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# **FINANCIALS**



Publication	Business Standard
Date	14-Mar-24
Edition	Online
Headline	Pharma industry bodies welcome govt's technical upgradation scheme

## Pharma industry bodies welcome govt's technical upgradation scheme

Drug manufacturers with annual turnovers below Rs 500 crore will get the financial assistance in upgrading their facilities to meet global standards



Sanket Koul | Anjali Singh | New Delhi/ Mumbai 3 min read Last Updated : Mar 13 2024 | 12:27 PM IST

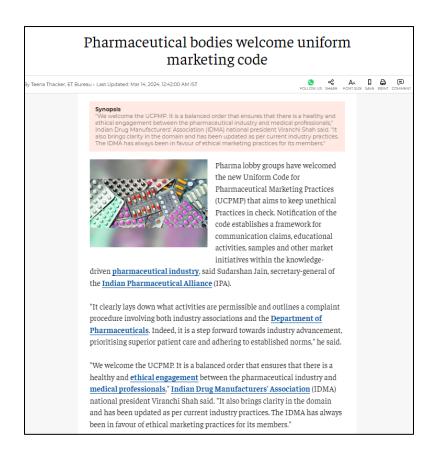
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Pharma industry bodies said the Centre could have considered providing low-interest loans to help small players comply with the good manufacturing practices (GMP) norms. They also said the launch of the revamped Pharmaceuticals Technical Upgradation Assistance (PTUAS) by the Department of Pharmaceuticals is a step in the right direction.

On Monday, the department had announced the fresh PTUAS scheme to financially assist drug manufacturers with annual turnover below Rs 500 crore to upgrade their facilities to meet global standards.



Publication	Economic Times
Date	14-Mar-24
Edition	Online
Headline	Medical professionals: Pharmaceutical bodies welcome uniform marketing code





Publication	Financial Express
Date	18-Mar-24
Edition	Online
Headline	Medical devices makers worried over wider price controls in the offing





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The department of pharmaceutical (DoP) has formed a five-member committee to review the pricing framework for drugs and medical devices. The committee will prepare the draft for a new new Drug (Prices Control) Order (DPCO) that will replace the existing 11-year-old policy that fixes the ceiling price of scheduled drugs and regulates the prices of non-scheduled drugs in the country.

Industry experts suggest that the new policy will have a huge impact on the medical devices industry since a large number of devices will likely come under the price control. At the moment, the National Pharmaceutical Pricing Authority (NPPA) controls prices of just a few of the 6,000-odd medical devices sold in the country. This number is expected to go up significantly under the new policy.





Publication	Financial Express
Date	19-Mar-24
Edition	Print
Headline	Medical devices makers worried over price caps

## Medical device makers worried over price caps

New price control policy may have a huge impact on industry

MANU KAUSHIK New Delhi, March 18

THE DEPARTMENT OF pharmaceuticals (DoP) has formed a fivemember committee to review the pricing framework for drugs and medical devices. The committee will prepare the draft for a new drug (prices control) order (DPCO) that will replace the existing 11year-old policy that fixes the ceiling price of scheduled drugs and regulates the prices of non-scheduled drugs in the country.

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Industry feels that drugs and medical devices do not fall under the same category, and the government must treat them differently. "Pricing controls on drugs are less complicated because medicines are made for a limited number of combinations/dosages for the same formulation. But the variations in medical devices is huge as each product size can have many specifications variations. It's not easy to put a blanket price cap on medical devices," said Raju Nath, MD, Hindustan Syringes & Medical Devices.

He said that instead of price cap, "we will ask the government to look at price monitoring and price regulation mechanisms wherein the MRP (maximum retail price) of devices which are irrationally high can be brought down in a graded manner."

There are already fears that price

There are already fears that price caps would discourage large device makers, especially MNCs, to withdraw their life-saving gadgets from the Indian market or not bring them at all into the country.

"We emphasise the importance of striking a balance between



#### **NEW FRAMEWORK**

- A large number of devices will likely come under the price control
- At present, the NPPA controls prices of just a few of 6,000-odd devices
- This number is expected to go up significantly under the new policy
- Industry feels drugs and medical devices do not fall under the same category, and the government must treat them differently

affordability and innovation, ensuring that patients have access to life-saving treatments while incentivising continued research and development, said Anil Matai, director general at Organisation of Pharmaceutical Producers of India (OPPI). He added: "Companies investing substantially in R&D must be empowered to recoup their investments."

Since 2020, all medical devices have been notified as "drugs" under DPCO, 2013, which means that their MRPs are monitored by the government to ensure that the manufacturers or importers don't increase MRP by more than 10% annually.

However, some experts believe that medical devices should be put under strict price control because retailers and hospitals are fleecing end consumers. Nath said that MRP of some products is 30 times the exfactory price. This includes both imported and locally-manufactured devices.

"The end consumers are paying exorbitant prices for a lot of devices due to high trade margins of the retailers and hospitals," said PV Appaji, former director, NPPA.



Publication	Hindu BusinessLine
Date	25-Mar-24
Edition	Online`
Headline	Multinational drugmakers to seek clarity on recently issued pharma marketing code







Publication	Hindu BusinessLine
Date	26-Mar-24
Edition	Print
Headline	Multinational drugmakers to seek clarity on new pharma marketing code

#### Multinational drugmakers to seek clarity on new pharma marketing code

PT Jyothi Datta

A platform for multinational drugmakers is seeking clarity on provisions involving doctor engagement and continuous medical education, among other things, outlined in the recently updated Uniform Code for Pharmaceutical Marketing Practices (UCPMP - 2024). The updated code is directly and the continuous developments of the code, and Marai, OPPI Director-General, told businessline. A platform largely for multinational drug companies, OPPI has created a tasiforce for identifying details that need clarity in the updated code, he said, adding that the organisation has its own ethical code as well.

NEED FOR MORE 'TEETH' With the word 'voluntary' dropped from the code and 'mandatory' not mentioned,

dropped from the code and 'mandatory' not mentioned, civil society voices have called for the UCPMP to have more 'teeth'. Matai said the industry would need to honour the UCPMP in letterand spirit and foster collaborations with health practitioners "in a rightful way".

Pointing to contractual obligations that may exist between doctors and drug companies, possibly in an advisory capacity, he said, a transition period needs to be indicated, to allow for the engagement with doctors in the contractual obligation of the competence. The code outlines contract the competence of the compe



The UCPMP 2024 was recently issued by the Department of Pharmaceuticals to draw an ethical line between drugs and drugmakers, and to ensure there is no payment/ inducement to push prescriptions

trends, drugs and technology from drugmakers, but it came under intense scrutiny after reports emerged of events hosted on cruises and family members being entertained. The updated UCPMP allows for these events to be held in India and in educational or medical institutions, thereby at cruipes and other medical institutions and the medical institution of the capacital in the code also outlines a 1,000 limit for brand-reminders etc., but clarity is needed on electronic educational material shared with doctors, on a pen-drive, for example and other wordings in the code that need to be defined for implementation. The UCPMP 2024 was recently issued by the Department of Pharmaceuticals to drawn architical line between drugs and drugmakers and to ensure there is no payment / inducement to push medicine prescriptions. The code continues to generate much discussion in the industry and among prohealth groups, with both sides seeking clarity on implementation of the code.



# ONLINE AND TRADE

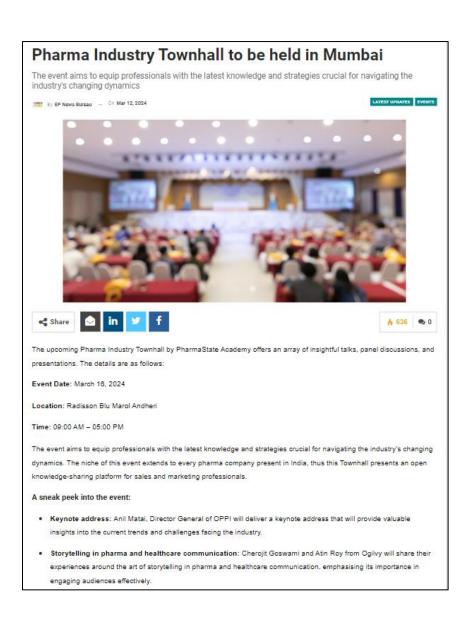


Publication	Express Pharma
Date	04-Mar-24
Edition	Online
Headline	Targeted funding strategies and policy interventions are key to make rare disease treatments affordable

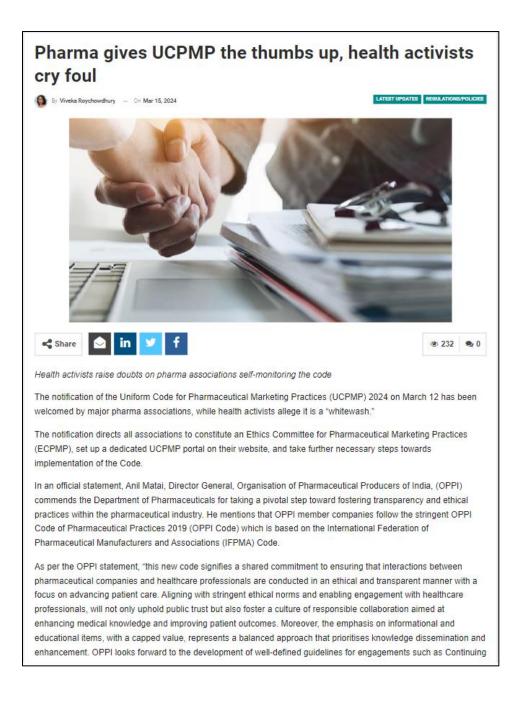




Publication	Express Pharma
Date	12-Mar-24
Edition	Online
Headline	Pharma Industry Townhall to be held in Mumbai



Publication	Express Pharma
Date	15-Mar-24
Edition	Online
Headline	Pharma gives UCPMP the thumbs up, health activists cry foul





Publication	Medical Buyer
Date	18-Mar-24
Edition	Online
Headline	MedTech industry wary about new pricing framework proposal

## MedTech industry wary about new pricing framework proposal

March 18, 2024







The department of pharmaceutical (DoP) has formed a five-member committee to review the pricing framework for drugs and medical devices. The committee will prepare the draft for a new new Drug (Prices Control) Order (DPCO) that will replace the existing 11-year-old policy that fixes the ceiling price of scheduled drugs and regulates the prices of non-scheduled drugs in the country.



Publication	Aaj Tak
Date	18-Mar-24
Edition	Online
Headline	Fake cancer drugs from Bangladesh are being distributed in India

According to an estimate, the grey market of cancer drugs has reached around Rs 300 crore. The safety and effectiveness of those capsules that fake medicines are taken by cancer patients is not known. Not only this, these drugs do not even have clinical trials nor do they have the approval of drug controllers.



In the absence of information, the State Insurance Corporation and many other government institutions also buy such medicines for the patients. According to the report, the Organization of Pharmaceutical Producers of India (OPPI) has complained to the government, after which the central government has assured to take action on it. More stringent vigil will be maintained at the borders to prevent the import of spurious drugs.



Publication	Moneycontrol
Date	20-Mar-24
Edition	Online
Headline	Why government is cracking down on junkets, gifts for doctors by pharma firms





Publication	BNN Breaking
Date	20-Mar-24
Edition	Online
Headline	India Enacts UCPMP 2024 to Curb Unethical Pharma Marketing

# India Enacts UCPMP 2024 to Curb Unethical Pharma Marketing, Industry Reacts

India's landmark UCPMP 2024 aims to revolutionize pharmaceutical marketing with stringent ethical guidelines. A critical stride towards ensuring fairness and transparency in the industry.



India Enacts UCPMP 2024 to Curb Unethical Pharma Marketing, Industry Reacts

In a landmark move aimed at enhancing transparency and ethical conduct, the Union government of India has recently implemented the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) 2024. This comprehensive code seeks to eliminate unethical marketing strategies within the pharmaceutical sector, prompting a mixed reaction from industry stakeholders.



Publication	Express Pharma
Date	20-Mar-24
Edition	Online
Headline	Post-event glimpse into the Pharma Industry Townhall

