

Indian pharma industry Slated to grow global...



According to a recent report by McKinsey & Company, the Indian pharma market is poised to grow to \$ 55 billion by 2010. And, this will be realised through a host of factors. Here is a snapshot of some of the key sectors and the strategies being adopted to capitalise on the opportunities to go global.

Biotech Growing with speed

India's biotech sector is rapidly climbing the path of development, with its future appearing even brighter.

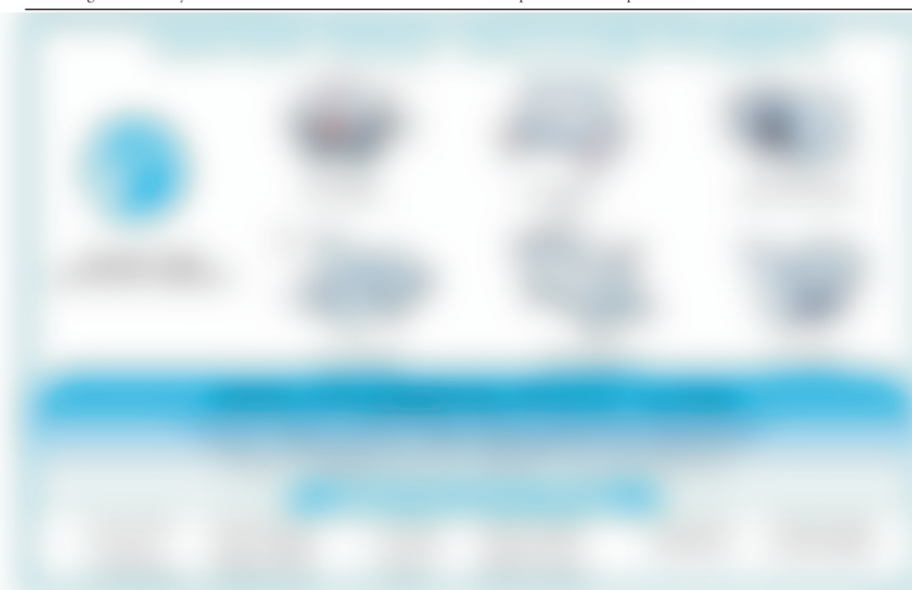


K V Subramaniam
President and CEO, Reliance Life Sciences

The Indian biotech industry grew threefold in five years to register revenues of \$ 3 billion in 2009-10, a rise of 17 per cent over the previous year. This data comes from the eighth annual survey conducted on more than 150 biotech companies by the Association of Biotechnology-Led Enterprises (ABLE) and a monthly journal. Reliance Life Sciences (RLS) has performed well this year, with significant growth in revenues. The company expanded its geographic reach for marketing and sales of its products and services. RLS launched its fifth biosimilar – Follicle Stimulating Hormone (FSH) – in the Indian market. Also, RLS has slated the launch of more biosimilars in the Indian market and further strengthened its pharmaceutical formulations portfolio. It plans to expand its product-market footprint that will bring sustainability to cash flows.

Further, RLS plans to adopt a three-pronged growth strategy. The first aspect would be to expand and develop the product pipeline. The second aspect would be geographic expansion of sales and marketing infrastructure. The company plans to export its biopharmaceutical and pharmaceutical products to semi-regulated markets, which will add significant revenues. The last aspect would be expansion of manufacturing capacities and capabilities to meet growing product demand.

In the next five years, RLS plans to expand its biopharmaceutical and pharmaceutical product portfolio. *It would also target developed markets for the launch of some of these products.* The company would focus on developing its novel product portfolio, which is at an interesting stage of development today. In order to meet product demand growth, RLS would expand its manufacturing capacities and capabilities for biopharmaceutical and pharmaceutical products.



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