OPPI

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Organisation of Pharmaceutical Producers of India

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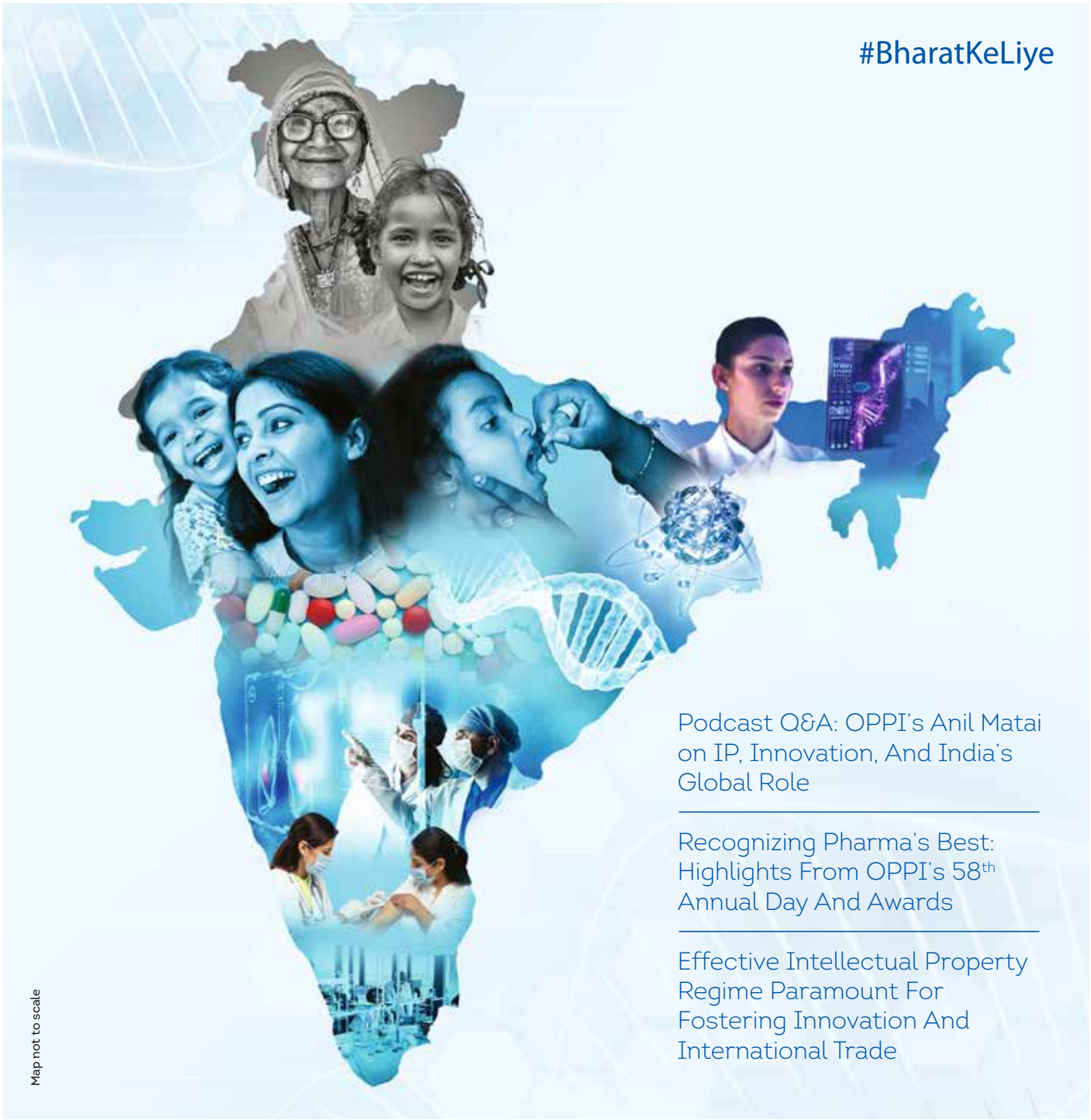

Podcast Q&A: OPPI's Anil Matai on IP, Innovation, And India's Global Role

Recognizing Pharma's Best: Highlights From OPPI's 58th Annual Day And Awards

Effective Intellectual Property Regime Paramount For Fostering Innovation And International Trade

Foreword

Anil Matai
Director General, OPPI

Welcome to the fourth edition of the OPPI Newsletter!

This past quarter has been a particularly energizing one for India's pharmaceutical sector. From recognizing bold, purpose-led innovation at OPPI's 58th Annual Day to renewing the conversation around policy reform and global competitiveness, the industry continues to show its commitment to inclusive healthcare and long-term transformation.

Held in Mumbai, the 58th Annual Day brought together leaders and changemakers to celebrate excellence across the pharma ecosystem. The launch of the **Ranjit Shahani Memorial Award for Excellence in Patient Centricity** was a fitting tribute to a legacy of compassionate leadership, and the evening's discussions reinforced how creativity, trust, and ethical engagement must shape the future of healthcare.

This edition of the Organisation of Pharmaceutical Producers of India (OPPI) Quarterly Newsletter brings together voices and insights from across our network – spotlighting the critical issues shaping India's role in global life sciences and the collective effort required to move from ambition to action.

Highlights from this edition include:

- A Q&A podcast with me on Section 3(d), data exclusivity, and the importance of trust in India's IP environment
- A full recap of OPPI's 58th Annual Day, including fireside reflections on creativity in healthcare and award-winning contributions from across the industry
- An expert editorial outlining the growing urgency of Regulatory Data Protection (RDP) and what's at stake for India
- A commentary on why a robust, predictable IP regime is foundational to India's innovation future and global competitiveness
- The latest phase of OPPI's Value of Innovation campaign, showcasing India-developed solutions and the growing global impact of local R&D

As India continues to advance its healthcare capabilities, regulatory alignment, stronger IP frameworks, and innovation-enabling policies must remain top priorities. OPPI will continue to advocate for a system that supports not only the development of new medicines but also the delivery of better outcomes for patients across the country.

We hope this edition offers valuable perspectives and sparks new dialogue within your teams and across the wider ecosystem.

Thank you, as always, for your continued engagement.

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IP & Trade Commentary

Innovation Spotlight

OPPI's Matai On Section 3(d) Of India's Patent Regulations: Now's The Time To Open Up

Industry Group's Head Shares Views - Scrip Podcast

By Anju Ghangurde,
Executive Editor APAC, Citeline

Key Highlights:

- OPPI Director General reflects on India's evolving IP and regulatory environment in a wide-ranging podcast interview
- Discusses Section 3(d), Regulatory Data Protection, and the need for policy reform to support innovation
- Emphasizes the importance of building global trust and aligning India's frameworks with international standards
- Notes recent momentum in India's patent amendments and the opportunity for long-term change
- Frames IP reform as essential for attracting global life sciences investment

Anil Matai, Director General, Organisation of Pharmaceutical Producers of India (OPPI), talks in this audio interview about the intellectual property landscape in India post the 2024 amendments, including long-standing sticking points such as Section 3(d) of India's patent regulations and innovator firms' experience of the Bolar provision. There's also a "compelling reason" to consider Regulatory Data Protection, he claims.

"The needle has moved," declares Matai in this podcast with Scrip, describing India's evolving intellectual property rights regime, which saw the enactment of some key amendments last year. OPPI essentially represents the interests of global research-based organisations in India.

Scan the QR code to hear the entire podcast

Matai outlines how things are playing out on the ground in areas like pre-grant oppositions and also discusses some of the prickly areas, including restrictions on patent-eligible subject matter under Section 3(d) of India's patent regulations.

Matai, who's worked in leadership roles across both Indian and global pharma multinationals, also underscored the need for Regulatory Data Protection (RDP). "RDP to me is a no-brainer," Matai asserted, citing how China has been able to draw global pharma investment and moved way ahead of India in the biologics space.

China's National Medical Products Administration, for the first time, recently outlined specific time periods of data exclusivity for different drug categories, opening up the draft proposal to public comment. While China's Regulations for the Implementation of the Drug Administration Law included provisions for the protection of drug regulatory data in 2002, it lagged in implementation and lacked detailed guidelines, experts at the American multinational law firm, Arnold & Porter, observed in a recent advisory note.

Data exclusivity (DE) has been a contentious issue in India, with innovator firms long interpreting obligations under Art 39.3 of the TRIPS (Trade Related Aspects of Intellectual Property Rights) Agreement as requiring member states to provide DE, with the flexibility only to determine the period of exclusivity.

Art 39.3 essentially binds member states to protect undisclosed data required to be submitted for approval of pharmaceutical and agricultural chemical products against unfair commercial use, when such products are new chemical entities. India, however, sees DE as a TRIPS-plus measure (DE is not currently provided for in Indian regulations), with generic industry and public health experts, among other arguments, asserting that the obligation referred to is confidentiality and data protection, rather than exclusivity.

Global pharma chiefs have recently underscored that India will need to rethink certain historical positions in areas like IPR and also transform the regulatory environment to "join the globe as a leader in life sciences."

Both Section 3(d) and concerns around protecting against the unfair commercial use, and unauthorized disclosure, of undisclosed test or other data generated to obtain marketing approval for pharmaceutical and agricultural chemical products, are part of the United States Trade Representative's Special 301 report, where India remains on the Priority Watch List in 2025, as does China.

The US and India hope to negotiate the first tranche of a multi-sector Bilateral Trade Agreement (BTA) by fall of 2025, and it will be interesting to see if any of the contentious IPR issues are addressed therein.

Recognizing Pharma's Best At OPPI's 58th Annual Day

A night to remember: OPPI celebrates creativity, purpose, and progress in healthcare

By: Izabela Chmielewska,
Managing Editor of Custom Content at Citeline

Key Highlights:

- OPPI marked its 58th Annual Day with a high-profile celebration in Mumbai featuring industry leaders and changemakers
- The event opened with remarks from OPPI leadership and a fireside chat on creativity, technology, and trust in healthcare
- Nine award categories recognized 22 winners for excellence across patient centricity, marketing, sustainability, diversity, and more
- The inaugural Ranjit Shahani Memorial Award honored outstanding patient-first strategies and compassionate leadership
- Winning entries reflected bold thinking, inclusive values, and forward-looking innovation across the pharma ecosystem

On April 22, 2025, OPPI welcomed members and guests to its 58th Annual Day celebrations in Mumbai – an evening that brought together industry leaders, innovators, and advocates to reflect on the sector's milestones and honor those redefining the standard of healthcare in India.

Hosted in Mumbai, the event opened with remarks by OPPI President Bhushan Akshikar and OPPI Director General Anil Matai, who set the tone by emphasizing the industry's evolving role in shaping equitable, patient-centric innovation.

Pushing Boundaries: Where Creativity Meets Healthcare

The evening featured a fireside chat between Bhushan Akshikar and WPP India's Country Manager CVL Srinivas, who shared insights on creativity, technology and trust in an increasingly connected, digitally driven world.

The session explored how industries like pharma can use storytelling and brand experience to build deeper engagement, particularly in a world where trust is both fragile and fundamental. Srinivas highlighted the growing imperative for healthcare brands to move beyond transactional messaging and instead lead with authenticity and purpose. In an age of information saturation and divided attention, he noted, the most resonant brands are those that humanize their value and create space for meaningful connections with patients, providers, and broader society.

Their discussion also touched on the evolving role of artificial intelligence – not as a replacement for human insight, but as a partner in enabling more personalized, accessible, and effective healthcare experiences. AI, they suggested, should be seen as a creative ally that supports innovation and efficiency without losing sight of empathy.

Crucially, both speakers emphasized that trust is not a given. It must be earned and sustained through long-term thinking, ethical leadership, and transparent engagement. As Srinivas concluded, it is the organizations that combine creativity with clarity of purpose that will define the next era of healthcare innovation.

Honoring Excellence: OPPI Annual Awards 2025

The OPPI Annual Awards once again stood as a cornerstone of the evening, shining a spotlight on the industry's most forward-thinking, inclusive, and impactful initiatives. With 65 entries submitted across nine categories and 22 winners recognized, this year's awards reflected both the diversity of the pharmaceutical ecosystem and the shared drive to improve health outcomes for all.

A defining moment of the ceremony was the launch of the Ranjit Shahani Memorial Award for Excellence in Patient Centricity, established in memory of a leader who championed compassion, access, and patient rights throughout his career. The award recognizes companies whose strategies place patients at the center of innovation, ensuring that care is not only advanced, but equitable. The award was presented by Dr. Indu Shahani and Mr. Siddharth Shahani, the wife and son of the late Mr. Ranjit Shahani. MSD Pharmaceuticals was announced as the inaugural winner, with Bayer and Roche recognized as runners-up.

Across other categories, the awards celebrated standouts in marketing, sustainability, diversity, communications, and scientific advancement.

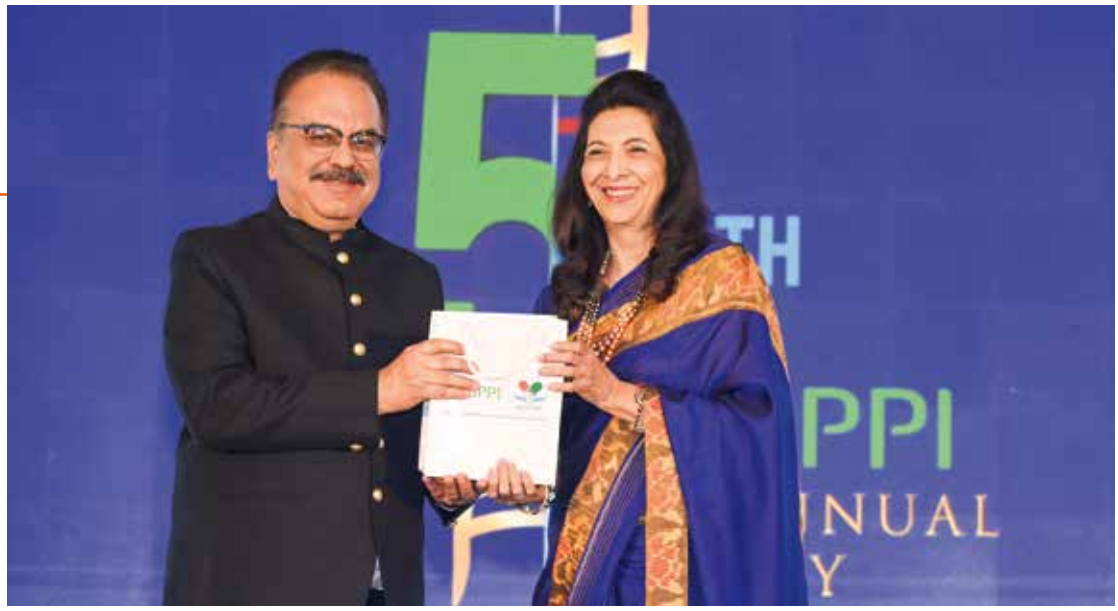
Each submission was reviewed by independent expert panels, with evaluation criteria tailored to strategic impact, innovation, implementation, and real-world outcomes. Beyond the trophies, the evening recognized the values that underpin excellence in this sector: scientific integrity, patient-first thinking, inclusive leadership, and a future-facing mindset.

Together, the award winners and nominees demonstrated that the pharmaceutical industry is not only advancing medicines – it is shaping a more responsive, responsible, and resilient healthcare system.

Award Categories & Winners:

1. Ranjit Shahani Memorial, OPPI Award for Excellence in Patient Centricity

Recognizes a company that champions patient rights, improves access to care, and delivers scalable, inclusive impact through innovative strategies.



Dr. Indu Shahani being felicitated by Anil Matai, DG, OPPI

Winner: MSD Pharmaceuticals Pvt. Ltd.

Runner-up: Bayer Pharmaceuticals Pvt. Ltd.

Runner-up: Roche Products (India) Pvt. Ltd.

2. Dr. H. R. Nanji Memorial, OPPI Marketing Excellence Award – Existing Pharma Product

Honors outstanding campaigns for established products, judged on brand strategy, execution, and impact.

Winner: GlaxoSmithKline Pharmaceuticals Ltd. – Ceftum

Runner-up: Bayer Pharmaceuticals Pvt. Ltd. – Kerendia

3. Dr. H. R. Nanji Memorial, OPPI Marketing Excellence Award – New Pharma Product

Recognizes innovative marketing of newly launched products with clear evidence of strategy and success.

Winner: Roche Products (India) Pvt. Ltd. – Polivy

Runner-up: Novartis Healthcare Pvt. Ltd. – Sybrava

4. OPPI Healthcare Communications Award

Recognizes compelling communications that bring science to life and engage healthcare professionals, patients, or the public.

Winner: Johnson & Johnson Innovative Medicine

Runner-up: Novo Nordisk India Pvt. Ltd.

5. OPPI Diversity & Inclusion Award

Celebrates inclusive companies that create opportunity and equity across gender, ability, LGBTQIA+, and other underrepresented groups.

Winner: Novo Nordisk India Pvt. Ltd.

Runner-up: AstraZeneca Pharma India Ltd.

Runner-up: Eli Lilly & Company (India) Pvt. Ltd.

6. OPPI HR Excellence Award

Honors outstanding human resources practices across the employee lifecycle, from leadership and hiring to development and performance.

Winner: Novo Nordisk India Pvt. Ltd.

Runner-up: Bayer Pharmaceuticals Pvt. Ltd.

Runner-up: MSD Pharmaceuticals Pvt. Ltd.

7. OPPI Medical Excellence Award

Recognizes achievements in medical affairs, clinical operations, regulatory affairs, and pharmacovigilance.

Winner: AstraZeneca Pharma India Ltd.

Runner-up: Pfizer Ltd.

8. OPPI Salesforce Excellence Award

Rewards innovation and measurable results in salesforce strategy, alignment, and performance.

Winner: GlaxoSmithKline Pharmaceuticals Ltd.

Runner-up: Novartis Healthcare Pvt. Ltd.

Runner-up: Novo Nordisk India Pvt. Ltd.

9. OPPI Sustainability Excellence Award

Honors companies that integrate sustainability into business strategy with measurable environmental and societal impact.

Winner: Pfizer Products India Pvt. Ltd.

Runner-up: Merck Specialities Private Limited

Collectively, these winners reflect a sector that is committed to progress and driven by purpose. They are pushing boundaries to improve lives, expand access, and raise the bar for healthcare in India.

IP & Trade Commentary

India Must Lead The Charge On Drug Innovation: RDP Is Key

By Krishna Sarma,
Managing Partner of Corporate Law Group

Key Highlights:

- Highlights India's lack of Regulatory Data Protection (RDP) despite longstanding TRIPS obligations
- Compares India's policy gaps with China's RDP implementation and resulting innovation growth
- Argues RDP is essential to incentivize R&D in small molecules, biologics, and traditional medicines
- Suggests RDP would boost investment and address unmet medical needs in India
- Calls for fixed-period data exclusivity as part of India's broader innovation strategy

China's pharmaceutical industry is witnessing a seismic shift as it transitions from prioritizing generic drug production to developing innovative drugs, including small molecules, biologics, and traditional Chinese medicines. In comparison, India has been unable to harness its full potential to help it be a truly innovative nation. For that, our defensive position on IP must change.

With a stronger regulatory regime and Regulatory Data Protection (RDP), Chinese companies are significantly increasing their R&D spending, with companies such as BeiGene and Hengrui investing nearly $1 billion annually. This has resulted in a spurt in the number of patents filed, clinical trials conducted, and an increase in the number of new Chinese drugs approved by the USFDA. India's lax regulatory requirements, on the other hand, have perpetuated patent infringement and combined with inadequacies in RDP, disincentivized our pharma companies from investing a comparative amount in innovation.

The development of a new medicine is complex, expensive, risky and time-consuming especially as regulators around the world require more safety and efficacy data. Under TRIPS, members are required to provide a protection period during which proprietary test or clinical trial data of one company may not be used or relied upon directly or indirectly by another company to obtain marketing approval for the same drug. This obligation is derived from the "considerable effort" needed to demonstrate safety, quality and efficacy of an innovative drug to regulatory authorities, who require the submission of such data as a condition of obtaining marketing approval. This has been an outstanding obligation for India since January 1, 2000.

However, a loophole in our drug regulatory mechanism, places a new drug innovator at a considerable commercial disadvantage over a subsequent new drug applicant.

For approval of a new drug approved in another country, an applicant must conduct a local clinical trial in India to generate evidence that the new drug developed and approved in the other country behaves similarly when used on the Indian population. However, there are provisions in the New Drugs and Clinical Trials Rules 2019 under which local clinical trials may be waived for certain drugs.

However, regardless of its patent status, once a new drug is approved and introduced in the country, subsequent applicants are not required to conduct clinical trials. For the first four years, subsequent new drug applicants (small molecules) can conduct a limited bioequivalence and bioavailability study. After that, a manufacturing license from a state licensing authority will suffice. This is hugely disadvantageous to innovator applicants and disincentivizes companies from spending time and money in R&D. If we want to match China, this will need to change.

A key aspect for India to realize its full potential as an innovator would be to provide RDP to small molecules. It will also incentivize the development of new medicines and repurposing of old medicines for unmet medical needs and for diseases endemic to India.

As understanding of genetics and molecular biology has expanded in the last few decades, scientists are able to manufacture biologic agents (such as antibodies, DNA, peptides etc.) as therapeutics, using living cells or other materials derived from living organisms. If RDP protection is extended to biological entities, the scope for innovation here is immense.

Phyto-products and traditional medicines are not per se patentable under the Patents Act, 1970. Fixed-period market exclusivity will catalyze the growth of Ayurveda, Siddha and Unani (ASU) medicines where it is important to establish, through clinical trials, the safety and effectiveness of claims.

The Inter-Ministerial Consultative Committee, headed by Smt. Satwant Reddy, in its 2007 Report, had recommended a five-year RDP for traditional medicines and pharmaceuticals. Apart from the significant untapped potential for India, It is encouraging that RDP is being discussed in the context India's Free Trade Agreements.

Krishna Sarma is the Managing Partner of Corporate Law Group

Effective Intellectual Property Regime Paramount for Fostering Innovation and International Trade

By Anil Matai,
Director General, OPPI

Key Highlights:

- Advocates for a strong IP ecosystem to support India's innovation-driven economic goals
- Links patent protection and enforcement to international trade, investment, and technology transfer
- Frames IP gaps as non-tariff barriers affecting India's ease of doing business
- Calls for sustained public-private partnerships to strengthen India's position in global value chains
- Underscores importance of recent patent rule amendments while urging continued reform

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. Recently, Union Budget for 2025-26 allocated INR 20,000 crores to inter alia implement private sector driven R&D and establish Anusandhan National Research Foundation (ANRF) with an aim to foster a culture of research and innovation throughout India's universities and R&D institutions.

For India to become a USD 30 trillion economy by 2047, innovation is required to be embedded and incentivised across every sector – from manufacturing to services, agriculture to healthcare, education to clean energy. This culture of innovation, in turn, drives progress across sectors–enhancing productivity, generating employment, improving quality of life, and positioning nations competitively in the global economy.

In recent years, the world has experienced a profound transformation. COVID-19 pandemic served as a stark reminder of the importance of a strong innovation ecosystem. The speed at which vaccines, medicines, and diagnostics were developed underscored the critical role of scientific research, collaboration, and investment in innovation. In India, this period saw the rapid mobilization of public and private efforts – from the development of vaccines, finding new cures –medicines and diagnostics to the scaling up of digital health platforms like CoWIN. These achievements reflect the power of coordinated innovation and hint at the immense potential that lies ahead if such momentum is sustained. An effective intellectual property (IP) regime plays a crucial role in not only fostering but also sustaining innovation by providing creators, innovators and businesses with the legal protection and incentives needed to invest in research and innovation.

Effective IP regime is also vital to any economy engaged in cross-border trade. Lack of adequate IP protection and enforcement has increasingly been described as a non-tariff barrier (NTB). This position has been reflected in the 2025 National Trade Estimate Report on Foreign Trade Barriers issued by the Office of the United States Trade Representative (USTR), which categorises "inadequate patent, copyright, trade secret, and trademark regimes" as NTBs.

India's approach to innovation in the biopharmaceutical sector is shaped by a complex interplay of public health priorities, the need for affordable access to medicines, and the protection of its domestic pharmaceutical industry. Against this backdrop, the country has largely adopted a public-sector-led model of innovation, emphasizing collaborative efforts driven by government institutions and publicly funded research bodies.

While the private sector has been encouraged to participate–particularly in areas identified as national priorities–its role has remained somewhat limited in terms of investment and long-term R&D commitment. This model has yielded significant benefits, especially in fostering early-stage research and ensuring that innovation aligns with public health needs rather than solely market-driven objectives. Publicly supported institutions have served as vital incubators for initial scientific discovery, particularly in areas where commercial incentives may be weak. However, the transition from discovery to deployment–the process of transforming basic research into market-ready technologies–requires the active participation of the private sector. It is the private industry that typically possesses the resources, expertise, and market infrastructure necessary to scale innovations, navigate regulatory pathways, and ensure widespread distribution.

As India seeks to expand its role in global value chains, particularly in pharmaceuticals and biopharmaceuticals, the robustness of its IP regime will directly influence investment, technology transfer, and long-term competitiveness. It will also shape how India's trading partners perceive the ease of doing business in sectors dependent on knowledge-based assets.

In a rapidly evolving global marketplace where technological advancements define competitiveness, the importance of private sector innovation cannot be overstated. It is noteworthy that global bio-pharmaceutical companies dedicate between about 15% and 30% or even more of their revenues to research and development efforts as they recognize that sustained investment in innovation is crucial for maintaining competitive advantage and driving future growth.

Without sustained private investment and strategic partnerships, India risks falling behind in cutting-edge sectors such as biotechnology, precision medicine, and vaccine development. To maintain its position as a global pharmaceutical hub and to effectively meet domestic health challenges, India must therefore recalibrate its innovation ecosystem. This includes creating stronger incentives for

private R&D, building more robust public-private partnerships, and fostering an effective IP environment where collaborative innovation thrives across institutional boundaries.

As we gear up to commemorate the World IP Day, it is an opportune time to reflect on India's recent strides in the realm of innovation, IP, particularly in the fields of patent law and international trade agreements.

India has amended the Patents Rules, 2003 by notifying the Patents (Amendment) Rules, 2024. While the extent of effectiveness can only be assessed through empirical data, the amendments to the Patent Rules 2024 are certainly a welcome step, and it is sincerely hoped that the intention of the amendments is achieved i.e., streamlining patent processes, improving efficiency of the Indian Patent Office and enabling ease of doing business in India.

The India-European Free Trade Association (EFTA) signed Trade and Economic Partnership Agreement (TEPA) on March 10, 2024, encompassing various aspects of trade and economic cooperation between the signatory countries. As an industry association representing innovative pharma companies, Organisation of Pharmaceutical Producers of India (OPPI) looks forward to discussions on protection of undisclosed regulatory information/data from unfair commercial use. The generation of regulatory data requires considerable effort, time, and money and involves significant risks and Regulatory Data Protection is a mechanism that provides incentive for innovators to recoup their investments in the development of safe and effective medicines.

OPPI believes that India has the potential to be a global leader in R&D-based industries. Indian scientists have demonstrated their critical research talent in the biotech and pharmaceutical spheres, and with the right commercial incentives, can help bring R&D to India. The country is poised to make important contributions to public health through innovation, not only within India, but to become fully integrated into the larger family of scientists around the world working to bring new therapies and cures to patients. 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.

Sustained Campaign: Underlining The Value Of Innovation

By Anju Ghangurde,
Executive Editor APAC at Citeline

Key Highlights:

- A multi-phased OPPI campaign focused on the value of innovation in healthcare was launched
- Social media posts and videos highlight custom solutions developed for and in India by member firms.
- The campaign also showcases the role of GCCs in advancing drug development, patient safety and quality
- A cross-section of leaders lend their voice to encourage sustained innovation efforts

The Organisation of Pharmaceutical Producers of India (OPPI) has deployed a multi-pronged campaign to emphasize the importance of fostering an evolving healthcare ecosystem led by innovation as it advances its mission of providing novel solutions for more accessible treatments.

The campaign, styled under the wider 'Value of Innovation' theme, unfolds in four phases: starting with emphasizing the need for research and innovation in the pharma, diagnostics, and medical devices sectors, followed by a thrust on accessible treatments for critical diseases in the next phase.

The campaign thereon progressed to showcase tailor-made innovations from member companies in the third phase. It included teaser posts and videos highlighting custom solutions developed for and in India by OPPI member companies.

Several member companies shared posts on social media highlighting key innovative efforts. Pfizer, for instance, flagged its collaboration with the National Institute of Pharmaceutical Education & Research (NIPER), Ahmedabad, to shape the healthcare ecosystem by supporting Indian health-tech startups turn their ideas into market-ready solutions. Sanofi went on to outline how its Manufacturing Sciences, Analytics & Technology (MSAT) centre in Goa is at the forefront of driving innovative solutions for critical diseases and elevating healthcare standards. Activities at this centre include new product development, lifecycle management of established products, new dosage forms and formulations for easy administration, delivering technology transfer to commercial sites, and also support for global ICH-M7 compliance efforts

Others, like Bayer, spotlighted the role of its Center of Excellence for Pharmaceuticals in Hyderabad in addressing global data science demands while also excelling in clinical trial execution, among other aspects. Ferring Pharmaceuticals positioned its Hyderabad Product Development Center as a catalyst for pioneering advancements that convert cutting-edge research into impactful products. The centre has been working on the concept of "local to local" and "local to global" product development.

Role Of GCCs

Phase four of the 'Value of Innovation' campaign emphasized the role of Global Capability Centres (GCCs) in leveraging India's skilled workforce to meet global medicine demands.

A series of posts from AstraZeneca, Bayer, Bristol Myers Squibb, , Eli Lilly, , Ferring Pharmaceuticals, GSK Pharmaceuticals, Merck Specialities, MSD Pharmaceuticals and Novartis Healthcare– amplified the message around the role of GCCs in enhancing patient safety and quality, and in expanding drug development and digital capabilities, thereby making a significant impact both locally and globally. These India GCCs have transitioned from being cost-efficiency outposts to emerging, in some cases, as centres of excellence, unlocking new technological advancements and leveraging data insights.

As of 2024, over 450 Forbes Global 2000 companies had established GCCs in India across sectors, employing more than 1.3 million professionals, reflecting India's growing role as a global hub for innovation and operational excellence per a report by ANSR. Last year, the OPPI report on Centres of Excellence indicated that 38 pharma GCCs in India employ over 75,000 people, with the number expected to increase further.

The 'Value of Innovation' campaign also included a series of bilingual posts on how decades of R&D, innovation and partnerships across the ecosystem enabled the pharmaceutical industry's rapid response to COVID-19. Sustaining such innovation will be pivotal to developing the next wave of groundbreaking technologies and moving quickly and decisively in response to future pandemics. Another component of the campaign was a series of concerted posts on the importance of vaccines in preventing and protecting against serious diseases – including cervical cancer.

The campaign also included posts explaining why it's critical for innovations to be protected via patents and the role of intellectual property rights in encouraging innovation that addresses health, environmental and other challenges, ensuring societal benefits. An effective IPR system provides innovators with the confidence to invest in R&D.

Innovate India – The Vision Ahead

The OPPI has long championed the need to foster innovation and R&D in India via sustained

collaborations across the ecosystem and by leveraging digital and technological advancements. Such advancements would need a conducive and enabling regulatory and overall environment.

The 'Innovate India – Vision 2047 - Aushadhi Vigyaan aur Anusandhaan, Badhte Bharat ki Shaan' summit organised by OPPI in collaboration with India's Department of Pharmaceuticals had earlier set forth the wider vision and priorities for the life sciences sector as India moves up the innovation value chain, towards a future of healthcare excellence.

A cross-section of leaders had at the time, lent their voice to encourage sustained efforts towards this goal, including leaders from OPPI member companies and Embassies.

These leaders underlined the role of innovation in achieving better health outcomes, a more competitive industry and the value of frugal innovation in a developing nation like India. "There can be cost-effective solutions which can be germane to India's requirement as a developing country," said one expert in a post.

Others referred to "connecting the dots" between startups and bigger companies to enable partnerships, taking innovation to the next level. An industry head also emphasized the need to not just bring new products to India as fast as possible but also ensure that for both new and existing products "we're doing everything we can to provide access to people, whether it's on pricing, access, distribution or logistics. So, there's innovation on every front".

Acknowledgements

We would like to extend our sincere gratitude to everyone who contributed to the creation of this edition of the OPPI Quarterly Newsletter. This publication reflects the collective effort, insights, and dedication of our community.

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- **Mr. Anil Matai**, Director General, OPPI, for his continued leadership and vision
- **The OPPI Communications Team**, for their editorial oversight, coordination, and execution across this edition
- **The Citeline Editorial Team**, for their expert reporting, editorial partnership, and content development
- **Krishna Sarma**, for her thoughtful commentary on Regulatory Data Protection and Innovation

To our readers, thank you for your continued engagement. We look forward to sharing more insights and industry updates in the next issue.

Warm regards,
Asawari Sathaye
Director Communications and Patient Advocacy, OPPI

About OPPI

The Organisation of Pharmaceutical Producers of India (OPPI) established in 1965, represents the research-based global pharmaceutical companies in India. OPPI has been an integral part of the healthcare journey of the country. We remain committed to supporting the nation's healthcare objectives, putting patients at the core of all decision making and collaborating with all stakeholders to find sustainable solutions to realize the collective vision of Health for All.

Our member companies have been serving the country's healthcare ecosystem since pre-independence and continue to remain committed to patient safety and providing quality care in the future as well. As an association, our advocacy decisions, patient commitment and work are always keeping the country first and we embody the spirit of working for 'Bharat Ke Liye'; driven with innovation to find solutions for unmet medical needs, collaboration with government stakeholders, and co-creation with partners coming together to address the nation's healthcare challenges. We are committed to the Hon'ble Prime Minister Shri Narendra Modi-ji's clarion call of 'Jai Vigyan and Jai Anusandhan'.

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