

JANUARY 2024 MEDIA COVERAGE





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FINANCIALS



| Publication | Financial Express |
|-------------|--|
| Date | 04-Jan-24 |
| Edition | Online |
| Headline | Navigating a New Era: India's Drugs, Medical Devices, and Cosmetics Bill |



The Union Ministry of Health had released the draft of the New Drugs, Medical Devices and Cosmetics Bill, 2022 on July 8, 2022. This pivotal legislation, set to replace the 83-year-old Drugs and Cosmetics Act of 1940, proposed to revamp the entire regulatory framework governing the import, manufacturing, distribution, and sale of drugs, medical devices, and cosmetics in India. This was much needed in view of the need to keep pace with the advancements in the med-tech sector. It is undoubtedly, a stride towards aligning India's healthcare system with international legislations and adopting global best regulatory practices.



| Publication | The Hindu Business Line |
|-------------|--|
| Date | 08-Jan-24 |
| Edition | Online |
| Headline | <u>Drugmakers chart a specialised course to navigate choppy waters</u> |





| OPPI | भारत के लिए |
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| Publication | The Hindu Business Line |
|-------------|---|
| Date | 08-Jan-24 |
| Edition | Print |
| Headline | Drugmakers chart a specialised course to navigate choppy waters |

Drugmakers chart a specialised course to navigate choppy waters

SHIFTING GEARS. India's pharma industry is moving from volume to value, investing in quality manufacturing

PT Jyothi Datta

here is a sense of optimism in the domestic pharmaceutical industry, as they roll up their sleeves and take some defining steps to move up the value chain. Charting its course through choppy waters of intense global competition, geo-political bottlenecks and quality concerns, the estimated \$50 billion industry is taking course-changing steps to foring course-changing steps to for-tify its place in the pharmaceutical landscape, with a more specialised basket of products, say industry-insiders.

a more specialised bassed rossed.

An industry known for its prominent export footprint, is also seeing much activity in the domestic market, saysVikram Venkateswaran, Partner with Deloitte India. And that comes on the back of improved local consumption and economic growth. But exports also are getting a leg-up, as domestic drugmakers shift from generies to value-driven products and even buy brands abroad, to strengthen their presence, he adds.

Mapping some overarching

strengthen their presence, ne adds.

Mapping some overarching trends, Venkateswaran says, drugmakers are not shying away from making investments, in superior automated life-sciences plants, for example. And the interest in wellness products has shot up, buoyed by those with the purchasing ability. The pharmaceutical industry is projected to gross §130 billion by 2030.

Other factors fuelling growth include the strategy of international companies to not rely on just a single source for products. On the regulatory front, India being home to the largest number of US Food and Drug Administration-inspected plants, out-

istration-inspected plants, outside of the US, would mean the frequency and depth of the in-



KEY CONCERNS. There is the overhang of cyber security targeting Indian

spections would increase, he

Back home, the industry will see traction on manufacturing initiatives, because of the Centre's PLI (Production Linked Incentive) schemes to make active pharmaceutical ingredients, bio-pharmaceutical setc. Meanwhile, drugmakers are also pushing ahead with initiatives to digitise production plants across operations, he added. As personalised medicines and biosimilar products become a larger part of company portfolios, Venkateswarna expects collaborations to increase between institutions in areas like cell therapy and molecular biology. Back home, the industry will

'INFLECTION POINT' Looking through a regulatory lens, the industry is at an "inflec-tion point", as it makes the shift from delivering in volume to value now, says Anil Matai, Dir-ector General, Organisation of

Pharmaceutical Producers of In-

Pharmaceutical Producers of India (OPPI), a platform largely of multinational drug companies. Conversations are centred on investments, sustaining innovation and holding the industry to higher standards of quality given the cough syrup incidents reported from other countries. And while it takes times for all of this to come to fruition, the industry veteran says, he is "starting to see action".

Sudarshan Jain, Secretary General with the Indian Pharmaceutical Alliance (IPA), expects 2024 to be "transformatication" and research, come together. Jain expects a greater focus on developing skills in frontier technologies like Artificial Intelligence and genomics, for example, and points to harnessing the country's demographic advantage and entrepreneurial outlook. (IPA is a platform of large domestic

drugmakers.)

But there are some overhangs, and a critical one that Venkateswaran red-flags is cybersecurity. It is a discussion point at
board levels, he says. Statesponsored and non-State actors
could target Indian drug companies — said to be the second
largest target after the US, he
says, for reasons including IP
(intellectual property). This impacts the revenues of companies, and they need to have measures in place to address them, he
adds.

Climbing the innovation stairway brings with it long-standing sticky issues including aspects of IP protection. That becomes im-IP protection. That becomes important for companies investing in research to transition from making "incremental" developments to "disruptive" innovation, says Matai, adding that domestic drugmakers were also investing in pursuing novel products. The idea is not to elbow out generic drugmakers, but striking a balance to keep affordable alternatives also in the marketplace.

but striking a balance to keep affordable alternatives also in the marketplace.

Other challenges that need to be streamlined, he says, include clinical trials — getting greater clarity and certainty on the process, so drugs can be brought into the country in line with international timelines, without a delay. And if Covid-19 saw companies on eithers side of the IP divide collaborating, Matai says, that will be the way forward in the best interest of the country. "We are there directionally, and the critical part is to "walk the talk", so the regulatory infrastructure is strengthened to cope with changing needs of the bio-pharmaceutical and medical devices industry. "We are at the cusp of transformation, and the important thing is to not take the foot off the pedal," he says, as the general elections come up this year.



Nutrition, hydration & neighbourhood

- 1 Sustainable pace: A marathoner, my workouts rotate between cardio, strength and stability. An hour is dedicated to a dynamic routine including running and occasional biking at a sustainable biking at a sustainable pace, crucial for marathon
- 2 Consistency: I've followed the same fitness regime for over 20 years, though the intensity has reduced over
- 3 Prioritise: I prioritise training and incorporate runs into my travels, exploring neighbourhoods wherever I go!
- 4 Recovery: Post-run recovery is a priority — involving rejuvenating cold showers, targeted stretching and crucial 7-8 hours restful sleep.
- 5 Non-negotiables: Nutrition and hydration. Carb-loading before long runs and replenishing electrolytes during, are integral to sustaining energy levels throughout the day. I consume 2.5-3 litres of liquids daily. (Not alcohol though!)

COMING UP.

Immunisation turns 50

Vaccines are a cornerstone of public health. This year, the Expanded Programme on Immunization (EP)—an initiative of the World Health Organization (1974) turns 50. It was started to ensure equitable access to vaccines for every child, pearfless of enegraphic location regardless of geographic location or socio-economic status.



| Publication | Moneycontrol |
|-------------|---|
| Date | 17-Jan-24 |
| Edition | Online |
| Headline | Budget 2024 Expectations Highlights: Key parameters, industry projections, fun facts & more |





| Publication | Financial Express | |
|-------------|---|--|
| Date | 23-Jan-24 | |
| Edition | Online | |
| Headline | Budget 2024: Pharma industry leaders urge govt for conducive policies and | |
| | incentivise domestic API manufacturers | |





| Publication | Mint |
|-------------|--|
| Date | 30-Jan-24 |
| Edition | Print |
| Headline | Pharma cos seek higher allocation towards healthcare, boost to R&D |

Pharma cos seek higher allocation towards healthcare, boost to R&D

The industry also wants domestic pharma raw material manufacturers to be provided with financial incentives

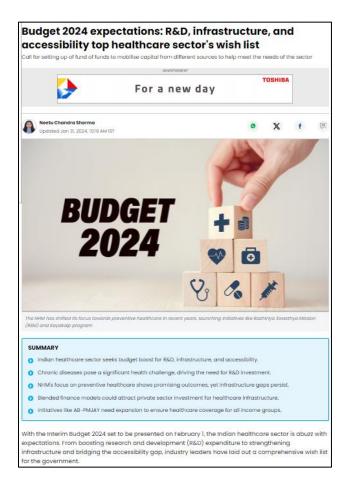


| Publication | Mint |
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| Date | 30-Jan-24 |
| Edition | Online |
| Headline | Pharma cos seek higher allocation towards healthcare, boost to R&D |





| Publication | Business Today |
|-------------|--|
| Date | 31-Jan-24 |
| Edition | Online |
| Headline | Budget 2024 expectations: R&D, infrastructure, and accessibility top healthcare sector's wish list |





ONLINE AND TRADE



| Publication | ThePrint |
|-------------|--|
| Date | 01-Jan-24 |
| Edition | Online |
| Headline | Global pharma majors pitch for faster approval of innovative drugs in India but CDSCO remains cautious |





| Publication | Health Master |
|-------------|--|
| Date | 01-Jan-24 |
| Edition | Online |
| Headline | The Need for Parallel Drug Approval in India: OPPI's Urgent Plea |

Drug Approval

In the dynamic landscape of pharmaceuticals, speed is often the key to innovation with respect to **drug approval**.

The Organisation of Pharmaceutical Producers of India (OPPI), representing major multinational pharma companies, has recently raised a crucial concern.

The organization is urging the **Drug Controller General India** (DCGI) to facilitate parallel **drug approval** in India, aligning with global markets.

This move aims to overcome the significant delay in launching new medicines in India compared to the US and the European Union.



| Publication | Pharma Boardroom |
|-------------|---|
| Date | 02-Jan-24 |
| Edition | Online |
| Headline | Suresh Pattathil – Managing Director & GM, AbbVie / President, OPPI |



"The paradigm shift India needs is to transition from being the "pharmacy of the world" to actively engaging in pharmaceutical discoveries. This shift is the central theme of the OPPI meeting and the Innovation Summit

Suresh Pattathil - Managing Director & GM, AbbVie / President, OPPI

02.01.2024
Tags: India, APAC, AbbVie, Organization of Pharmaceutical Producers of India, OPPI

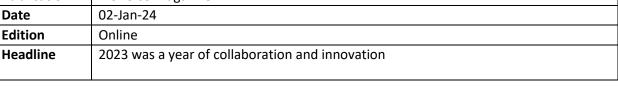
Suresh Pattathil wears two hats within India's vast pharma ecosystem. Not only is he responsible for managing AbbVie India as its Managing Director and GM, he also advocates for broader pharma interests as president of the Organization of Pharmaceutical Producers of India (OPPI). He speaks about India's goal of fostering innovation and how OPPI engages with the government to promote access and advocate for fair pricing mechanisms. Pattathil also outlines AbbVie's approach to managing its established portfolios locally, focusing on medical education and disease awareness in areas such as glaucoma and diabetic macular oedema.

Could you provide an overview of the various responsibilities you currently hold in India, starting from your role as President of the Organization of Pharmaceutical Producers of India (OPPI)?

I took on my role as the Organization of Pharmaceutical Producers of India's (OPPI) president about a year and a half ago. This tenure coincides with a crucial juncture for India as it undergoes a transformative phase. Historically, India has been a major pharmaceutical manufacturer, ranking third in terms of volumes and around 14th in value. Our traditional strength lies in manufacturing and formulation development, making us a key contributor to global pharmaceuticals, manufacturing roughly 60 percent of global vaccines.



| Publication | BioVoice Magazine |
|-------------|---|
| Date | 02-Jan-24 |
| Edition | Online |
| Headline | 2023 was a year of collaboration and innovation |





Anil Matai Director General on of Pharmaceutical Producers of India (OPPI)

2023 was a year of collaboration & innovation

In 2023, the pharmaceutical sector witnessed a dynamic landscape marked by robust government initiatives and a renewed industry

focus on innovation, collaboration, and R&D. The Government of India played a pivotal role in shaping the industry's trajectory, emphasizing key aspects that set the tone for the year. The government's emphasis on recognizing and incentivizing innovative

approaches underscored the industry's commitment to advancing medical solutions. Collaborative efforts among industry players, research institutions, and academia thrived, contributing to an environment of shared knowledge and expertise. A paramount focus on quality will undoubtedly play a significant role in ensuring the safety and efficacy of pharmaceutical products. Announcement of stringent measures and encouragement for adherence to international quality standards underscored the commitment to delivering reliable and high-quality healthcare solutions on the part of the Government as well as the sector as a whole. approaches underscored the industry's

2024 holds promise for elevating pharma industry's global standing

global standing

As we look ahead to 2024, the pharmaceutical sector is poised for sustained growth and innovation. The sector is expected to further leverage collaborative efforts, invest in cutting-edge R&D, and uphold the highest standards of quality to meet the evolving healthcare needs of the nation. In 2024, we anticipate a continued partnership between the government and the pharmaceutical industry, driving advancements, fostering innovation, and ultimately contributing to a healthier and more resilient society. One of the awaited milestones in 2024 is the establishment of the Specialized Patent Benches.



Addressing the complexity of clinical rearressing the complexity of clinical trial regulations, the industry is hopeful for regulatory support that enables parallel launches in India. Streamlining these processes will not only expedite market entry but also contribute to a more patient-centric approach, ensuring timely access to innovative and life-changing medicines. Quality remains paramount in our commitment to providing safe and effective pharmaceuticals. The industry looks forward to upgradation of Good Manufacturing Practices (GMP) to bring it at par with WHO-GMP that would enable us to reinforce our dedication towards maintaining the highest quality & safety standards. trial regulations, the industry is the highest quality & safety standards. The pharma sector remains at the forefront of India's healthcare torerront of india's neathcare landscape, and with the collective efforts of all stakeholders, 2024 holds promise for further elevating the industry's global standing and steering the industry towards a paradigm shift – from volume to value leadership.*



| Publication | BW care World |
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| Date | 03-Jan-24 |
| Edition | Online |
| Headline | Key Trends To Redefine Pharma In 2024 |





| Publication | Express Pharma |
|-------------|--|
| Date | 04-Jan-24 |
| Edition | Online |
| Headline | Navigating the seas of change: Leadership in the age of disruption |



As we stand at the crossroads of innovation and transformation in the pharma sector, the need for visionary leadership has never been more critical. The dynamic landscape of the life sciences industry is evolving at an unprecedented pace, shaped by technological advancements, regulatory shifts, and a growing demand for personalised healthcare solutions. As leaders, we must embrace these changes and chart a course that ensures not only our adaptation but also our continued success in an era of disruption.

One of the key trends that demand our attention is the increasing convergence of technology and healthcare. The integration of artificial intelligence, data analytics, and digital health solutions is redefining how we approach drug discovery, clinical trials, and patient care. As leaders, we must foster a culture of innovation within our organisations and industry, encouraging our teams to explore new frontiers and embrace cutting-



| Publication | Pharmaletter |
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| Date | 05-Jan-24 |
| Edition | Online |
| Headline | Key lobbying effort underway in India to expedite launch of new drugs |

Key lobbying effort underway in India to expedite launch of new drugs

05-01-2024



Global pharmaceutical giants are lobbying for simultaneous drug launches in India, the USA, and Europe.

Advocating for the implementation of parallel market authorization by the Central Drugs Standard Control Organization (CDSCO), the Organization of Pharmaceutical Producers of India (OPPI) is lobbying for a streamlined drug approval process in India.



| Publication | BioVoice |
|-------------|--|
| Date | 19-Jan-24 |
| Edition | Online |
| Headline | Budget 2024: OPPI seeks concessional tax rates for pharma players engaged in R&D |



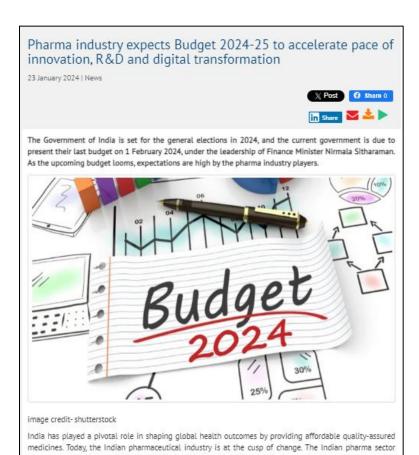


| Publication | CNBC TV18 |
|-------------|---|
| Date | 23-Jan-24 |
| Edition | Online |
| Headline | Budget 2024: Healthcare and pharma sectors expect tax incentives and PLI incentives |





| Publication | BioSpectrum |
|-------------|---|
| Date | 23-Jan-24 |
| Edition | Online |
| Headline | Pharma industry expects Budget 2024-25 to accelerate pace of innovation, R&D and digital transformation |



aims to achieve \$120–130 billion by 2030 and \$400-450 billion by 2047. To achieve this vision, the Union Budget 2024-25 should accelerate the pace of innovation and R&D. This was stated by Sudarshan Jain, Secretary General, Indian Pharmaceutical Alliance (IPA).

"Given the high risk, long gestation period and low success rate in research, there is a need for continuous investments. Therefore, the budget 2024-25 should outline conducive policies that provide benefits in terms of both direct and indirect taxes and also facilitate ease of doing business for the pharma companies", he further said.



| Publication | CNBC Awaaz |
|-------------|--|
| Date | 24-Jan-24 |
| Edition | Online |
| Headline | Budget 2024 Expectations These Companies May Get Tax Incentives Pharma And Healthcare Sector |





| Publication | India Med Today |
|-------------|--------------------------|
| Date | 29-Jan-24 |
| Edition | Online |
| Headline | Budget Expectations 2024 |

OPPI believes that the concessional tax rates under
Section 115BAB of Income Tax Act, 1961 should be
extended to companies solely engaged in R&D of
pharma as well, beyond those related to manufactured
articles. We also hope for the elimination of import duties
on life-saving drugs, recognizing that individuals should
not bear substantial taxes during health crises.
Simultaneously, we call for increased incentives for
innovation and to attract foreign investment in advanced
research. Emphasizing the importance of Intellectual
Property (IP) protection, we recognize that India's
evolution beyond a volume supplier depends on
prioritizing groundbreaking innovations. The
implementation of these measures would not only



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

strengthen the pharmaceutical and biotech sector but also enhance India's global standing in innovation and healthcare.



| Publication | BioVoice |
|-------------|---|
| Date | 29-Jan-24 |
| Edition | Online |
| Headline | Budget 2024: Investment into R&D remains a top ask for the industry |

Anil Matai, Director General, OPPI said, "To further support research to develop innovative pharma product, OPPI believes that the concessional tax rates under Section 115BAB of Income Tax Act, 1961 should be extended to companies solely engaged in R&D of pharma as well, beyond those related to manufactured articles. We also hope for the elimination of import duties on life-saving drugs, recognizing that individuals should not bear substantial taxes during health crises. Simultaneously, we call for increased incentives for innovation and to attract foreign investment in advanced research."

"Emphasizing the importance of Intellectual Property (IP) protection, we recognize that India's evolution beyond a volume supplier depends on prioritizing groundbreaking innovations. The implementation of these measures would not only strengthen the pharmaceutical and biotech sector but also enhance India's global standing in innovation and healthcare," Matai added.



| Publication | Pharma Boardroom |
|-------------|---|
| Date | 29-Jan-24 |
| Edition | Online |
| Headline | Anil Matai - Director General, OPPI India |

