PHARMACEUTICALS
## EXECUTIVE SUMMARY

<table>
<thead>
<tr>
<th>Leading pharma producer</th>
<th>Indian pharmaceutical industry supplies over 50 per cent of global demand for various vaccines, 40 per cent of generic demand in the US and 25 per cent of all medicine in UK.</th>
</tr>
</thead>
<tbody>
<tr>
<td>One of the highest exports</td>
<td>India accounts for 20 per cent of global exports in generics. India’s pharmaceutical exports stood at US$ 17.27 billion in FY18 and are expected to reach US$ 20 billion by 2020. In FY19 these exports are expected to cross US$ 19 billion.</td>
</tr>
<tr>
<td>Among fastest growing industries</td>
<td>Indian pharmaceutical sector is expected to grow at a CAGR of 15 per cent in the near future and medical device market expected to grow $50 billion by 2025. India is the second largest contributor of global biotech and pharmaceutical workforce. The pharmaceutical sector was valued at US$ 33 billion in 2017.</td>
</tr>
<tr>
<td>Rapidly growing healthcare sector</td>
<td>Indian healthcare sector, one of the fastest growing sectors, is expected to cross US$ 372 billion by 2022.</td>
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<tr>
<td>High potential generics market</td>
<td>The domestic generics market is expected to reach US$ 27.9 billion by 2020. India’s generics market has immense potential for growth. Indian pharmaceutical companies received record 300 generic drug approvals in USA during 2017 where the generic market is expected to reach US$ 88 billion by 2021.</td>
</tr>
<tr>
<td>Robust growth in Biotech industry</td>
<td>By 2024-25, India’s biotech industry is estimated to increase to US$ 100 billion.</td>
</tr>
</tbody>
</table>

**Source:** ¹ FICCI - Trends & Opportunities for Indian Pharma 2018, Pharmexcil, ²TechSci Research, Asscoham and RNCOS
Low cost of production and R&D boosts efficiency of Indian pharma companies, leading to competitive exports. Indian pharma exports reached US$ 17.15 billion in FY19.

India’s cost of production is approximately 33 per cent lower than that of the US.

India’s ability to manufacture high quality, low priced medicines, presents a huge business opportunity for the domestic industry.

Increasing private sector investments in R&D and acquisitions are driving the sector’s growth. In FY18, Indian pharma companies invested 8.8 per cent of their sales in R&D.

Between 2008-18, the S&P BSE Healthcare Index has grown at 16.72 per cent.

In 2017, Indian pharmaceutical sector witnessed 46 merger & acquisition (M&A) deals worth US$ 1.47 billion.

Economic prosperity to improve drug affordability.

Increasing penetration of health insurance to drive expenditure on medicine.

With increasing penetration of pharmacies, especially in rural India, OTC drugs will be readily available.

Pharma Vision 2020’ aimed at making India a global leader in end-to-end drug manufacturing.

Under Budget 2019-18, allocation to the Ministry of Health and Family Welfare increased by 13.1 per cent to Rs 61,398 crore (US$ 8.98 billion).

In this sector, 100 per cent FDI is allowed under automatic route.

Note: 2020 revenue forecasts are estimates of McKinsey, API - Active Pharmaceutical Ingredients, F – Forecast, OTC - Over-The-Counter
Source: PwC, McKinsey, Pharmaceuticals Exports Promotion Council of India
MARKET OVERVIEW
STRUCTURE OF PHARMA SECTOR IN INDIA

- Active Pharmaceutical Ingredients/ Bulk drugs
  - Branded
  - Generics
- Formulations
  - Branded
    - Cardiovascular
    - Anti-Diabetes
    - Gastro-Intestinal
    - Neurological
  - Generics
    - Anti-infectives
    - Respiratory
    - Pain
    - Gynecology

Source: Dun and Bradstreet
EVOLUTION OF INDIAN PHARMACEUTICAL SECTOR

- Liberalised market
- Indian companies increasingly launch operations in foreign countries
- India a major destination for generic drug manufacturing
- Approval of Patents (Amendment) Act 2005, which led to adoption of product patents in India

1970-90

- Indian Patent Act passed in 1970
- Several domestic companies start operations
- Development of production infrastructure
- Export initiatives taken

1990-2010

- Increased patent filings by pharma players
- Likely adoption of newer sales models such as channel management, KAM and CSO
- The National Pharmaceutical Pricing Policy, 2012 (NPPP-2012)

2010

- 2013: New Drug Pricing Control Order issued by Directorate of Food and Drugs this will reduce the prices of drugs by 80 per cent
- 2014: 100 per cent FDI allowed in medical device industry. The investment will be routed through automatic route
- Leading Indian pharma companies are raising funds aggressively to fund acquisition in domestic as well as international market to increase their product portfolios
- 2015: India has 10,500 manufacturing units and over 3,000 pharma companies
- National Health Policy Draft 2015 to increase expenditure in health care sector

2010- 2015

- In Union Budget, 2016, FDI increased to 74 per cent in existing pharmaceutical companies
- The Government of India unveiled 'Pharma Vision 2020' aimed at making India a global leader in end-to-end drug manufacture. Approval time for new facilities has been reduced to boost investments.

2016 onwards

Notes: KAM - Key Account Management, CSO - Contract Sales Organisation
Source: Aranca Research
Important Segments in Indian Pharmaceutical Sector

**Active Pharmaceutical Ingredients (APIs)**
- Domestic API consumption is expected to reach US$ 18.8 billion by FY22¹.
- In April 2018, a high-level task force was constituted to create a roadmap for increasing domestic production of APIs. Currently India imports over 60 per cent of its APIs from other countries.

**Contract Research and Manufacturing Services (CRAMS)**
- Fragmented market with more than 1,000 players
- CRAMS industry is estimated to reach US$ 18 billion in 2018 and expected to witness a strong growth at a CAGR of 18-20 per cent between 2013-18.

**Formulations**
- Largest exporter of formulations in terms of volume, with 14 per cent market share and 12th in terms of export value. Drug formulation* exports from India reached US$ 12.91 billion during FY18 and US$ 12.92 billion in FY19.
- Double-digit growth is expected over the next five years

**Biosimilar**
- The government plans to allocate US$ 70 million for local players to develop Biosimilar.
- The domestic market is expected to reach US$ 40 billion by 2030

**Notes:** OTC - Over The Counter,* including biologicals, This is the latest data available. We are not sure when an update will be available.

*Source: ¹ RNCOS, BMI, Datamonitor, Kemwell Biopharma, Chemical Pharmaceutical Generic Association, ICRA Report estimates, pharmanewsprwire.com, DGCI&S

For updated information, please visit [www.ibef.org](http://www.ibef.org)
India’s domestic pharmaceutical market turnover reached Rs 129,015 crore (US$ 18.12 billion) in 2018, growing 9.4 per cent year-on-year (in Rs) from Rs 116,389 crore (US$ 17.87 billion) in 2017.

In February 2019, the Indian pharmaceutical market grew by 10 per cent year-on-year.

Medicine spending in India is projected to grow 9-12 per cent over the next five years, leading India to become one of the top 10 countries in terms of medicine spending.

India’s cost of production is significantly lower than that of the US and almost half of that of Europe. It gives a competitive edge to India over others.

The Ayurveda sector in India is expected to reach US$ 4.4 billion by 2018 end and grow at 16 per cent CAGR till 2025.

Increase in the size of middle class households coupled with the improvement in medical infrastructure and increase in the penetration of health insurance in the country will also influence in the growth of pharmaceuticals sector.

Source: Department of Pharmaceuticals, PwC, McKinsey, AIOCD AWACS, IQVIA, CII
With 70 per cent of market share (in terms of revenues), generic drugs form the largest segment of the Indian pharmaceutical sector. Over the Counter (OTC) medicines and patented drugs constitute 21 per cent and 9 per cent, respectively.

The share of generic drugs is expected to continue increasing; domestic generic drug market is expected to reach US$ 27.9 billion in 2020.

Due to their competence in generic drugs, growth in this market offers a great opportunity for Indian firms.

Based on moving annual turnover, Anti-Infectives (13.6%), Cardiac (12.4%), Gastro Intestinals (11.5%) had the biggest market share in the Indian pharma market in 2018.

The highest growth in sales in 2018 were seen in hormones (14.2%), anti diabetic (12.9%), and respiratory (12%).

Source: FCCI Indian Pharma Summit, 1KPMG US-India Dynamic June 2018, 2AIOCD
India is the world’s largest provider of generic medicines; the country’s generic drugs account for 20 per cent of global generic drug exports (in terms of volumes). Indian drugs are exported to more than 200 countries in the world, with the US as the key market.

Indian pharma companies are capitalising on export opportunities in regulated and semi-regulated markets.

Pharmaceutical exports from India, which include bulk drugs, intermediates, drug formulations, biologicals, Ayush & herbal products and surgicals reached US$ 17.27 billion in FY18 and US$ 17.15 billion in FY19.

The biggest export destination for Indian pharma product is the US. In FY18, 31 per cent of India’s pharma exports were to the North America, followed by 19.4 per cent to Africa and 15.9 per cent to the European Union.

Note: * up to December 2018, EU – European Union, ASEAN - Association of Southeast Asian Nations, LAC - Latin America and the Caribbean

Source: Department of Commerce India, Department of Pharmaceuticals, India Business News, Global Trade Atlas, KPMG US-India Dynamic June 2018, Pharmexcil
### R&D Spending in Indian Pharma

#### R&D Investment by Indian Pharma Companies* (% of sales)

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<td></td>
<td>5.3</td>
<td>5.8</td>
<td>6.6</td>
<td>7.0</td>
<td>7.9</td>
<td>8.7</td>
<td>8.5</td>
<td>8.6</td>
<td>8.4</td>
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#### R&D Spending by Top Indian Pharma Companies in FY18 (US$ million)

<table>
<thead>
<tr>
<th>Company</th>
<th>FY18 Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun Pharma</td>
<td>341</td>
</tr>
<tr>
<td>Lupin</td>
<td>287</td>
</tr>
<tr>
<td>Cipla</td>
<td>167</td>
</tr>
<tr>
<td>Cadila Healthcare</td>
<td>107</td>
</tr>
<tr>
<td>Torrent Pharma</td>
<td>57</td>
</tr>
</tbody>
</table>

- Investment (as % of sales) in research & development by Indian pharma companies* increased from 5.3 per cent in FY12 to 8.5 per cent in FY18.
- In FY18, highest expenditure on Research and Development was done by Sun Pharma, followed by Lupin.
- Sun Pharma’s R&D plan includes developing more products through expanded R&D team for global markets, focusing on more complex products across multiple dosage forms and investments in speciality pipeline.

**Note:** *Top 10 companies as per research by HDFC Securities.

**Source:** Company websites, CRISIL Research, HDFC Securities

For updated information, please visit www.ibef.org
RECENT TRENDS
AND STRATEGIES
### NOTABLE TRENDS IN THE INDIAN PHARMACEUTICALS SECTOR

<table>
<thead>
<tr>
<th>Research and development</th>
<th>Indian pharma companies spend 8-13 per cent of their total turnover on R&amp;D.</th>
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<tr>
<td></td>
<td>Expenditure on R&amp;D is likely to increase due to the introduction of product patents; companies need to develop new drugs to boost sales.</td>
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<td>47 per cent of top pharmaceutical companies in India are now providing tools for clinical decision support and 33 per cent are providing virtual caregiving support.</td>
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<table>
<thead>
<tr>
<th>Increasing exports</th>
<th>India's pharmaceutical export market is thriving due to strong presence in the generics space</th>
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<tbody>
<tr>
<td></td>
<td>Pharmaceuticals exports from India stood at US$ 17.27 billion in FY18 and US$ 17.15 billion in FY19.</td>
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<tr>
<th>Joint Ventures</th>
<th>Multinational companies are collaborating with Indian pharma firms to develop new drugs</th>
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<tbody>
<tr>
<td></td>
<td>Cipla formed an exclusive partnership with Serum Institute of India to sell vaccines in South Africa</td>
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<td>Six leading pharmaceutical companies have formed an alliance ‘LAZOR’ to share their best practices, so as to improve efficiency and reduce operating costs</td>
</tr>
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<tr>
<th>Expansion by Indian players abroad</th>
<th>Cipla, the largest supplier of anti-malarial drugs to Africa, acquired South African company Mirren in 2018 for Rs 228 crore (US$ 34 million).</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Mankind Pharma entered the US market in 2018.</td>
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**Notes:** R&D - Research and Development, 
**Source:** Aranca Research, Pharmexcil
STATES HOSTING KEY PHARMACEUTICAL VENTURES

- Sun Pharma’s API manufacturing facility at Toansa, Malanpur, Guwahati, Ankleshwar, Panoli, Ahmednagar, Maduramthakam
- Wockhardt’s facility covers an area of 40,468 sq meters in Baddi, Himachal Pradesh
- Baddi is also home to Cipla’s formulations manufacturing facility
- Dholka in Gujarat houses a major manufacturing facility of Cadila, which spans over 100 acres
- Mandideep in Madhya Pradesh is the manufacturing hub for Lupin’s cephalosporin and ACE-Inhibitors
- Cipla has a formulations manufacturing plant at Indore
- Lupin has an USFDA-approved plant at Tarapur, Maharashtra. The facility forms the core of Lupin’s fermentation capabilities
- Piramal’s USFDA-approved manufacturing plant in Hyderabad
- GlaxoSmithKline has a major facility at Rajahmundry, Andhra Pradesh

Source: Company websites
## STRATEGIES ADOPTED

**Cost leadership**
- Sun Pharma is trying to achieve cost leadership by
  - Vertical Integration: Complex API, which require special skills and technology, are developed and scaled up for both API and dosage forms.

**Differentiation**
- Players in the sector are trying to strengthen their position in the market and expand themselves by investing heavily in R&D activities, such as:
  - Dr Reddy’s acquired OctoPlus N.V, a Netherlands-based company, to get access to the Poly Lactic-Co-Glycolic Acid (PLGA) technology for the formulation of complex injectables.

**Focus on new markets**
- Lupin is making inroads into new markets such as Latin America, Russia and other East European countries
- Sun Pharma decided to focus on specialty and chronic therapies such as neurology, oncology, dermatology segments.

**Mergers and Acquisitions in Biotech**
- In Nov 2018, Cipla’s subsidiary in the United States has ordered two steps to acquire Avenue Therapeutics Inc. for around an estimated Rs 1,563 crore ($215 million).
- In October 2016, Advanced Enzyme Technologies, a biotech based firm in Mumbai signed an agreement with JC Biotech - Active Pharmaceutical Ingredient (API) maker in Hyderabad, to acquire 70 per cent stake in the company.

*Notes: R&D – Research and Development
Source: Company websites, Ministry of External Affairs, RBI*
GROWTH DRIVERS
GROWTH DRIVERS OF INDIAN PHARMA SECTOR

Supply-side Drivers
- Cost advantage
- Skilled manpower
- India a major manufacturing hub for generics
- India accounts for 22 per cent of overall USFDA approved plants
- Increasing penetration of chemists

Demand-side Drivers
- Increasing fatal diseases
- Accessibility of drugs to greatly improve
- Increasing penetration of health insurance
- Growing number of stress-related diseases due to change in lifestyle
- Better diagnostic facilities

Policy Support
- National Health Policy 2015, which focuses on increasing public expenditure on healthcare segment
- Reduction in approval time for new facilities
- Plans to set up new pharmaceutical education and research institutes
- Exemptions to drugs manufactured through indigenous R&D from price control under NPPP-2012

Notes: BPL - Below Poverty Line, USFDA - United States Food and Drug Administration, NPPP-2012 - The National Pharmaceutical Pricing Policy, 2012
Source: Pharmaceutical Export Promotion Council
## SUPPLY-SIDE DRIVERS OF INDIAN PHARMA SECTOR

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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</table>
| Launch of patented drugs  | - Following the introduction of product patents, several multinational companies are expected to launch patented drugs in India  
                             - Growth in the number of lifestyle diseases in India could boost the sale of drugs in this segment  
                             - High Court allowing to export patent drugs, to foreign players in the Indian market.                                                   |
| Medical infrastructure    | - Pharma companies have increased spending to tap rural markets and develop better medical infrastructure  
                             - Hospitals’ market size is expected to increase by US$ 200 billion by 2024  
                             - Medical devices industry in India has been growing 17 per cent annually and was valued at US$ 4.9 billion in 2017.                             |
| Scope in generics market  | - India’s generic drugs account for 20 per cent of global exports in terms of volume, making it the largest provider of generic medicines globally. The generics drug market accounts for around 70 per cent of the India pharmaceutical industry and it is expected to reach US$ 27.9 billion by 2020 |
| Over-The-Counter (OTC) drugs | - India’s OTC drugs market is estimated to have grown at a CAGR of 16.3 per cent to US$ 6.6 billion over 2008–16 and is further expected to grow on the account of increased penetration of chemists, especially in rural regions. Indian OTC market is expected to grow at a CAGR of 9 per cent from 2016-26 to cross Rs 44,115 crore (US$ 6.81 billion). |
| Patent Expiry             | - About 120 drugs are expected to go off-patent over the next 10 years; with expected worldwide revenue between US$ 80 to 250 billion                                                                 |

**Notes:** CAGR - Compound Annual Growth Rate  
**Source:** BMI, India Biz, Nicholas Hall & Company, IQVIA
DEMAND DRIVERS OF INDIAN PHARMA SECTOR

Accessibility
- Over US$ 200 billion to be spent on medical infrastructure in the next decade.
- New business models expected to penetrate tier-2 and 3 cities.
- Over 160,000 hospital beds expected to be added each year in the next decade.
- India’s generic drugs account for 20 per cent of global exports in terms of volume, making the country the largest provider of generic medicines globally.

Acceptability
- Rising levels of education to increase acceptability of pharmaceuticals.
- Patients to show greater propensity to self-medicate, boosting the OTC market.
- Acceptance of biologics and preventive medicines to rise.
- Surge in medical tourism due to increased patient inflow from other countries.

Affordability
- Rising income could drive 73 million households to the middle class over the next 10 years.
- Over 650 million people expected to be covered by health insurance by 2020.
- The government plans to provide free generic medicines to half the population at an estimated cost of US$ 5.4 billion.
- Affordable medicines under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) have led to savings of Rs 600 crore (US$ 85.49 million) for Indian citizens in FY19 (up to October 2018).

Epidemiological factors
- Patient pool expected to increase over 20 per cent in the next 10 years, mainly due to rise in population.
- New diseases and lifestyle changes to boost demand.
- Increasing prevalence of lifestyle diseases.

Note: RSBY - Rashtriya Swasthya Bima Yojna
Increasing penetration of non-life insurance including health insurance will drive the expansion of healthcare services and pharmaceutical market in India.

Adoption of health insurance in the country has been increasing at a fast pace.

Gross direct premium from health insurance reached Rs 378.97 billion (US$ 5.88 billion) in FY18 and contributed 25.2 per cent to the gross direct premiums of non-life insurance companies in India. In FY19 (up to January 2018), health insurance premiums have increased 12.65 per cent year-on-year to Rs 1,391.39 billion (US$ 19.91 billion).

Another boost to the sector will be the National Health Protection Scheme under Ayushman Bharat, announced in Union Budget 2018-19. The scheme was launched in September 2018.

Note: * up to September 2018, CAGR is up to FY18, This is the latest data available. We are not sure when an update will be available.  
Source: IRDA, General Insurance Council
**FAVOURABLE POLICY MEASURES SUPPORT GROWTH (1/2)**

<table>
<thead>
<tr>
<th><strong>Pharma Vision 2020</strong></th>
<th>• Pharma Vision 2020 by the government’s Department of Pharmaceuticals aims to make India a major hub for end-to-end drug discovery</th>
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</table>
| **Reduction in approval time for new facilities** | • Steps taken to reduce approval time for new facilities  
• NOC for export licence issued in two weeks compared to 12 weeks earlier |
| **Single-window clearance** | • As per NBDS, a proposal has been made to set up the National Biotechnology Regulatory Authority (NBRA) to provide a single-window clearance mechanism for all bio-safety products to create efficiencies & streamline the drug approval process |
| **Support for technology upgrades and FDIs** | • Government is planning to relax FDI norms in the pharmaceutical sector  
• In March 2017, the government decided to create a digital platform to regulate and track the sale of quality drugs, and it can be used by people living in the country as well as abroad |
| **Pharmaceutical Parks** | • Government of India is planning to set up mega bulk drug parks in order to reduce industry’s dependency on raw material imports.  
• As of October 2018, the Uttar Pradesh Government will set up six pharma parks in the state and has received investment commitments of more than Rs 5,000-6,000 crore (US$ 712-855 million) for the same. |
| **National Commission for Homoeopathy (NCH) Bill, 2018** | • In December 2018, the Government of India approved the National Commission for Homoeopathy, Bill, 2018 in order to have more transparency in the sector. |
| **National Biopharma Mission** | • The Industry – Academia mission was launched in June 2017 to boost development of biopharmaceuticals in India. |
### FAVOURABLE POLICY MEASURES SUPPORT GROWTH (2/2)

<table>
<thead>
<tr>
<th>Union Budget 2019-20</th>
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<tr>
<td>▪ The allocation to the Ministry of Health and Family Welfare has increased by 13.1 per cent to Rs 61,398 crore (US$ 8.98 billion).</td>
</tr>
<tr>
<td>▪ The National Health Mission Scheme is the largest government funded healthcare programme, which is expected to benefit 7.31 million poor families in the country by providing a cover of up to Rs 5 lakh (US$ 7,314.22) per family per year on floater basis in the impaneled hospitals across India.</td>
</tr>
<tr>
<td>▪ The government has allocated Rs 31,745 crore (US$ 4.64 billion) towards the National Health Mission under which rural and urban people will get benefited.</td>
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<tr>
<td>▪ The increased expenditure on healthcare is expected to benefit the pharmaceutical sector as well.</td>
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<tr>
<th>Biotechnology Industry Research Assistance Council</th>
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<tr>
<td>▪ BIRAC has been established to promote research &amp; innovation capabilities in India's biotech industry. The council will provide funding to biotech companies for technology &amp; product development.</td>
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<tr>
<td>▪ BIRAC under Small Business Innovation Research Initiative (SBIRI) scheme supports innovations in biotechnology.</td>
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<th>Biotechnology Based Programme for Women</th>
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<tr>
<td>▪ Programme on application of biotechnology for women was done to provide employment, skill development, awareness generation, health improvement &amp; socio-economic upliftment of the women population</td>
</tr>
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*Source: Livemint, Union Budget*
In 2017, the Department of Pharmaceuticals released a draft National Pharmaceutical Policy with the following objectives:

- Make all essential drugs accessible to masses through affordable prices
- Provide the Indian pharmaceutical sector with a long term stable policy environment
- Make India self sufficient in end to end domestic drug manufacturing
- Maintain world class quality for domestic consumption and exports
- Create a positive environment for research and development in the pharma sector.

As per the new policy, the Department of Pharmaceuticals will have control over the National List of Essential Medicines (NLEM), which decides the drugs for which the Government of India can control the prices.
GOVERNMENT EXPENDITURE IN THE PHARMA SECTOR ON AN UPTREND

- Government expenditure on health increased from Rs 1.26 lakh crore (US$ 19.55 billion) in FY12 to Rs 2.25 lakh crore (US$ 34.91 billion) in FY18, implying a CAGR of 12.3 per cent.

- Medical technology park in Vishakhapatnam, Andhra Pradesh has already been set up with an investment of US$ 183.31 million. States like Himachal Pradesh, Gujarat, Telangana and Maharashtra are showing interest for making investments in these parks.

- German technical services provider TUV Rheinland’s Indian subsidiary has partnered with Andhra Pradesh MedTech Zone (AMTZ) to create an infrastructure for Electro-Magnetic Interference (EMI/EMC) at an investment of US$ 12.64 million over a course of four to five years.

**Note:** CAGR - Compound Annual Growth Rate,
INVESTMENTS, JVs INFUSING SUPERIOR CAPABILITIES IN INDIAN FIRMS

- Indian Drugs & Pharmaceuticals sector has received cumulative FDI worth US$ 15.93 billion between April 2000 and December 2018.
- In 2017, Indian pharmaceutical sector witnessed 46 merger & acquisition (M&A) deals worth US$ 1.47 billion.
- Over the last three years, pharmaceuticals segment has accounted for more than 70 per cent of M&A deals.

**Note:** *up to August 2018
**Source:** BMI, Business Standard, EY, IQVIA – Winning the Indian Pharmaceutical Market Nov 2018, DIPP
OPPORTUNITIES
**OPPORTUNITIES ABOUND IN CLINICAL TRIALS AND HIGH-END DRUGS**

<table>
<thead>
<tr>
<th>Clinical trials market</th>
<th>High-end drugs</th>
<th>Penetration in rural market</th>
<th>CRAMS</th>
</tr>
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<tbody>
<tr>
<td>▪ India is among the leaders in the clinical trial market</td>
<td>▪ Due to increasing population and income levels, demand for high-end drugs is expected to rise</td>
<td>▪ With 70 per cent of India’s population residing in rural areas, pharma companies have immense opportunities to tap this market</td>
<td>▪ The Contract Research and Manufacturing Services industry (CRAMS) – estimated at US$ 17.27 billion in 2017-18, is expected to reach US$ 20 billion by 2020.</td>
</tr>
<tr>
<td>▪ Due to a genetically diverse population and availability of skilled doctors, India has the potential to attract huge investments to its clinical trial market</td>
<td>▪ Growing demand could open up the market for production of high-end drugs in India</td>
<td>▪ Demand for generic medicines in rural markets has seen a sharp growth. Various companies are investing in the distribution network in rural areas</td>
<td>▪ The market has more than 1,000 players</td>
</tr>
<tr>
<td>▪ Number of clinical trials in India increased by 400 per cent to 97 in 2017, compared with 13 trials approved in 2013.</td>
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<td>▪</td>
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**Source:** BMI, Drug Controller General of India
USEFUL INFORMATION
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<tbody>
<tr>
<td>The Indian Pharmaceutical Association</td>
<td>Kalina, Santacruz (E), Mumbai – 400 098</td>
<td>91-22-2667 1072</td>
<td>91 22 2667 0744</td>
<td><a href="mailto:ipacentre@ipapharma.org">ipacentre@ipapharma.org</a></td>
<td><a href="http://www.ipapharma.org">www.ipapharma.org</a></td>
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<tr>
<td>Organisation of Pharmaceutical Producers of India</td>
<td>Peninsula Chambers, Ground Floor, Ganpatrao Kadam Marg, Lower Parel, Mumbai – 400 013</td>
<td>9122 24918123, 24912486, 66627007</td>
<td>9122 24915168</td>
<td><a href="mailto:indiaoppi@vsnl.com">indiaoppi@vsnl.com</a></td>
<td><a href="http://www.indiaoppi.com">www.indiaoppi.com</a></td>
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<tr>
<td>Indian Drug Manufacturers’ Association</td>
<td>102-B, Poonam Chambers, Dr A.B. Road Worli, Mumbai – 400 018</td>
<td>91-22-2494 4624/2497 4308</td>
<td>9122 24950723</td>
<td><a href="mailto:idma1@idmaindia.com">idma1@idmaindia.com</a></td>
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<td>Bulk Drug Manufacturers Association</td>
<td>C-25, Industrial Estate, Sanath Nagar Hyderabad – 500018</td>
<td>91 40 23703910/23706718</td>
<td>91 40 23704804</td>
<td><a href="mailto:info@bdmai.org">info@bdmai.org</a></td>
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GLOSSARY

- CRAMS: Contract Research and Manufacturing Services
- API: Active Pharmaceutical Ingredients
- FDI: Foreign Direct Investment
- GOI: Government of India
- INR: Indian Rupee
- US$: US Dollar
- BPL: Below Poverty Line
- RSBY: Rashtriya Swastha Bima Yojna
- ESIC: Employees State Insurance Corporation
- Wherever applicable, numbers have been rounded off to the nearest whole number
## Exchange Rates

### Exchange Rates (Fiscal Year)

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</table>

### Exchange Rates (Calendar Year)

<table>
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<td>2018</td>
<td>68.36</td>
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</table>

*Source: Reserve Bank of India, Average for the year*
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