

# IDMA

The Indian Drug Manufacturers' Association



60<sup>th</sup> YEAR DIAMOND JUBILEE COFFEE TABLE BOOK

## INDIAN PHARMA GLOBAL HEALTHCARE

14<sup>th</sup> & 15<sup>th</sup> APRIL 2022, Hotel Sahara Star, Mumbai



### FIRESIDE CHATS

with Government and Corporate Leaders

### PANEL DISCUSSIONS

The Pharma Industry, Private Equity, Disruption, and APIs in India

### AWARDS

and Recognition

**BAIN & COMPANY**

KNOWLEDGE PARTNER

# HONOURABLE PRIME MINISTER OF INDIA



*“India's pharma industry is  
an asset not just for India  
but for the entire world”*

**- SHRI NARENDRA MODI**



**India signs pathbreaking trade agreements with Australia and UAE.**

*The Indian pharmaceutical industry hails the astute leadership of Honourable Prime Minister Shri Narendra Modi for stupendous success in signing Free Trade Agreements (FTAs) covering pharmaceutical trade with Australia and UAE.*

*We are committed in our “Seva for Sampurna Swasthya” to the entire world with supply of safe, efficacious, and reliable medicines.*



## KEY HIGHLIGHTS

### DAY 1 - Thu, Apr 14, 2022

National Anthem, IDMA Anthem, and Lighting of the Lamp

Welcome Address & Address by Guests of Honour

Address by Chief Guest, Dr. Mansukh Mandaviya, MoHFW, Govt. of India

Fireside Chat: Dr. Mansukh Mandaviya with Parijat Ghosh, Partner, Bain & Company

Panel Discussion 1 - The Pharma Industry: Pivoting for Tomorrow

Panel Discussion 2 - Private Equity: Fueling Growth in Pharma SMEs

Panel Discussion 3 - Disruption: Enhancing Value from Manufacturing to Consumer

### DAY 2 - Fri, Apr 15, 2022

Fireside Chat: N Chandrasekaran, Chairman, Tata Sons with Mehul Shah

Positivity in Adversity by Dr. Gnanvatsal Swami, Life Coach & Eminent Speaker

Valedictory Address by Chief Guest Shri Piyush Goyal, Minister of Commerce & Industry, Govt. of India

R&D Session - Innovation-in-India: In Pursuit of R&D Excellence

Panel Discussion 4 - Inflection Point: Positioning India as the Global API Hub

Vote of Thanks by Mehul Shah, Hon. General Secretary - IDMA

# ADDRESS BY DR. MANSUKH MANDAVIYA FOLLOWED BY FIRESIDE CHAT WITH PARIJAT GHOSH



Pharma industry has always been leading the **wheel of industrialization** in the country.

**Access to APIs:** Important to maintain self-reliance in critical APIs in India across industries.

**Bulk manufacturing** of generic medicines, and commercialization of **indigenous research and innovation** within the country are needed to ensure competitiveness of healthcare industry.

**Accessibility and affordability of healthcare:** Make specialist healthcare centres as hubs (like AIIMS) via e-Sanjeevani portal and spoke will be each of primary healthcare and wellness centres; reduce out-of-pocket expenses for the needy by installing more outlets of Jan-Aushadhi stores.

**Health budget** should be looked at comprehensively; Healthcare in India is affordable, and that is what matters to the common man.

Dr. Mansukh Mandaviya



In this pic (from left to right)

**Dr. Mansukh Mandaviya**  
Minister of Health & Family Welfare, and  
Chemicals & Fertilizers, Government of India

**Parijat Ghosh**  
Partner, Bain & Company



## PANEL DISCUSSION 1 - THE PHARMA INDUSTRY: PIVOTING FOR TOMORROW



In this pic (from left to right)

**Dilip Shanghvi**  
Managing Director, Sun Pharmaceutical Industries

**Pankaj Patel**  
Chairman, Zydus Lifesciences

**Satish Reddy**  
Chairman, Dr. Reddy's Laboratories

**Utkarsh Palnitkar (Moderator)**  
Founder, Aarna Corporate Advisors



**Role of Digital:** We as an industry have not leveraged digital in large number of areas where we could have leveraged... We can use it for improving our marketing effectiveness, manufacturing efficiency, etc.

**Medical Devices:** I see government focusing on medical devices because many diseases will be treated more effectively with devices and components... younger companies that are coming up will have far greater opportunity to make an impact on our future.

Dilip Shanghvi

**Value-based approach:** We need to move from a volume-based business to a value-based business; ... Looking at the overall opportunity of bio-pharma is big.

Pankaj Patel

**Disruptions:** Changes in distribution chain all the way from pharmacy to how we manufacture/develop products... there is opportunity at each step.

Satish Reddy

# PANEL DISCUSSION 2 - PRIVATE EQUITY: FUELING GROWTH IN PHARMA SMEs



**Role of Govt Healthcare:** I would like public money to be spent on rural infrastructure, prevention and augmenting the primary healthcare centers.

**Role of Private Healthcare:** Specialized healthcare and medicines will be delivered more efficiently by private, whereas things like prevention, vaccination and public health should be delivered by the governments.

**Key Pillars of Healthcare:** There are 4 pillars which will change the paradigm of healthcare—Accessibility (especially in Tier 3 and rural areas), Awareness (people will have to be made aware), Affordability (price points need to be at a level that makes sense), and Quality.

**Dr. Amit Varma**

**Role of Private Equity:** We believe world is driven more and more by intangibles than tangibles, and the culture is foundation of those intangibles... PE investors bring in that recognition of those intangible factors which goes into the making of culture of a company.

**Utpal Sheth**



**In this pic (from left to right)**

**Dr. Amit Varma**

Managing Partner, Quadria Capital

**Utpal Sheth**

Senior Partner & CEO, Rare Enterprises

**Ramesh Damani (Moderator)**

Member, BSE & Chairman, DMart



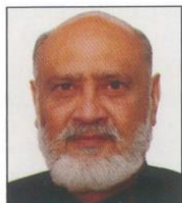
**Dr. Abraham Patani**  
(1976-79)



**Chandrakant I. Gandhi**  
(1984-86)



**Anant R. Thakore**  
(1992-94)



**Dr. Dinesh S. Patel**  
(1996-98)



**Dr. Gopakumar G. Nair**  
(1998-99)



**Nihchal H. Israni**  
(1999-02)



**Yogin R. Majmudar**  
(2002-04)



**Suresh G. Kare**  
(2004-06)



**B. N. Singh**  
(2006-08)



**N. R. Munjal**  
(2008-11)



**Manish U Doshi**  
(2012-13)



**S V Veerramani**  
(2014-16)



**Deepnath Roy Chowdhury**  
(2017-19)



**Mahesh H Doshi**  
(2020-21)



## Honouring IDMA's PAST PRESIDENTS

*Thank you, Sirs for your selfless service to IDMA, the pharmaceutical industry, and the nation.*

*We are grateful to you for steering towards our mission and vision with values.*

*You are a timeless source of inspiration for our leaders and stakeholders - today and tomorrow.*

*We pray for your blessings and continue to seek your noble guidance to eclipse greater success.*

# PANEL DISCUSSION 3 - DISRUPTION: ENHANCING VALUE FROM MANUFACTURING TO CONSUMER



**Supply chain:** The only industry in the country which does not have its own supply chain is pharma. The benefits were not being passed on to customers because there were costs... due to inefficiencies of the supply chain.

**Dr. Dhaval Shah**

**Role of technology:** Pharma is value dense sector; it is extremely complex in terms of inventory—expiry being a very critical point... the importance of using tech within the four walls of the warehouse has become extremely critical.

**Ajith Pai**

**Role of technology:** What IoT can bring is end-to-end supply chain visibility—real time information coming into central repositories with which people can take faster decisions that improves operational effectiveness, the inventory reduction happens, the whole chain is optimized.

**Rajkiran C**

**Disruptions:** Another aspect in healthcare is around clinical healthcare and fragmentation of medical records between multiple doctors, diagnostic labs, the patients, how systems don't speak to each other.

**Parijat Ghosh**



**In this pic (from left to right)**

**Dr. Dhaval Shah**

Co-Founder, PharmEasy

**Rajkiran C**

Senior Director, PTC

**Ajith Pai**

COO, Delhivery

**Parijat Ghosh (Moderator)**

Partner, Bain & Company

## FIRESIDE CHAT: N CHANDRASEKARAN WITH MEHUL SHAH



We still have **fundamental issues**—Inequality, women's employment, access to healthcare, access to high quality education for rural kids and poor kids are major issues; So, just the economic growth is not enough for inclusion.

**Economic growth** is good thing, but we need to achieve that growth in a way we **create jobs**, we reduce the **carbon footprints**, we get more people under formal employment.

**Managing talent:** Most people just think that hiring the best talent solves the problem. It hardly does. A culture towards talent where talent is hugely respected, talent is hugely empowered, and talent and people are held accountable for performance.

You need processes and systems not only to hire best talent... but also to give them opportunities, leadership roles, rotation opportunities, give them ability to take bets and fail.

**Natarajan Chandrasekaran**



**In this pic (from left to right)**

**Natarajan Chandrasekaran**

Chairman, Tata Sons

**Mehul Shah**

Hon. General Secretary - IDMA

# VALEDICTORY ADDRESS BY PIYUSH GOYAL FOLLOWED BY FIRESIDE CHAT WITH DR VIRANCHI SHAH



**Research Focus:** To ensure self-sufficiency, government has come up with PLI scheme for API.

**Research Focus:** Over the years, it is important that we drive product development, break new grounds in medical research and the phenomenal growth in the last ten years should be carried forward as well.

**Supply Chain:** Global supply chains are facing unimaginable challenges. Under such circumstances, it is important that we focus on not only our strengths in the generic sector but also ensure our backward and forward linkages are in place.

**Leadership:** Our aim should be to become the healthcare custodians of the world! It's time to start reflecting whether India needs to be a PIC/S member or not.

**Practices:** In a defined timeframe, can we ensure that the entire pharma industry in India necessarily works with good manufacturing practices to make the entire ecosystem better?

Shri Piyush Goyal



In this pic (from left to right)

**Shri Piyush Goyal**

Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Government of India

**Dr. Viranchi Shah**

National President - IDMA



## PANEL DISCUSSION 4 - INFLECTION POINT: POSITIONING INDIA AS THE GLOBAL API HUB



In this pic (from left to right)

**Dr. Satyanarayana Chava**

Founder & CEO, Laurus Labs

**Premchand Godha**

Chairman & Managing Director, IPCA Laboratories

**Rajeev Nannapaneni**

Vice-Chairman & CEO, Natco Pharma

**Utkarsh Palnitkar (Moderator)**

Founder, Aarna Corporate Advisors



**Future Prospects of Pharma Industry:** India is making progress in the generic bulk drugs, not doing anything in the innovative drugs. The reason for that is cost arbitration. We do not have knowledge arbitration as of now, we are only passing on cost arbitration to anyone who buys our APIs.

**CDMOs:** We do not have global leaders in the CDMO space in India. WuXi in China manufactures 12% of the worldwide demand for molecules. Lot of investment in education and work attitude is required in this space to make it worthwhile for investors to invest in India in this space.

Dr. Satyanarayana Chava

**Competitiveness:** Building scale, building high quality product and maintaining focus on what you have competitive advantage at will help the industry.

Rajeev Nannapaneni

**Achieving Scale:** You can become big only when we can supply to China, and that is possible only when we do continuous work on technological innovation and infuse capital to increase production.

Premchand Godha

# R&D SESSION - INNOVATION IN INDIA IN PURSUIT OF R&D EXCELLENCE



**Dr. Praveen S Iyer**

Senior Vice-President & Head,  
NCE Research, Glenmark  
Pharmaceuticals

## India still lags behind in terms of innovation due to the high failure rate

Key to understand the right target (body part), right safety (problem that can occur) right patient and right commercial potential

### India based discoveries:

**AstraZeneca Bangalore:** Invented TB drug that has passed all the safety and efficacy profiles that has gone into phase 2 clinical trials

**Discovery of a Malaria candidate:** Existing drugs have dropped in efficacy, hence invented a drug for the really poor population in Africa and India. Wanted it to be safe and last for a long time. Invented MMV263 a single dose cure for malaria. Now partnered with Zydus Cadila and doing well in the clinical trials

**Glenmark:** HBK1 first in class immune oncology target

Innovation is the market introduction of a technical or organizational novelty not just its invention. **Market introduction is as important as the innovation.**

Opportunities often appear small in the beginning but if it succeeds it **can make a big difference.**

Key to not be limited by resources available but understanding what is required and **evaluating ways to acquire these resources.**

**Fringe technologies** often influence the mainstream of innovation in a given industry

**Intangible assets** are extremely important for the future



**Dr. Premnath V**

Head, NCL Innovations



**Dr. Dhananjay Bhakle**

Executive Vice-President,  
Medical Research, Lupin

Pharma R&D India should become a global innovation hub - move from **pocket of excellence to an ocean of excellence**

### Need to develop a new R&D ecosystem

- Innovation mindset
- Decentralization of R&D
- Advanced technologies
- Newer funding mechanisms particularly private financing

### Areas to look at

- Start-ups not well-connected working in isolation hence unable to commercialize
- Academic institutions working in silos
- Hospital are good clinical centers but need start advising the pharma companies on new ideas
- PE in India is silent only 3% of start-up money is going to pharma start-ups
- Repurposing of old drugs





# AWARDS AND RECOGNITION



## LIST OF AWARDS & AWARDEES

### IDMA ACG - SCITECH RESEARCH PAPER AWARDS 2020-2021

PHARMACEUTICAL CHEMISTRY	Shukla Karuna S., Pandey Shailendra and Chawla A Pooja
NATURAL PRODUCTS	Akansha Mehra, Sonal Chauhan, V.K. Jain and Suman Nagpal
PHARMACEUTICS	Tapasya R. Mulam, Sanjay J. Kshirsagara and Smita P. Kakad
PHARMACEUTICAL ANALYSIS	Potluri H
PHARMACOLOGY	Amutha Muthusamy and Lalitha Pottail

### IDMA - APTAR INNOVATION OF THE YEAR AWARD 2021

Zydus Lifesciences  
Swati Spentose

### IDMA N. I. Gandhi - Chief Mentor Award

S. V. Veerramani,  
Founder Chairman & Managing Director, Fourrts (India) Laboratories

Deepnath Roy Chowdhury,  
Managing Director, Strassenburg Pharmaceuticals

### NATIONAL VETERANS' AWARDS

Shri Madhusudan Shah  
Shri J L Sipahimalani  
Dr S G Deshpande  
Dr Nagaraj Rao

### IDMA CORPORATE CITIZENS AWARD

< 500 CRORES	RPG Life Sciences
> 500 CRORES	Zydus Lifesciences

### IDMA PATENT AWARDS (2019-2021)

BEST INTERNATIONAL PATENT AWARD	Emcure Pharmaceuticals
BEST FORMULATION PATENT AWARD	Apex Laboratories
BEST BIOTECH API PATENT AWARD	Fermenta Biotech
BEST API PATENT AWARD	Honour Lab
	Aurobindo Pharma
BEST COMPOSITION PATENT AWARD	Indoco Remedies
BEST DEVICE PATENT AWARD	Imedrix Systems
PATENT APPRECIATION AWARD	Halewood Laboratories
	RPG Life Sciences
	Avik Pharmaceuticals
	Gennova Biopharmaceuticals
BEST BIOTECH PATENT AWARD	Biocon
BEST INDIAN PATENT AWARD	Hetero Drugs
BEST PROCESS PATENT AWARD	Neon Laboratories

# POSITIVITY IN ADVERSITY



**DR. PUJYA  
GYANVATSAL  
SWAMI**



Setbacks and failure are part and parcel of life, the key is to accept this and find ways to move forward. – Falling is not a crime but refusing to stand up and walk again is a crime.

Positivity in business – there are multiple opportunities on the “right side” (ethical) and multiple opportunities on the left side (unethical), one will always have choices but remember unethical practices will never take you forward in the long run.

Having a mindset of giving to others both in terms of money and non-monetary means will help spread an attitude of positivity in you and others.

Introspect where can I make a positive change in myself, so I fit my ecosystem better.

## IDMA DIAMOND JUBILEE ORGANISING COMMITTEE



**Bharat N. Shah**  
*Chairman, Diamond  
Jubilee Organizing  
Committee*



**Mahesh H. Doshi**  
*Immediate Past  
National President*



**Dr. Viranchi Shah**  
*National President*



**Daara Patel**  
*Secretary-General*



**Mehul Shah**  
*Hon. General Secretary*



**Dr. George Patani**  
*Vice-President  
(Western Region)*



**B. G. Barve**  
*Executive Member*



**Neha Thakore**  
*Executive Member*

## CORPORATE PATRONS

### PLATINUM



CORPORATE PATRONS

DIAMOND



GOLD



SILVER



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The Indian Drug Manufacturers' Association

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