

Media Outlet: Pharmiweb

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[http://www.pharmiweb.com/PressReleases/pressrel.asp?ROW\\_ID=128919#.VfqECZ1Viko](http://www.pharmiweb.com/PressReleases/pressrel.asp?ROW_ID=128919#.VfqECZ1Viko)

The screenshot shows the Pharmiweb.com website interface. At the top, there is a search bar and a navigation menu with categories like PharmaCo, Clinical Research, R&D/BioTech, Sales/Mktg, Healthcare, Recruitment, Pharmacy, and Medical Comms. A sidebar on the left contains a navigation menu with links to Home, News, Resources (including PharmiWeb Today, Features, Press Releases, Events, Job Search Handbook, Previous Polls, Free Personality Test, Newsletter Archive, Link Directory, Editorial Calendar, and Company Login), Events, Jobsearch, Companies, How To..., About Us, and Contact Us. The main content area features a 'Press Release' section with a red header 'Pharma Deals in Athens'. Below this, there are buttons for 'submit a press release', 'send this to a friend', and 'Go back to list'. The press release title is 'Surge of the Indian Pharmaceutical Sector Data shows M&A activity increases 44.5% in India: IBEF', posted on 10 Sep 15. A 'More IBEF press releases' link is provided. The text of the press release states: 'Surge of the Indian Pharmaceutical Sector Data shows M&A activity increases 44.5% in India: Exports and domestic market valued at over \$15 billion each, with India expected to take 25% of biosimilars market over the next five years'. A detailed paragraph follows: 'New Delhi, September 10, 2015 IBEF (India Brand Equity Foundation): The Indian domestic pharma market is estimated at INR 90,400 crore (US\$ 15 bn) ending FY15 with a growth of 12%. It is estimated that almost 27-30% of India's pharmaceutical market is catered to by multinationals operating in India and around 4,60,000 people are estimated to be employed in the pharmaceutical industry. Top 20 companies account for 64% of the market. 8 out of the top 20 are growing faster than the market, with Macleoids topping the list with 23.4% growth followed by Intas with 21.3%, Cipla 19.7% Glenmark over 19.4% growth and Mankind 19.3%. Besides, India's pharma exports stood at US\$ 15.3 billion in 2014-15. There were M&A activities in the industry accounted for \$ 5.78, billion an increase of around 44.5% in comparison to 2013.' On the right side, there are advertisements for Celgene and BT TV+ BT Infinity Plus BT Sport.

Surge of the Indian Pharmaceutical Sector

Data shows M&A activity increases 44.5% in India:

Exports and domestic market valued at over \$15 billion each, with India expected to take 25% of biosimilars market over the next five years

New Delhi, September 10, 2015 IBEF (India Brand Equity Foundation): The Indian domestic pharma market is estimated at INR 90,400 crore (US\$ 15 bn) ending FY15 with a growth of 12%. It is estimated that almost 27-30% of India's pharmaceutical market is catered to by multinationals operating in India and around 4,60,000 people are estimated to be employed in the pharmaceutical industry. Top 20 companies account for 64% of the market. 8 out of the top 20 are growing faster than the market, with Macleoids topping the list with 23.4% growth followed by Intas with 21.3%, Cipla 19.7% Glenmark over 19.4% growth and Mankind 19.3%. Besides, India's pharma exports stood at US\$ 15.3 billion in 2014-15. There were M&A activities in the industry accounted for \$ 5.78, billion an increase of around 44.5% in comparison to 2013.

The Government's continuous and concerted efforts have resulted in the reach of modern medicine to almost all corners of the country, and its measures have resulted in the steady decline of communicable diseases. The successful eradication of Polio, Small Pox etc. can be attributed entirely to the tireless

efforts of the Government. The Ministry of Health and Family Welfare is responsible for the implementation of national health and family welfare programmes such as the prevention and control of major communicable diseases, maternal and child health.

Public-private partnerships, an increased penetration of healthcare facilities in non-metro cities, involvement of multinationals in setting up facilities in the country, and establishment of educational institutions, are just a few multiple prime reasons enabling India to experience a surge in the global market. Other key assets which have played a role in India becoming a leading pharma market are a thorough know-how in the manufacture of generics, rapidly developing research and development facilities with talented technical staffing, internationally recognised systems of pharmacy education, and a broad patient population pool enabling intense clinical trials.

India accounts for 30.3% (2,911) of 9619 Drug Master Files (DMFs) filed with the USA, which is the highest outside of the USA. India has been accredited with approximately 1187 CEPs, more than 950 TGA, and 584 sites approved by USFDA. Despite a challenging intellectual property regime, pharmaceutical R&D activities are increasing in India. An average of 8-10% of the total revenue of the India domestic pharma market, i.e. US\$ 15 billion, is spent on R&D. ZydusCadilla has launched "Lipaglyn" (Chemical name is Saroglitazar), its original research being to treat Hypertriglyceridemia in Type-2 diabetes. Glenmark has several new chemical and biologics. Contract Research and Manufacturing Services (CRAMS) in India is estimated to reach US\$ 18 billion in 2018, up from US\$ 7.6–7.8 billion in 2013. The biopharma market is valued at US\$ 2.5 billion whereas India is expected to grab at least 20-25% of global market share in biosimilars in the next five years.

India is also making inroads to new regulated markets like Japan. Several initiatives have been undertaken by industry for engaging with Japanese pharma companies, including contract manufacturing of advance intermediates for drugs under clinical development/about to be made commercial, marketing APIs to Japanese Generic and Innovation companies, providing quality intermediates to the Japanese innovator companies.

In summary, the last few years have reshaped and repositioned India in the realm of healthcare and pharmaceuticals, and the results have started to show in its high ranking position in the global pharmaceutical market.

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About IBEF

India Brand Equity Foundation (IBEF) is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, Government of India. IBEF's primary objective is to promote and create international awareness of the Made in India label in markets overseas and to facilitate dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across government and industry.

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