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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

Pharmaceutical bodies welcome uniform marketing code

By Teena Thacker, ET Bureau • Last Updated: Mar 14, 2024, 12:42:00 AM IST

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Synopsis
 "We welcome the UCPMP. It is a balanced order that ensures that there is a healthy and ethical engagement between the pharmaceutical industry and medical professionals," Indian Drug Manufacturers' Association (IDMA) national president Viranchi Shah said. "It also brings clarity in the domain and has been updated as per current industry practices. The IDMA has always been in favour of ethical marketing practices for its members."



Pharma lobby groups have welcomed the new Uniform Code for Pharmaceutical Marketing Practices (UCPMP) that aims to keep unethical Practices in check. Notification of the code establishes a framework for communication claims, educational activities, samples and other market initiatives within the knowledge-driven [pharmaceutical industry](#), said Sudarshan Jain, secretary-general of the [Indian Pharmaceutical Alliance](#) (IPA).

"It clearly lays down what activities are permissible and outlines a complaint procedure involving both industry associations and the [Department of Pharmaceuticals](#). Indeed, it is a step forward towards industry advancement, prioritising superior patient care and adhering to established norms," he said.




"We welcome the UCPMP. It is a balanced order that ensures that there is a healthy and [ethical engagement](#) between the pharmaceutical industry and [medical professionals](#)," [Indian Drug Manufacturers' Association](#) (IDMA) national president Viranchi Shah said. "It also brings clarity in the domain and has been updated as per current industry practices. The IDMA has always been in favour of ethical marketing practices for its members."


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

Medical devices makers worried over wider price controls in the offing

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.

Written by [Manu Kaushik](#)
March 18, 2024 03:30 IST

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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.

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 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 five-member 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 11-year-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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At present, 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.

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 Rajiv 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 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 ex-factory 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

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Multinational drugmakers to seek clarity on recently issued pharma marketing code

Updated - March 25, 2024 at 06:27 PM.

The industry must honour the code 'in letter and spirit' and foster collaborations with health practitioners 'in a rightful way'

BY PT JYOTHI DATTA

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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 medicine prescriptions. | Photo Credit: korawat thatinchan

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
Mumbai

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 directionally good, but the Organisation of Pharmaceutical Producers of India will seek guidelines for implementation of the code, Anil Matai, OPPI Director-General, told *businessline*. A platform largely for multinational drug companies, OPPI has created a taskforce 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, civil society voices have called for the UCPMP to have more 'teeth'. Matai said the industry would need to honour the UCPMP 'in letter and 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 to be completed. The code outlines engagement with doctors for research services, subject to the Income-Tax Act, 1961 and in line with the NMC (National Medical Commission) regulations.

On CMES, he said, clarity would be sought on how to approach an educational event hosted overseas by a multinational company, for instance, that would bring together a global fraternity.

CMEs are meant to update doctors on the new



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 attempting to weed out cruises and other possible methods of inducement.

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, he explained.

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 medicine prescriptions. The code continues to generate much discussion in the industry and among pro-health 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

Targeted funding strategies and policy interventions are key to make rare disease treatments affordable

Coinciding with the recent observance of Rare Diseases Day on February 29, 2024, Anil Matal, Director General of OPPI, accentuated the need to integrate rare diseases into India's healthcare agenda, in an exclusive interview with Viveka Roychowdhury, Editor of Express Pharma. Pointing out that despite despite positive steps there are persistent challenges in the implementation, he emphasised the importance of nationwide expansion of specialised care centers and sustained financial support for rare diseases treatment and management

By Viveka Roychowdhury · Mar 4, 2024



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In spite of the National Policy for the Treatment of Rare Diseases (2017), rare diseases have not become part of the mainstream national health agenda in India. What are the policy changes required to make this happen?

Rare diseases, though affecting a small number of individuals, carry significant consequences, often overlooked in the broader healthcare landscape. Despite the low prevalence, their impact on affected individuals necessitates attention and dedicated policies. The dearth of diagnostic facilities, unfamiliarity on part of the physicians concerning symptoms, and lack of awareness about genetic screening are some of the other issues related to rare diseases. Therefore, it is essential to focus on strengthening and utilising the existing public health framework for the optimal usage of healthcare resources.

On March 30, 2021, the Government announced the National Policy for Rare Diseases (NPRD) with the aim to overcome challenges in the implementation of the National Policy for the Treatment of Rare Diseases (2017) and for lowering the incidence and prevalence of rare diseases by building India's capacity to tackle rare diseases. The policy has brought some positive changes, such as the establishment of 12 Centres of Excellence (CoE)¹ across the country dedicated to the treatment of rare diseases. These CoEs, which are premier Government tertiary hospitals, are intended to provide specialised care, diagnosis, research, and treatment options to patients with rare diseases, which is a significant step forward in improving access to healthcare for this population.

While they hold promise in providing specialised care, their reach is limited compared to the vast population of India. As per the data shared by the Minister of State of the Health and Family Welfare, Dr Bharati Pravin Pawar, during the recent Parliamentary Session, Rare Disease patients, who are amenable to treatment, are enrolled with CoEs are only 2420 patients as on date. Furthermore, from the Minister's data submitted to the Parliament on February 09, 2024, it can be observed that the utilisation of the funds allocated by the Ministry to the CoEs have been concerningly inadequate.²


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







Pharma Industry Townhall to be held in Mumbai

The event aims to equip professionals with the latest knowledge and strategies crucial for navigating the industry's changing dynamics

By EP News Bureau — On Mar 12, 2024

LATEST UPDATES EVENTS



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The upcoming Pharma Industry Townhall by PharmaState Academy offers an array of insightful talks, panel discussions, and presentations. The details are as follows:

Event Date: March 16, 2024

Location: Radisson Blu Marol Andheri

Time: 09:00 AM – 05:00 PM

The event aims to equip professionals with the latest knowledge and strategies crucial for navigating the industry's changing dynamics. The niche of this event extends to every pharma company present in India, thus this Townhall presents an open knowledge-sharing platform for sales and marketing professionals.

A sneak peek into the event:

- **Keynote address:** Anil Matai, Director General of OPPI will deliver a keynote address that will provide valuable insights into the current trends and challenges facing the industry.
- **Storytelling in pharma and healthcare communication:** Cherojit Goswami and Atin Roy from Ogilvy will share their experiences around the art of storytelling in pharma and healthcare communication, emphasising its importance in engaging audiences effectively.

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

Pharma gives UCPMP the thumbs up, health activists cry foul

By Viveka Roychowdhury — On Mar 15, 2024

LATEST UPDATES REGULATIONS/POLICIES



232 0

Health activists raise doubts on pharma associations self-monitoring the code

The notification of the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) 2024 on March 12 has been welcomed by major pharma associations, while health activists allege it is a "whitewash."

The notification directs all associations to constitute an Ethics Committee for Pharmaceutical Marketing Practices (ECPMP), set up a dedicated UCPMP portal on their website, and take further necessary steps towards implementation of the Code.

In an official statement, Anil Matai, Director General, Organisation of Pharmaceutical Producers of India, (OPPI) commends the Department of Pharmaceuticals for taking a pivotal step toward fostering transparency and ethical practices within the pharmaceutical industry. He mentions that OPPI member companies follow the stringent OPPI Code of Pharmaceutical Practices 2019 (OPPI Code) which is based on the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) Code.

As per the OPPI statement, "this new code signifies a shared commitment to ensuring that interactions between pharmaceutical companies and healthcare professionals are conducted in an ethical and transparent manner with a focus on advancing patient care. Aligning with stringent ethical norms and enabling engagement with healthcare professionals, will not only uphold public trust but also foster a culture of responsible collaboration aimed at enhancing medical knowledge and improving patient outcomes. Moreover, the emphasis on informational and educational items, with a capped value, represents a balanced approach that prioritises knowledge dissemination and enhancement. OPPI looks forward to the development of well-defined guidelines for engagements such as Continuing

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

Why government is cracking down on junkets, gifts for doctors by pharma firms

The new rules state that pharma companies or their representatives should not offer hotel stays, expensive cuisine, etc, to healthcare professionals or their family members

NEETHI ROJAN | MARCH 20, 2024 / 02:05 PM IST

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Industry associations and analysts have welcomed the move to end freebies in the sector.

In a significant move to promote transparency and ethical conduct within the pharmaceutical sector, the Union government recently enacted the Uniform Code for Pharmaceutical Marketing Practices (UCPMP). This comprehensive code aims to rein in unethical practices while fostering a culture of integrity and accountability among pharmaceutical companies.

Stakeholders say that pharma manufacturers have traditionally induced doctors to prescribe their products in this fragmented market. Most recently, in the US, Purdue Pharma was found to be bribing doctors to promote its opioid product Oxycontin. It was promoted as a non-addictive pain medication. This product is considered to be among the prime culprits behind America's opioid crisis, which has killed over 4,50,000 people in the past two decades.

What are the new pharma marketing rules?

On March 12, 2024, the Department of Pharmaceuticals (DoP) issued a policy communication to all pharmaceutical associations, enclosing the Uniform Code for Pharmaceutical Marketing Practices 2024 (UCPMP 2024).

Regarding advertisements, the rules prohibit inflated claims and comparison of products and distortion of facts. In. The term "safe" mandates contextual qualification, while absolute assertions regarding absence of side effects, toxicity, or addiction risk are prohibited. Comparative analyses between products must uphold factual accuracy, fairness, and verifiability, avoiding distortion, undue emphasis, omissions, or similar misleading tactics, the rules state. Use of brand names from other companies in comparisons requires prior consent, and direct or implied disparagement of competitors or their offerings is strictly prohibited.

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.



Dil Bar Irshad

20 Mar 2024 03:42 EST



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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

Post-event glimpse into the Pharma Industry Townhall

By EP News Bureau — On Mar 20, 2024 LATEST UPDATES



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With participation from renowned speakers and thought leaders, the event proved to be a valuable platform for networking, learning, and exchanging ideas

The Pharma Industry Townhall 2024 which took place on March 16, 2024, in Mumbai and hosted by PharmaState Academy, concluded successfully, bringing together industry leaders, experts, and professionals for a day of insightful discussions and knowledge-sharing. The event garnered widespread acclaim for its focus on updating professionals on new-age skill sets and gaining in-depth knowledge of trending topics to address today's day and age challenges in the sales and marketing realm of the Pharma Industry.

With participation from renowned speakers and thought leaders, the event proved to be a valuable platform for networking, learning, and exchanging ideas.

"We are delighted with the overwhelming response and engagement at the Pharma Industry Townhall 2024 that saw 150 plus Pharma enthusiasts joining the event," said Dr Satish Gupta, COO at PharmaState Academy.

Highlights from the event include:

- **Keynote address by Anil Matai (Director General at OPPI)**

In his Keynote speech, Anil Matai emphasised the importance of upskilling oneself and keeping pace with the changing dynamics of the pharma industry. He mentioned the stupendous growth forecast for the Industry and the need to be aware of the latest