



OPPI launches 'Bharat ke Liye'- a brand campaign to reinforce the commitment to improving health outcomes in India

Mumbai/New Delhi, Thursday, March 23, 2023: The Organisation of Pharmaceutical Producers of India (OPPI), an industry body representing the global research-based pharmaceutical industry in India, today launched the campaign- ***Bharat Ke Liye***. This new brand campaign encapsulates the essence of OPPI's commitment towards enabling a healthier India through innovative solutions.

The global pharma industry has played a critical role in decreasing India's disease burden, strengthening the country's healthcare ecosystem, and improving the quality of life of its citizens. With this as the underlying thought, the idea of the Bharat Ke Liye campaign was born. The campaign aims to celebrate the legacy of the global pharma industry in India, with a strong partnership with the nation spanning over 100 years. The campaign highlights OPPI's renewed strategy to reinforce its commitment to India now and in the future. It will underscore the significant contributions made by OPPI member companies in areas such as pharmaceutical research and development, upholding industry quality standards, manufacturing, supply chain, and patient concern & care, among others.

A yearlong robust 360-degree campaign, '*Bharat Ke Liye*' will feature a range of initiatives, including digital and social media campaigns, print ad campaigns, stakeholder engagements, and a robust PR outreach. The pre-launch buzz included teaser posts on social media channels and the unveiling of the *OPPI-Bharat Ke Liye* logo.

The logo reflects OPPI's commitment to India by incorporating colours and elements from the Indian tricolour and Ashok Chakra. The logo is symbolic of the organization's dedication to innovating for India, India and striving towards a brighter, healthier future for all its citizens. '*Bharat Ke Liye*' is the expression of our sentiment towards the country; how OPPI has been an integral part of India's journey in building a robust health ecosystem.

The logo showcases two hands of nurturing and caregiving – implying how OPPI and its member companies are committed to taking India to newer heights, backed by research & innovation in healthcare. The hands also signify how, by coming together, we are working to make healthcare better and more accessible for everyone in India. The hands also depict the flight of a bird which is the aspiration of India to move up the value chain to being an R&D and Innovation centric Pharmacy of the World. The heart made of a capsule breaking apart is also an integral part of the logo, expressing our commitment towards patient-centricity and making medical care more advanced with technological innovation. The DNA strands reiterate OPPI's dedication to research, whereas the chemical compound highlights medical innovation.

Additionally, print ads and a video film will kick off the campaign followed by robust social media amplification over the next few weeks. The film and the ads are based on the campaign manifesto that outlines OPPI's and its member companies' long-standing commitment to India, from pre-independence to the present and the future. The digital activities will be supported by sustained campaign outreach with

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thought leadership pieces and interviews.

Speaking about the campaign, Mr Suresh Pattathil, President, OPPI and GM AbbVie India said, “The global pharmaceutical industry has been an essential part of India's healthcare system for decades, and OPPI members have been at the forefront of bringing innovative medicines to patients in India. With the ‘*Bharat Ke Liye*’ campaign, we hope to showcase the positive impact of the pharma industry in India and build a more informed and collaborative healthcare ecosystem. As OPPI, we are converging, collaborating, and co-creating with the government and other stakeholders to foster a brighter future for India@100.”

“Our member companies are dedicated to advancing scientific research and innovation, which is crucial for addressing the complex healthcare challenges facing India. Since pre-independence, we've partnered with India to eradicate many diseases, address many epidemics, and lessen the country's disease burden together. The COVID-19 pandemic has further highlighted the critical role of the pharma industry in ensuring public health and safety. The launch of ‘*Bharat Le Liye*’ is a reaffirmation of our commitment to accelerate progress towards achieving *Healthcare for All*”, said Mr Vivek Sehgal, Director General, OPPI.

Through the ‘*Bharat Ke Liye*’ campaign, OPPI will also aim to address some of the common misconceptions and concerns about the pharma industry and its role in India's healthcare ecosystem.

Watch the launch video of the campaign [here](#).

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

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For media queries, contact:

Asawari Sathaye

Director, Communications and Patient Advocacy, OPPI

asawari.sathaye@indiaoppi.com | +91-9870095404