

Media Coverage Update December

INDEX

S. No	Date	Publication	Edition	Headline
Wires				
1.	26 Dec-24	Press Trust of India	Online	AI, machine learning to help Indian pharma industry to pivot on innovation
Financials				
2.	26 Dec-24	Business Standard	Online	AI, machine learning to help Indian pharma industry to pivot on innovation
3.	26 Dec-24	Mint	Online	AI, machine learning to help Indian pharma industry to pivot on innovation
Mainlines				
4.	26 Dec-24	Deccan Herald	Online	AI, machine learning to help Indian pharma industry to pivot on innovation
5.	27 Dec-24	Pioneer	Online +Print	AI, machine learning to help Indian pharma industry to pivot on innovation
Online and Trade				
6.	26 Dec-24	The Week	Online	AI machine learning to help Indian pharma industry to pivot on innovation
7.	26 Dec-24	NDTV	Online	AI To Help Indian Pharma Industry To Pivot On Innovation, Reach 130 Billion In Size By 2030
8.	16 Dec-24	Express Pharma	Online	Anil Matai reflects on 2024 as a pivotal year for India's pharma sector
9.	26 Dec-24	Latestly	Online	AI, Machine Learning to Help Indian Pharma Industry to Pivot on Innovation
10.	26 Dec-24	Devdiscourse	Online	Indian Pharma Industry's Bold Leap into Global Health
11.	26 Dec-24	Upstox	Online	AI, machine learning to help Indian pharma industry to pivot on innovation
12.	26-Dec-24	Reputation Today	Online	Communications in the Age of Attention Deficits: The Three-Second Challenge

13.	13-Dec-24	CNBC TV18	Online	Exclusive Tax relief, R&D incentives top pharma sector's Budget 2025 wishlist
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WIRES

Publication	PTI
Date	26 th December 2024
Edition	Online
Headline	AI, machine learning to help Indian pharma industry to pivot on innovation

AI, machine learning to help Indian pharma industry to pivot on innovation

By Munish Shekhavat

NEW DELHI: As technological advancements like AI, machine learning and precision medicine revolutionise drug discovery, manufacturing and patient care, Indian pharmaceutical industry is set for a 'profound transformation' in 2025 with innovation, wider global access and improvement in quality becoming key themes for the future.

The industry, which is expected to grow nearly two-fold to around USD 130 billion in size by 2030, is looking to take advantage of conducive policies, demographic and digital talent, in making India play a pivotal role in advancing global health for all.

Currently accounting for around 20 per cent of the overall generic drug sales globally, the Indian pharma industry is focussing on research excellence and innovation in order to position the country as a global hub for high-quality, affordable pharmaceuticals.

FINANCIALS

Publication	Business Standard
Date	26 December 2024
Edition	Online
Headline	AI, machine learning to help Indian pharma industry to pivot on innovation

"Additionally, the industry is set to make notable progress in areas such as CAR-T cell therapy, mRNA vaccines, and the development of complex molecules, which hold immense potential for driving future growth," Jain said.

Besides, the patent expiries of blockbuster biologics by 2025 present a significant growth avenue in the global biosimilars market, he stated.

Similarly, Organisation of Pharmaceutical Producers of India (OPPI) Director General Anil Matai said the industry is set for a profound transformation in 2025.

Technological advancements like AI, machine learning and precision medicine are set to revolutionise drug discovery, manufacturing and patient care, he said.

OPPI represents research-based pharmaceutical companies, including AstraZeneca, Novartis and Merck, in India.

Besides, strengthened regulatory frameworks will enable the swift adoption of innovative therapies while prioritising patient safety, Matai said.

"A focus on research excellence and innovation will position India as a global hub for high-quality, affordable pharmaceuticals. Collaboration between policymakers, academia and industry stakeholders will address unmet medical needs, particularly in underserved regions," he stated.

Publication	Mint
Date	26 th December 2024
Edition	Online
Headline	AI, machine learning to help Indian pharma industry to pivot on innovation

New Delhi, Dec 26 (PTI) As technological advancements like AI, machine learning and precision medicine revolutionise drug discovery, manufacturing and patient care, Indian pharmaceutical industry is set for a 'profound transformation' in 2025 with innovation, wider global access and improvement in quality becoming key themes for the future.

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MAINLINES

Publication	Deccan Herald
Date	26 th December 2024
Edition	Online
Headline	AI, machine learning to help Indian pharma industry to pivot on innovation

Currently accounting for around 20 per cent of the overall generic drug sales globally, the Indian pharma industry is focussing on research excellence and innovation in order to position the country as a global hub for high-quality, affordable pharmaceuticals.

"The Indian pharma market is expected to move up to USD 120-130 billion by 2030 from the current size of USD 58 billion. Initiatives in terms of quality, innovation and wider global reach will help the Indian pharma sector to realise the potential," according to Indian Pharmaceutical Alliance (IPA) Secretary General Sudarshan Jain.

Given the conducive policies and the advantage of demographic and digital talent, India will play a pivotal role in advancing global health for all in years to come, he added.

IPA represents 23 leading research-based Indian pharmaceutical companies like Sun Pharma, Cipla, and Dr Reddy's Laboratories, among others.

Jain said innovation will continue to be a major focus for the industry going forward.

He noted that the government is expected to soon announce the operational details of the Promotion of Research & Innovation Programme which would also spur innovation.

Publication	Daily Pioneer
Date	26 th December 2024
Edition	Print +Online
Headline	AI, machine learning to help Indian pharma industry to pivot on innovation

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AI, machine learning to help Indian pharma industry to pivot on innovation



PTI ■ NEW DELHI

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He noted that the government is expected to soon announce the operational details of the Promotion of Research & Innovation Programme which would also spur innovation. Elaborating on the initiatives lined up in the private sector, he said that leading companies are increasing their focus on specialty portfolios and diversifying into higher-value drugs. "Additionally, the industry is set to make notable progress

in areas such as CAR-T cell therapy, mRNA vaccines, and the development of complex molecules, which hold immense potential for driving future growth," Jain said.

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"A focus on research excellence and innovation will position India as a global hub for high-quality, affordable pharmaceuticals. Collaboration between policymakers, academia and industry stakeholders will address unmet medical needs, particularly in underserved regions," he stated.

Online and Trade

Publication	The Week
Date	26 th December 2024
Edition	Online
Headline	AI machine learning to help Indian pharma industry to pivot on innovation

New Delhi, Dec 26 (PTI) As technological advancements like AI, machine learning and precision medicine revolutionise drug discovery, manufacturing and patient care, Indian pharmaceutical industry is set for a 'profound transformation' in 2025 with innovation, wider global access and improvement in quality becoming key themes for the future.

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Publication	NDTV
Date	26 th December 2024
Edition	Online
Headline	AI To Help Indian Pharma Industry To Pivot On Innovation, Reach 130 Billion In Size By 2030

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Publication	Express Pharma
Date	16 th December 2024
Edition	Online
Headline	Anil Matai reflects on 2024 as a pivotal year for India's pharma sector

As 2024 nears its end, the Organisation of Pharmaceutical Producers of India (OPPI) DG, Anil Matai, has shared a year-end reflection on the transformative developments in India's healthcare landscape. According to Matai, Director General of OPPI, the year has set the stage for a more patient-centric and innovation-driven future in the healthcare sector:

"The year 2024 has been a pivotal chapter for India's healthcare landscape, setting the stage for a transformative journey toward a more patient-centric and innovation-driven future. Landmark initiatives like the expansion of the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY) and the modification of guidelines for PRIP scheme for promotion of domestic manufacturing of KSMs and API have demonstrated the government's unwavering commitment to fostering an inclusive healthcare ecosystem. The notification of the Patent (Amendment) Rules 2024, waivers for Phase 3 clinical trials for certain categories of drugs already approved in well-regulated markets, including the USA, UK, Japan, Australia, Canada, and the EU and the government signing the much-awaited Trade and Economic Partnership Agreement (TEPA) with European Free Trade Association (EFTA) states comprising of Iceland, Liechtenstein, Norway, and Switzerland reflect India's progressive strides toward creating a dynamic, globally competitive pharmaceutical sector that is driven by innovation. Complementing these advancements are ongoing efforts to enhance access, affordability and ethical marketing practices, reinforcing the foundation for a more robust and transparent industry. The introduction of the Uniform Code of Pharmaceutical Marketing Practices (UCPMP) is a testament to the government's efforts to make the pharmaceutical industry more transparent and ethical. While the functioning of SEC requires more streamlining, it surely has become more structured and efficient.

Publication	Latestly
Date	26 th December 2024
Edition	Online
Headline	AI, Machine Learning to Help Indian Pharma Industry to Pivot on Innovation

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Publication	Devdiscourse
Date	26 th December 2024
Edition	Online
Headline	Indian Pharma Industry's Bold Leap into Global Health

Projected to double its current market size, India's pharma industry is eyeing favorable policies, rich demographic and digital talent pools to catapult itself as a leader in global health. Renowned for its significant share in generic drug sales, India aims to enhance its role through research excellence and innovation.

Key figures such as Sudarshan Jain and Anil Matai highlight the industry's focus on quality, regulatory support, and collaboration between stakeholders to address healthcare needs worldwide. This transformation is underscored by new market opportunities in complex molecules and the booming global biosimilars sector.

Publication	Upstox
Date	26 th December 2024
Edition	Online
Headline	AI, machine learning to help Indian pharma industry to pivot on innovation

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Publication	Reputation Today
Date	26 th December 2024
Edition	Online
Headline	Communications in the Age of Attention Deficits: The Three-Second Challenge

POSTED BY: [ASAWARI SATHAYE](#) DECEMBER 26, 2024

One of the main issues facing modern communicators is the sheer volume of information that needs to be disseminated, coupled with the multitude of channels available to share it. These challenges are exacerbated by a fundamental reality: our collective attention span is shrinking. According to Microsoft’s “*Attention Spans: Consumer Insights Report*”, the average human attention span has dropped from 12 seconds in the year 2000 to just 8 seconds today—a statistic that underscores how short and selective modern attention has become. As we battle distractions, multitasking, and information overload, communicating effectively has become a 3-second challenge: grabbing someone’s attention before it shifts elsewhere.

The Attention Span Crisis

In our digital age, the deluge of soundbites, notifications, and social media updates has fundamentally altered the way people engage with information. What William James, the father of psychology, described in the 19th century still resonates today: “Attention is the taking possession by the mind in clear and vivid form of one out of what seems several simultaneously possible objects or trains of thought.” James understood the human struggle to focus amid competing stimuli, but modern technology has amplified the complexity.

Research reveals two distinct forms of attention: focused attention and rote activity. Focused attention occurs when individuals are both engaged and challenged, often during peak periods like late morning or mid-afternoon. Rote activity, on the other hand, involves engagement without challenge—activities like scrolling social media, reading headlines, or playing simple online games. Rote activities dominate our days, driven by devices designed to keep us tethered and distracted. The result? An attention economy in which focus is fleeting, and stress levels are rising.

Publication	CNBC TV18
Date	13 December 2024
Edition	Online
Headline	Exclusive Tax relief, R&D incentives top pharma sector's Budget 2025 wishlist

The sector wants R&D companies to be included in the list of companies eligible for this benefit of lower taxation, arguing that this will encourage investment in R&D, sources said.

An allied request is that these companies be allowed to claim a deduction of up to 200% of the expenditure incurred on pharmaceutical research and development. OPEN IN APP

Incidentally, the sector has also asked the government to consider setting mandatory timelines for the disposal of appeals by IT appellate authorities and reducing the incidence of tax demands by removing the turnover criteria that makes these companies eligible for safe harbour provisions. This move, they say, would benefit even smaller R&D companies – especially startups, industry sources added.

Commenting on this, Anil Matai, Director General, OPPI, said, "The expansion of the scope of Section 115BAB of the Income Tax Act, 1961, to companies solely engaged in pharmaceutical R&D and providing a 200% deduction rate on R&D expenditures will encourage innovation in the pharma space."