

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



[News](#)
[Exclusives](#)
[Leaders Speak](#)
[Events](#)
[Webinars](#)
[Brand Solutions](#)
[More](#)

👑 **Exclusive** · Pharma Industry · 5 Min Read


Effective Intellectual Property Regime Paramount for Fostering Innovation and International Trade

By prioritizing innovation, promoting ease of doing business, and implementing a strategic roadmap for an effective IP regime, India can unlock its full potential as a global innovation hub and emerge as a leader in the knowledge economy of the 21st century.





Anil Matai · ET Pharma
Updated On Apr 27, 2025 at 11:24 AM IST



Hon. Prime Minister Shri Narendra Modi ji has introduced a powerful new mantra to the national consciousness: "*Jai Anusandhan*". This clarion call is more than a slogan — it is a strategic vision for

India's future.

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

MEDIA BRIEF

[HOME](#)
[MEDIA](#)
[MARKETING](#)
[PODCASTS](#)
[VIDEO INTERVIEWS](#)
[LEADER BRIEF](#)
[DEEP BRIEF](#)
[APPOINTMENT](#)

*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.***

Founded 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.”