcomes. GATE will have 100 people this year and has plans to expand. The announcement was made after Rama Rao met V Simpson Emmanuel, Managing Director and CEO, Roche Pharma, on Monday.

IT and Industries Principal Secretary Jayesh Ranjan and Director Life Sciences Shakthi M Nagappan were also present during the meeting. Rama Rao had met

with Christoph Franz, Chairman of Roche, during the World Economic Forum in 2020 and also earlier this year in May. Headquartered in Basel in Switzerland, Roche is the world's largest biotech company, with medicines in oncology, immunology, infectious diseases, ophthalmology and diseases of the central nervous system.

Roche is also the world leader in in-vitro diagnostics and tissue-based cancer diagnostics, and a frontrunner in diabetes management. Founded in 1896, the company has a revenue of about \$62 billion and employs more than 100,000 people globally.

"We are developing data science and advanced analytics related capabilities at our GATE Centre in Hyderabad," said Roche's Emmanuel.



Roche Pharma MD & CEO V Simpson Emmanuel with Minister KT Rama Rao

## Roche Pharma sets up data analytics centre in Hyd

ENS @ Hyderabad

1 AIMING to provide innovative data driven solutions, Roche Pharma has set up a state-of-the-art Global Analytics and Technology Centres of Excellence (GATE) in Hyderabad, which will be the second one in India. The centre will work with the global affiliates of Roche to advance knowledge and understanding of healthcare space, which helps in improving customer engagement, patient experience and business outcomes. With the latest expansion, GATE will have a total head count of 100 by the end of 2022 and has expansion plans.

IT & Industries Minister KT Rama Rao has met with the Chairman of Roche Christoph Franz during the World Economic Forum in 2020 and also earlier this year in May and had presented about Hyderabad's vibrant ecosystem. Headquartered in Basel, Switzerland, Ro-

che is the world's largest biotech company, with differentiated medicines in oncology, immunology, infectious diseases, ophthalmology and diseases of the central nervous system.

"Hyderabad has the best state-supported business ecosystems in the country and offers a unique blend of highly skilled talent pool, state of the art infrastructure and best quality of living in the country, thereby making us the preferred destination for global innovation and capability centres. I believe this partnership is strategic in nature and will help strengthen the relationship between Telangana (India in general) and Roche," Rama Rao said.

Roche Pharma MD & CEO V Simpson Emmanuel said, "We are developing data science and advanced analytics related capabilities at our GATE Centre in Hyderabad and will expand our offerings to include forecasting, data management, DevOps."





## 'Roche working on drugs in oncology, precision health'

Priyanka Sharma  
priyanka.sharma@livemint.com  
NEW DELHI

Roche Holdings is planning new drug launches in oncology, ophthalmology, haematology and precision health segments next year, said Simpson Emmanuel, chief executive and managing director of the Swiss drugmaker's India unit. In an interview, Emmanuel said the primary healthcare system should be strengthened and seamlessly integrated into the secondary and tertiary healthcare sectors. *Edited excerpts*

**Now that the pandemic has eased, what are the company's priorities in terms of new treatments?**

A lot of new things are happening at Roche. We were never affected by the pandemic the way it affected the industry. Roche did not lose focus because the pandemic took us to a different level of efficiency and a sense of purpose, which got reflected in our work in the last three years. While the industry was struggling, we ensured to launch our products throughout the pandemic.

**Simpson Emmanuel**  
CEO and MD, Roche Holdings

While the industry was struggling, we ensured to launch our products throughout the pandemic. We also completely transformed into a new organizational model in 2020 and did many partnerships. We responded aggressively during the pandemic and launched antibody cocktails in just 27 days. Now, we are going to have a very busy year in 2023, and new launches are coming in multiple segments, such as oncology, particularly for lung cancer drugs, ophthalmology, haematology and precision

health compounds. We are also entering into neuroscience portfolios as well. We are also strengthening our base with respect to how we look at India. Besides, we are looking at ourselves as a healthcare firm where we are looking at patients holistically through our "Blue Tree Programme". So next year is going to be a very busy year for us.

**What should be the priority of the healthcare sector now?**

The pandemic has exposed the gaps in the primary healthcare system. Though the government is putting a lot of effort into strengthening it, in isolation, this will not solve the problem. We need seamless integration between the primary healthcare system, the secondary healthcare system and the tertiary healthcare. And this could only be possible with technology and digital interventions. India is a classic case of where "water everywhere but not a drop to drink" because we

have plenty of resources, but these are spread across isolated pockets, and people find it very difficult to access them when they need them. The funds are there, but they are not allocated in the right buckets. The system needs to be integrated as one unit so that they work together. There are certain parts of health systems which are overburdened, and there are many health facilities which have a tremendous amount of capacity. Besides, the doctor-patient ratio needs to be addressed. Quality of care should be of the right standard and at the right time.

## Roche eyes ophthalmology foray in 2023, lines up products in other areas

PT Jyoti Datta  
Mumbai

Armed with a technology-reinforced supply chain, Swiss drugmaker Roche Pharma expects to bring to India products in the oncology and rare diseases therapy segments, besides making an entry into ophthalmology in 2023.

Roche will bring in three more molecular entities, line extensions, a second rare diseases product, and make an entry into ophthalmology, besides bringing in several personalised healthcare medicines, said V Simpson Emmanuel, MD and CEO, Roche Pharma (India).

The last two years were both eventful and challenging, Emmanuel told *Businessline*, adding that 2023 will continue to see the introduction of significant products in India, close to their global launches. This comes even as



Roche launched the next version of its patient-assistance, Blue Tree programme, now in its seventh year.

### MOBILE APP

The Blue Tree 2.0 mobile app is for existing patients on the programme, making it easier to access the several diversified services (across financial assistance, physiotherapy, doorstep delivery) through their phones.

Since the launch of the programme in March 2015, over 11,000 patients have been supported, said Emmanuel, adding that the online programme and app were en-

tirely handled by Tata 1mg, in line with data privacy laws.

Pointing out that Roche had differential pricing on its products for India, besides other approaches to improve access to its medicines, Emmanuel said the patient assistance programme was dynamic, incorporating doctor and patient feedback.

There's no "cookie-cutter" approach, he said, responding to civil society observation that patient assistance programmes were limited in their scope.

Responding to a query on the recent inclusion of cancer drugs in the National List of Essential Medicines and discussions on bringing more patented drugs into their ambit, Emmanuel said their parent company was among the highest spenders on research and development, developing innovative products, and identifying solutions for unmet medical needs. And this needs to be respected, he said.

## Roche launches oral therapy to treat SMA

GUWAHATI, JULY 31: Roche has announced the launch of Evrysdi (risdiplam), the first and only approved therapy for Spinal Muscular Atrophy (SMA) patients today. Evrysdi was first approved by the US FDA in August 2020 and is today available in India within 11 months of the US approval. Since its launch, over 4,000 SMA patients across 50+ countries have benefited from Evrysdi. SMA is a severe, progressive rare neuromuscular disease that can be fatal. It affects approximately one in 10,000 live births globally and one in 7,744 live births in India and is the leading genetic cause of infant mortality. SMA is caused by a mutation of the survival motor neuron 1 (SMN1) gene, which leads to a deficiency of SMN protein. This protein is found throughout the body and is essential to the function of nerves that control muscles and movement. Without it, nerve cells cannot function correctly, leading to muscle weakness over time. Depending on the type of SMA, an individual's physical strength and their ability to walk, eat or breathe can be significantly diminished or lost. Evrysdi is administered daily

at home orally (it is supplied as powder which is constituted into a liquid solution and taken once daily by mouth or feeding tube if required) and is designed to treat SMA by increasing production of the Survival Motor Neuron (SMN) protein. It is approved for the treatment of spinal muscular atrophy (SMA) in adults and children 2 months of age and older.

Evrysdi is being studied in more than 450 people as part of the broadest, large and robust clinical trial program in SMA. The program included newborn infants to adults aged 60 years with varying symptoms and motor function, and is the only program that has included those that were previously treated for SMA with another medication.

Evrysdi was approved by Indian Health Authorities after reviewing its efficacy and safety data from three global clinical studies designed to represent a broad spectrum of people living with SMA. Evrysdi also improved survival without permanent ventilation at 12 and 23 months, compared to natural history. Evrysdi maintained the ability to swallow and feed orally in the majority of the infants after 2 years of therapy. This is a unique characteristic of Evrysdi that was not observed

with other medications for SMA. V Simpson Emmanuel, CEO and Managing Director, Roche Pharma India says, "The launch of Evrysdi in India is a fine example of Roche living its purpose of 'Doing now what patients need next'. We are betting big on solving complex challenges related to rare diseases as we believe no patient should be deprived an opportunity to live a healthy life, however complex or rare the disease is." To provide a holistic solution to SMA patients and caregivers, we identified the most important challenges they face throughout their journey and have designed solutions to support them to mitigate those challenges. Through our PSP program, Roche will provide services like: Physiotherapy, Financial counselling, Psychosocial and Nutritional counselling to SMA patients. "The launch of Evrysdi in India is an eagerly awaited milestone for our community. We appreciate Roche's commitment in making this drug available in India soon after its global launch and in developing a treatment that can be administered at home," said Archana Vashist Panda, Co-Founder & Director Patient Advocacy, Cure SMA Foundation of India.

FINANCIAL EXPRESS  
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### Roche announces launch of Evrysdi® (risdiplam) for treatment of SMA patients in India

Evrysdi® (risdiplam) is the first and only oral treatment for adults and children two months or older suffering from SMA, now available in India

Written by: Shashidhar Madhav  
Updated: July 29, 2023 19:52 IST

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## Single-shot breast cancer drug to cut treatment time by 90%

Getty Images/istockphoto

**Sushml.Dey@timesgroup.com**

**New Delhi:** In a move that is likely to bring big relief to breast cancer patients and their families, multinational pharma giant Roche has combined two monoclonal antibodies that can be administered by a single injection, thus significantly reducing the treatment time by 90%.

The launch of the new drug PHEGO — a combination of Perjeta (pertuzumab) and Herceptin (trastuzumab) with hyaluronidase — is also likely to reduce treatment cost by 20%, company executives said.

"PHEGO is a path-breaking drug that will provide convenience and improve quality of life of patients suffering from breast cancer by significantly reducing the in-clinic time for

ion and administration time. PHEGO, to be used for treatment of early and metastatic HER2-positive breast cancer, was first approved by the US drug regulator in June 2020 during the peak of the Covid-19 pandemic and by the European Medicines Agency (EMA) in December 2020. In India, PHEGO was approved by the drug regulator in October 2021 and the import license was granted in January this year.

As per a 2021 World Health Organisation (WHO) report, there were 2.3 million women diagnosed with breast cancer and 6.85 lakh deaths occurred globally in 2020. As of the end of 2020, there were 7.8 million women alive who were diagnosed with breast cancer in the past five years, making it the world's most prevalent cancer.

New drug PHEGO is also likely to reduce treatment cost by 20%, Roche executives said

them. Patients and their caregivers can now look forward to spending less time at the hospital and more time doing what they like most," Roche Pharma India CEO and managing director V Simpson Emmanuel said.

Rollout of the drug is also likely to enhance the efficiency of healthcare systems since it requires less preparat-



## CENTURIES OF CARE

When a pharmaceutical company has almost two and a half centuries of patient outreach, you can be sure the patient's well-being is at the centre of everything they do!

Takeda is a values-based, R&D driven global biopharmaceutical company committed to bringing 'Better health for people, brighter future for the world'. The organization is guided by its values of Takeda-ism which incorporate Integrity, Fairness, Honesty and Perseverance, with integrity at its core. They are brought to life through actions based on Patient-Trust-Reputation-Business, in that order.

In India, the company has been working diligently to strengthen local healthcare systems and broaden access to its innovative medicines. Towards this end, in March '22 they undertook a project with the Indian Cancer Society, wherein 1000+ people were screened for the disease in the underserved areas of Delhi. They have also signed on a three-year project with Save The Children (Bal Raksha Bharat) to improve nutritional outcomes among pregnant and lactating women, under-five children, and adolescents through system strengthening & community empowerment.

Takeda launched two of its innovative medicines in India in 2022: Adynovate for treatment of hemophilia patients in April and Cinryze for the treatment of hereditary angioedema patients in December.

Takeda collaborated with Big FM to raise awareness on the diagnosis and treatment of rare diseases with a highly successful campaign that ran in 17 cities with 17 medical experts. Another big project was the one undertaken in May, when Takeda and UNGCNI launched a national initiative for improving early access to treatment for rare disease patients in India.

In September '22, Takeda became a signatory of the United Nations Global Compact (UNGC) to adopt the Ten Principles of the UNGC and to contribute to Sustainable Development Goals (SDGs) while advocating for responsible business practices, a step embodying what the organization stands for.

## BRINGING INNOVATIVE TREATMENT FOR INDIAN PATIENT



## TAKEDA LAUNCHES HEMOPHILIA DRUG ADYNOVATE IN INDIA, HEALTH NEWS, ET HEALTHWORLD

## TAKEDA BECOMES UNGC SIGNATORY IN INDIA - EXPRESS PHARMA

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### Takeda launches launches hemophilia drug Adynovate in India

Adynovate is an extended half-life recombinant Factor VIII (rFVIII) treatment, using established technology (controlled PEGylation), for hemophilia A patients. This option offers lower weekly infusion rates than standard FVIII, providing excellent prophylactic coverage.

ETHealthWorld • May 17, 2022, 14:03 IST

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New Delhi : Takeda Pharma has expanded its innovative rare diseases portfolio in India with the launch of **Adynovate**, an innovative extended half-life recombinant **Factor VIII** (rFVIII) treatment, using established technology (controlled PEGylation), for haemophilia A patients, a company statement said.

It also said that Adynovate, in combination with **MYPKFIT**, the first and only FDA-approved application, offers personalised and interactive prophylaxis treatment option that enables both healthcare professionals and patients in real-time monitoring of factor VIII levels from the comfort of their homes on phone thereby adapting their activity decisions accordingly and help improve their quality of life.

Alerts are sent to patients on prophylaxis when their estimated factor VIII levels are low, and reminds them when their infusions are due, thereby providing excellent prophylactic coverage.

Administered in three steps with the **BAXJECT III** system, Adynovate eliminates the need to disinfect the vial, as vials are already assembled in the system housing. It can be stored at room temperature not to exceed 30°C (86°F) for a period of up to three months not to exceed the expiration date thereby easing the handling and storing process.

05/07/2022, 11:21 Takeda becomes UNGC signatory in India - Express Pharma


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**PHARMA**

### Takeda becomes UNGC signatory in India

As a signatory, Takeda has committed to adopt the 10 principles of the UNGC

By EP News Bureau On Sep 26, 2022 [LATEST COMMENTS](#)



Takeda Pharma has become a signatory of the United Nations Global Compact (UNGC). As a signatory, Takeda has committed to adopt the 10 principles of the UNGC which are derived from the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption, according to a company statement.

The 10 principles of the UNGC are as follows:

- Businesses should support and respect the protection of internationally-proclaimed human rights.
- Make sure that they are not complicit in human rights abuses.
- Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
- The elimination of all forms of forced and compulsory labour.
- The effective abolition of child labour.
- The elimination of discrimination in respect of employment and occupation.
- Businesses should support a precautionary approach to environmental challenges.
- Undertake initiatives to promote greater environmental responsibility.
- Encourage the development and diffusion of environmentally-friendly technologies.
- Businesses should work against corruption in all its forms, including extortion and bribery.

[Takeda Pharma](#) [UNGC](#)

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<https://www.expresspharma.in/takeda-becomes-ungc-signatory-in-india/>

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## SUSTAINABLE EFFORT TO ENABLE HEALTHIER WORLD

With a presence in 138 countries worldwide, 60-year-old ACG stands tall as the world's largest integrated supplier of solid dosage products and services. The company is known equally for its expertise in this area, as it is for its sustained efforts to make the world a better place. It has always taken a leadership role in the development of cleaner processes and technologies. Currently they are constructing the world's greenest pharma plant! Equally noteworthy, is its commitment to the community, through various projects.

In 2015, the company set up the ACG Cares Foundation to implement its various CSR activities efficiently, engaging all stakeholders in an inclusive manner. There were many initiatives taken up in the last year, and all of them have created tremendous impact.

Grappling with Covid 19, the country was in dire need of support. ACG strengthened government efforts by providing medical equipment and oxygen concentrators for 440 beds in Mumbai and Pune, as well as supporting 20 PHCs in Mumbai, Pune and Dahanu. Assistance also included donating mobile vans, supplying PPE kits and food to frontline workers and home isolation kits and safety kits to the underprivileged.

Working towards community health, ACFs Mobile Health Van visited 64 villages in Maharashtra, on a roster basis, treating 39000+ villagers. These OPDs on wheels also included visits from a female doctor once a month. ACF has also been running a 24 x7 Advanced Life Support Ambulance on the highway near Shirwal, Maharashtra. This service caters to road accidents as well as other emergencies such as snake bites, heart attacks, etc.

Upgrading the public health system, the foundation has established a Dialysis Centre at a charitable hospital, in Mumbai, and donated X-Ray machines to a hospital in Dahanu, as well as Blood Bank machines at Mahad. It also gives PHC support at Shirwal and Pithampur, in Maharashtra and Madhya Pradesh respectively. Meanwhile, the Animal Welfare Project provided ambulance services and medical treatment to stray dogs and cats, as well as fed 600 strays a day!

Enabling better education has been a long-term goal of the company. In an initiative to train youth on job-oriented skills, centres in Shirwal and Talegaon, whereupon 60% were successfully placed at jobs, too. The foundation also developed the science lab in a government school at Shirwal. In the culmination of a 5-year project, ACF completed the construction of a 400-bed hostel for tribal students in Dahanu, as well.

Other community projects included a farm-based livelihood program at Dahanu which saw 600 small and marginal farmers get access to better agricultural practices, and conversion of 240ha of wasteland into fertile soil through horticulture plantation. The foundation also stemmed the forced migration of 600 families by creating year-long livelihood opportunities for them.

ACF has also successfully conducted multiple waste recycling programs



## MAJOR INTERVENTIONS





## MAJOR INTERVENTIONS



## COMMUNITY HEALTH







## ENABLING BETTER EDUCATION



## LIVELIHOOD: SKILL AND FARM BASED







## ENVIRONMENT



## About OPPI

The Organisation of Pharmaceutical Producers of India (OPPI) established in 1965, represents the research-based global pharmaceutical companies in India. OPPI has been an integral part of the healthcare journey of the country. We remain committed to supporting the nation's healthcare objectives, putting patients at the core of all decision making and collaborating with all stakeholders to find sustainable solutions to realize the collective vision of *Health for All*.

Our member companies have been serving the country's healthcare ecosystem since pre-independence and continue to remain committed to patient safety and providing quality care in the future as well. As an association, our advocacy decisions, patient commitment and work are always keeping the country first and we embody the spirit of working for 'Bharat Ke Liye'; driven with innovation to find solutions for unmet medical needs, collaboration with government stakeholders, and co-creation with partners coming together to address the nation's healthcare challenges. We are committed to the Hon'ble Prime Minister Shri Narendra Modi-ji's clarion call of '*Jai Vigyan and Jai Anusandhan*'.

For more information, please visit <https://www.indiaoppi.com/>





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