



Organisation of Pharmaceutical Producers of India


FEBRUARY MEDIA COVERAGE


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Publication	The Times of India
Date	23-Jan-24
Edition	Online
Headline	Pharma MNCs: Why are pharma MNCs reducing India footprint?


[Link subscription](#)


Rupali Mukherjee · TIMESOFINDIA.COM
 Feb 23, 2024, 0:05 IST

Many have sold popular generic brands and even factories to big domestic firms, but experts say they're doing this to focus on core strengths, high-value products

Late on Feb 16, Swiss pharma major Novartis made a brief announcement that it had started a "strategic review" of its listed entity, Novartis India Limited, which includes an assessment of its shareholding in the subsidiary.

Exactly three months ago, UK biggie AstraZeneca had also announced it was exiting manufacturing in India as part of a "global strategic review".

These announcements follow a pattern in which pharma biggies like Pfizer, Sanofi, AstraZeneca and GSK have reduced manpower and trimmed operations in core functions like manufacturing, sales and marketing over the past few years.

Publication	The Times of India
Date	25-Jan-24
Edition	Print
Headline	Why are pharma MNCs reducing India footprint?

Why are pharma MNCs reducing India footprint?

Many Have Sold Popular Generic Brands And Even Factories To Big Domestic Firms, But Experts Say They're Doing This To Focus On Core Strengths, High-Value Products

Rupali Mukherjee
@timesgroup.com

Late on Feb 16, Swiss pharma major Novartis made a brief announcement that it had started a "strategic review" of its listed entity, Novartis India Limited, which includes an assessment of its shareholding in the subsidiary. Exactly three months ago, UK giant AstraZeneca had also announced it was exiting manufacturing in India as part of a "global strategic review".

These announcements follow a pattern in which pharma biggies like Pfizer, Sanofi, AstraZeneca and GSK have reduced manpower and trimmed operations in core functions like manufacturing, sales and marketing over the past few years. Some of them have a rich heritage in India, dating back up to 100 years. So, why are they reducing their exposure in the Indian market, where they vied for a toe-hold not so long ago?

Costs, Competition, Patents India is a Rs 2 lakh-crore-plus market with some of the most pressing health challenges, but increasing competition, higher operational costs and a less viable business have forced MNCs to rethink their strategies. They have been focusing on core competencies and divesting non-core assets, especially after Covid.

So, from an earlier strategy of manufacturing in India they have transitioned to licensing and marketing agreements. Over the years, Novartis, Roche, Eli Lilly and Pfizer tied up with domestic firms like Torrent, Lupin, Cipla and Glenmark for major therapies. Novartis, for instance, recently divested its high-growth ophthalmology brands to Mumbai-based JB Chemicals for a little over Rs 1,000 crore.

Some MNCs are concerned about India's intellectual property regime, which discourages evergreening of patents and can impose compulsory licensing – allowing a third party to manufacture a drug without the patent owner's consent. So, without fully exiting the country, they have been reducing exposure by truncating portfolios, and avoiding fresh investments.

OLD MEDS, NEW OWNERS

Sanofi

➤ Nutraceuticals Seacod, E-God, Cog, among others, sold to Universal Nutriscience

➤ Soframycin, Sofradex, Sofacort divested to Encube Ethicals



GSK

➤ Crilin Vitamin C brand sold to Koye Pharmaceuticals

J&J

➤ Solvin brand sold to ITC

"Faced with regulatory headwinds, IPR challenges and pressure from the parent on generating profits/value from their Indian businesses, most MNCs are reevaluating their strategy for the Indian market," says Rajni Shabani, former vice-chairman of Novartis India.

Moving Up The Value Chain Innovation-driven companies are thinning conventional portfolios of generics in a bid to focus on high-value therapeutics like cancer treatments. "Pharmaceutical industry is inherently global, and companies may be redistributing resources to markets with higher growth potential or more favourable business environments," says Utkarsh Palitkar, independent consultant, life sciences. "Shifting priorities might prompt MNCs to reduce their exposure in certain markets, including India," he adds.

Under a global reassessment, some MNCs are shedding their branded generics. This may involve distribution partnerships, sale of manufacturing facilities or legacy high-value brands to domestic biggies, and pruning R&D to enhance efficiency.

For instance, Novartis partnered in 2022 with Hyderabad-based Dr Reddy's Labs (DRL) for sale and distribution of its heritage brands like pain medication Voveran. It also divested cardiac brands – Clinvas to DRL, for roughly Rs 451 crore and Azmarida to JB Chemicals for Rs 146 crore. In 2017, Torrent had bought its gynaecology medicines.

Pharma MNCs in India have diverse growth strategies and business models.

domestic and international players vying for market share. Companies such as DRL, which hitherto had a sharper focus on exports, seem to have rediscovered the Indian market. But in overall value terms, the Indian domestic market is not that attractive yet," Palitkar adds.

That's why some MNCs prefer to leverage local expertise and established networks of domestic companies for marketing and distribution, instead of maintaining a direct presence. This way they don't need to make substantial investment in infrastructure.

This model has been becoming popular. Recently Glenmark tied up with Pfizer for a chronic skin medication, while Dr Reddy's acquired the rights to distribute a "first-in-class" breast cancer drug from the US biggie. Similar deals have been brokered for life-style ailments like diabetes between MNCs and domestic firms.

Develop-in-India Model

In an evolving pharma landscape backed by digitisation and IT, MNCs like Novartis, Roche and AstraZeneca have set up global capability centres in India. These focus on data analysis, designing clinical trial protocols and employing immersive technologies. For instance, a major part of the development of Entresto (sacubitril/valsartan), Novartis' blockbuster cardiac drug, was done at its Hyderabad centre.

It's not that high-end innovator companies have lost interest in India, but they are trying new business models, says Srijay Shetty, partner and pharma leader, PwC India. "Perhaps, over the years, we could see newer marketing models evolve in the Indian market, involving super-specialised importers or even contract marketers," he says.

Impact On Patient

With domestic biggies being agile with rolling out affordable versions of innovator medicines, the patient may not have to worry much. Besides, for speedier access to pricier next-gen treatments, the government could formulate an innovative model which could serve the interests of all stakeholders, including the patient and MNCs.

TOI Explains

over 70% in the third quarter results of FY 2023-24, in the wake of price caps on two marquee antibiotic brands, T-bact and Cerbim, presumably due to their inclusion in the latest revision of National List of Essential Medicines. Sanofi might also be hit with its anti-diabetic Lantus included in the List.

Frequent alterations in regulations can impact the profitability of operations, leading companies to reconsider their involvement in the market, industry experts say.

Over 5,000 Players in Game

Although India's organised pharma retail market is valued over Rs 2 lakh crore, more than 9,000 companies are jostling in it. So, MNCs may find it challenging to compete on pricing and market penetration, especially for generic drugs.

"Indian pharmaceutical market has become increasingly competitive, with both

FINANCIALS

Publication	Financial Express
Date	01-Feb-24
Edition	Online
Headline	<u>Budget 2024: Top reactions from healthcare industry leaders--Who said what on Nirmala Sitharaman's announcements</u>

Anil Matai, Director General, Organisation of Pharmaceutical Producers of India (OPPI):

"OPPI commends the Government's approach towards the healthcare and pharmaceutical sector in the Union Budget 2024. The emphasis on leveraging existing hospital infrastructure for establishing new medical colleges is a strategic move that aligns with the need for a robust healthcare workforce. Moreover, the initiative to encourage vaccination for girls aged 9-14 to prevent cervical cancer demonstrates a proactive stance on preventive healthcare. The extension of health coverage under the Ayushman Bharat scheme to ASHA and Anganwadi workers and helpers is a commendable step towards achieving universal health coverage. The allocation of a ₹1 lakh crore corpus for long-term, interest-free loans will provide long-term financing or refinancing with long tenors and low or nil interest rates. This will encourage the private sector to scale up research and innovation significantly in sunrise domains. The pharma industry is ready to embrace this opportunity for growth and contribute to the nation's health and well-being. The swift rollout of the U-WIN platform for managing immunization and the intensified efforts of Mission Indradhanush will further give boost to India's immunization targets. OPPI is proud of the exponential growth in FDI inflow achieved by the government from 2014-23, and it truly underscores the confidence of global investors in India. OPPI and its members wholeheartedly support any balanced & equitable steps of the government which are in line with the 'first develop India' spirit. While we appreciate the positive strides taken in the Union Budget 2024 towards the healthcare and pharmaceutical sector, we were also hoping that a nuanced approach to reduce duty/tax burdens on innovative & lifesaving drugs, addressing regulatory challenges and facilitating ease of doing business could have been outlined. Overall, the Union Budget 2024 reflects a forward-looking approach, and the pharmaceutical sector looks forward to actively participating in and contributing to the realization of these transformative initiatives."

Publication	Moneycontrol
Date	01-Feb-24
Edition	Online
Headline	Budget allocates Rs 90,658 crore to health ministry, reflecting a 12.5% increase

Budget allocates Rs 90,658 crore to health ministry, reflecting a 12.5% increase

The AYUSH Ministry has been allocated Rs 3712.49 crore for FY 25 which is 23 percent higher than the previous year

— NEETHI ROJAN | FEBRUARY 01, 2024 / 06:05 PM IST

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Allocation for Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (PMJAY) increased to Rs 7500 from Rs 6800 crore revised BE for 2023-24.

The Ministry of Health and Family Welfare has been allocated Rs 90,658.63 crore in the Interim Budget for FY25, marking a rise of 12.5 percent as compared to the allocation of revised Budget Estimates of Rs 80,518 crore in the 2023-24 budget.

In the upcoming financial year, the department of health and family welfare has been allocated Rs 87,656.90 crore, while the department of health research has been allocated Rs 3,001.73 crore.

"The emphasis on leveraging existing hospital infrastructure for establishing new medical colleges is a strategic move that aligns with the need for a robust healthcare workforce," said Anil Matai, Director General, Organisation of Pharmaceutical Producers of India (OPPI), on the budget.

Allocation for Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (PMJAY) increased to Rs 7,500 crore from Rs 6,800 crore revised BE for 2023-24. The FM had said that healthcare cover under the Ayushman Bharat Scheme will be extended to Accredited Social Health Activist (ASHA) workers, anganwadi workers and helpers. Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (PMJAY) provides cashless and paperless benefit cover of Rs 5 lakh per annum per family on floater basis in the empanelled hospitals across India. At present AB-PMJAY target to cover 12 crore families (covering more than 50 crore population in India).

Publication	Financial Express
Date	29-Feb-24
Edition	Online
Headline	Strategies for addressing Rare Diseases in the Indian Healthcare landscape

Strategies for addressing Rare Diseases in the Indian Healthcare landscape

Moreover, there is an urgent need to shift the focus towards long-term supportive care, recognizing that many rare diseases require ongoing management and monitoring.

Written by [Guest](#)
 February 29, 2024 08:01 IST



The inability to diagnose is also a consequence of the lack of importance given to these diseases.

By Prasanna Shirol

Rare diseases pose a significant health challenge, affecting a minority of individuals but collectively impacting millions worldwide. Rare diseases are conditions that affect a relatively small number of people and hence do not get the focus on government health priorities in a resource-constrained setting such as India. Globally, there are around 7,000 rare diseases affecting 300 million people, with a significant portion being children. Due to the lack of epidemiological data in the country, it has been difficult to estimate the number of persons suffering from these diseases in India. However, by extrapolation, India should have around 70 million patients with these conditions, underscoring the pressing need to address this healthcare challenge urgently. Therefore, it is essential to focus on strengthening and utilizing the existing public health framework for the optimal usage of healthcare resources.

ONLINE AND TRADE

Publication	Express Pharma
Date	01-Feb-24
Edition	Online
Headline	Industry lauds Union Budget's focus on Women's Health

Industry lauds Union Budget's focus on Women's Health

By EP News Bureau — On Feb 1, 2024

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Overall, the Union Budget 2024 reflects a forward-looking approach

OPPI commends the Government's approach towards the healthcare and pharmaceutical sector in the Union Budget 2024. The emphasis on leveraging existing hospital infrastructure for establishing new medical colleges is a strategic move that aligns with the need for a robust healthcare workforce. Moreover, the initiative to encourage vaccination for girls aged 9-14 to prevent cervical cancer demonstrates a proactive stance on preventive healthcare.

The extension of health coverage under the Ayushman Bharat scheme to ASHA and Anganwadi workers and helpers is a commendable step towards achieving the universal health coverage.

Publication	Medical Buyer
Date	01-Feb-24
Edition	Online
Headline	Health Ministry budget allocation increased 12% to 90,658 Rs crore

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“The announcement of extending health coverage under the Ayushman Bharat scheme to all ASHA and Anganwadi have been better if more families were covered under the scheme to achieve universal health coverage,” said Gautam Khanna, CEO P.D. Hinduja Hospital and President Association of Hospitals, Mumbai.

Publication	BioSpectrum
Date	01-Feb-24
Edition	Online
Headline	Industry responds to Interim Budget 2024-25: Highs & Lows!

Industry responds to Interim Budget 2024-25: Highs & Lows!

01 February 2024 | News

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Welcoming the interim budget announcement pertaining to the health sector, with more expectations



**OPPI**

Organisation of Pharmaceutical Producers of India

Publication	ThePrint
Date	07-Feb-24
Edition	Online
Headline	Govt departments split as trade talks with European pharma firms hit last lap, patent key issue

Split views

When contacted, the OPPI told ThePrint that the association and its member companies were given an opportunity to submit their perspective, on behalf of innovative pharma companies, on the EFTA TEPA text on the protection of undisclosed information.

"OPPI expressed its support for creation of an innovative ecosystem in the country and sought to clarify that RDP is not just for MNC pharma companies but it will particularly help in spurring innovation in AYUSH, phyto-products that are not permitted patent protection under the Patents Act, 1970, as investments in development of products that do not otherwise qualify for patents, can also benefit from market exclusivity for a certain period," said OPPI director general Anil Matai.

It goes without saying, he added, that the innovative biopharmaceutical industry uses its scientific and technical expertise to research, develop, manufacture and distribute safe and effective treatments and vaccines to patients around the world.

"This applies not just to MNC pharma companies alone, but also to Indian pharma innovators — and quite a few Indian companies have supported India agreeing to provide RDP to encourage innovation in the country," he added.

Publication	Eflip
Date	8-Feb-24
Edition	Online
Headline	Govt departments split as trade talks with European pharma firms hit last lap, patent key issue

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“This applies not just to MNC pharma companies alone, but also to Indian pharma innovators – and quite a few Indian companies have supported India agreeing to provide RDP to encourage innovation in the country,” he added.

Matai also said that OPPI member companies believe that it is the right time to extend RDP to biologics, as understanding of genetics and molecular biology has grown exponentially in the last couple of decades.

But IPA secretary general Sudarshan Jain countered the claims, stressing that the RDP-related provisions, once introduced in the country’s patent norms, will prove detrimental to India’s drug industry and patients.

Publication	Scrip
Date	18-Feb-24
Edition	Online
Headline	Data Exclusivity Demand In EFTA-India Deal: Access, Licensing, Other Implications

Arguments For Data Exclusivity

Anil Matai, director general of the Organization of Pharmaceutical Producers of India (OPPI), told the *Pink Sheet* OPPI was given an opportunity to submit its perspective “on behalf of innovative pharma companies on the EFTA TEPA text on Protection of Undisclosed Information. OPPI expressed its support for creation of an innovative ecosystem in the country.”

OPPI sought to clarify that Regulatory Data Protection (RDP) is not just for multinational pharma companies but will particularly help in “spurring innovation in AYUSH [homoeopathic and ayurvedic medicine], phyto-products that are not permitted patent protection under the

Publication	Pharmaways News
Date	26-Feb-24
Edition	Online
Headline	Why are pharma MNCs reducing India footprint?



Why are pharma MNCs reducing India footprint?

📍 pharmawaysnews.com 📅 February 26, 2024 ⌚ 5:35 pm

Source: Times Of India

Late on Feb 16, Swiss pharma major Novartis made a brief announcement that it had started a “strategic review” of its listed entity, Novartis India Limited, which includes an assessment of its shareholding in the subsidiary.

Publication	Reputation Today
Date	29-Feb-24
Edition	Online
Headline	A human approach to new age communication

A human approach to new age communication

The true power of communication lies in emotional intelligence - the ability to comprehend, empathise, and respond to human emotions. A workplace revolution is underway across most industries, and artificial intelligence (AI) is at the center of it.



- Asawari Sathaye

POSTED BY: ASAWARI SATHAYE FEBRUARY 29, 2024

In the era of the Digital Age, the landscape of communication has undergone a seismic shift, reshaping how we connect, collaborate, and convey information. As we navigate this uncharted terrain, propelled by rapid technological advancements, the dynamics of human interaction are being redefined in unprecedented ways.

The digital revolution, characterised by the increased use of smartphones, social media, and ubiquitous connectivity, has ushered in an era where information flows ceaselessly and instantaneously. According to global statistics, more than half of the world's population is now online, with the majority accessing the internet via mobile devices. This staggering interconnectedness has fundamentally altered the dynamics of communication, breaking down geographical barriers, fostering a globalised exchange of ideas.

The rise of social media: A double-edged sword

At the heart of today's communication landscape is the phenomenon of social media. According to a [Kantar-Google report from 2023](#), 379 million internet users in Indian languages access news online through various news apps/websites, social media posts, message forwards, YouTube, etc. Platforms like Facebook, Twitter, and Instagram have become virtual town squares where individuals, businesses, and communities converge to share, engage, and influence. However, this newfound connectivity comes with its own set of challenges, including the rapid spread of misinformation, and the erosion of privacy. As of today, social media has become both a catalyst for social movements and a battleground for contentious debates.