

OPPI Coverage Dossier April 2025



INDEX

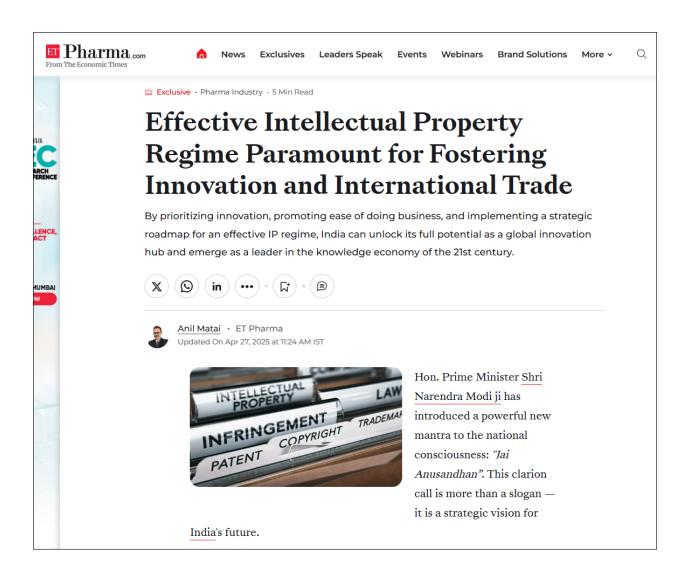
S.no	Date	Publication	Edition	Link
Online				
1	27 April	ET pharma	Online	Effective Intellectual Property Regime Paramount for Fostering Innovation and International Trade
2	25 April	Media Brief	Online	Asawari Sathaye of OPPI: Data, Regulation, and Digital Storytelling — The future of Pharma Communications.



ONLINE



Publication	ET pharma
Date	27- April
Edition	Online
Headline	
	Effective Intellectual Property Regime Paramount for Fostering Innovation and
	International Trade





Publication	Media Brief	
Date	25 April	
Edition	Online	
Headline	Asawari Sathaye of OPPI: Data, Regulation, and Digital Storytelling — The future of Pharma Communications	



In a HealthBrief exclusive from MediaBrief.com Asawari Sathaye,
Director of Communications and Patient Advocacy at
Organisation of Pharmaceutical Producers of India (OPPI), delves
deep into the organisation's transformative journey, its 'Bharat Ke Liye'
campaign, and how it is future-proofing India's healthcare ecosystem.

Sathaye also reflects on the evolving role of communications in pharma, offering insights into how digital platforms, patient-first narratives, and policy engagement are reshaping industry perception. Read on.

ounded in 1965, the Organisation of Pharmaceutical Producers of India (OPPI) represents research-based global pharmaceutical companies in India. Over the years, OPPI has played a key role in shaping India's healthcare landscape.

Speaking about its journey and impact, Asawari Sathaye, Director of Communications and Patient Advocacy at the Organisation of Pharmaceutical Producers of India (OPPI), says, "Since its inception in 1965, the Organisation of Pharmaceutical Producers of India (OPPI) has played a pivotal role in shaping India's healthcare landscape."