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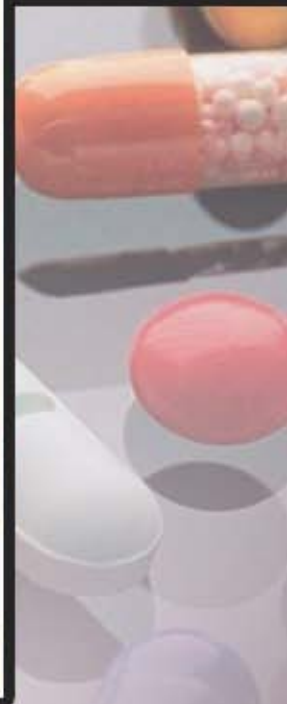


An Initiative of HORIZON - The Marketing Club

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PHARMACEUTICAL INDUSTRY



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About Horizon - Marketing Club

Where two thoughts meet

HORIZON - The marketing club was started by CUIM batch 2008-2010. The major objective of the club is to carry out various marketing related activities that can add more value in the practical life of students. The faculty incharge of the club is Prof. C.N. Kshetragna.

NO MORE STOCK-OUTS OF HIV TREATMENT DRUGS

The Parliamentary Standing Committee on Health and Family Welfare has asked the National AIDS Control Organisation (NACO) to immediately reform the pharmaceutical supply management system for HIV medicines, in the wake of wide-spread stock-outs of medicines for the patients across the country in the recent past. The committee also took objection to the claim by the Department of AIDS Control that the performance of the procurement agency – Rail India Technical and Economic Services (RITES)—was satisfactory after one year of service.

The Committee has noted that throughout 2011, there were regular interruptions of stock outs of HIV drugs (first, second and paediatric doses) in different States and the instances were reported by different PLHIV networks. This is a serious issue since, stock outs mean drug interruptions which can lead to increased public health risks of HIV drug resistance. The Committee recommends that an investigation and report be undertaken to list the numbers of stock outs and to document the reasons for the stock outs. NACO should also outline to this Committee what measures have been planned to prevent and to deal with incidents of stock outs,” the panel said.



INDIA'S PHARMACEUTICAL INDUSTRY SET TO QUADRUPLE BY 2020

The Indian pharmaceuticals market looks poised to grow to \$55 billion in 2020, according to a new McKinsey & Company report — “India Pharma 2020: Propelling access and acceptance, realising true potential”. This will be a quadrupling of the market from the \$12.6 billion the industry made in 2009. The report states that the pharma market has the further potential to reach \$70 billion by 2020 if aggressive growth efforts are embraced. “The scale and complexity of the market is increasing as India is moving towards the global top tier,” says Palash Mitra, Partner at McKinsey & Company, and Leader of the Pharmaceuticals & Medical Products Practice in India.

Acknowledging existing discontinuities in global pharmaceuticals markets, the report says it is the BRIC countries, including India, that will lead growth in the coming decade. The Indian pharmaceutical industry has been growing at 13-14 per cent in the past five years, a significant increase over the nine per cent growth witnessed between 2000 and 2005. According to the report, five new opportunities will capture 45 per cent of the market by 2020, growing from the \$3-billion industry today to \$14-18 billion in 2020. These are patented products, consumer healthcare, biologics, vaccines and public health.

The company is still learning about the real estate situation in India and will not compromise on lower or cheaper substitutes and go for a culturally connected and centrally located location.

ANIMAL-HEALTH ARM OF PFIZER TO GO PUBLIC

Pfizer is prepping registration documents for an animal-health IPO. The company would offer a minority stake in the unit, dubbed Zoetis, as a step toward spinning off the unit completely. It's the latest update on Pfizer's efforts to refocus on its “innovative core.” Floating a minority stake could help build investor interest in Zoetis, supporting its eventual trading value as a standalone company. The company doesn't say how much of the unit it would offer to the market, but Financial Times sources have said the target is around 20%. The minority stake could raise \$3 billion, while the entire unit could be worth up to \$18 billion.

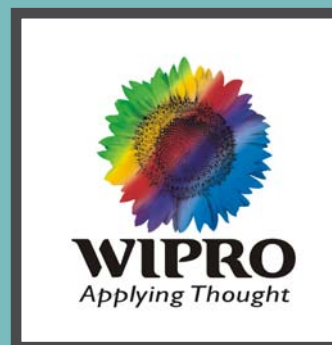
Pfizer plans to dole out details on the IPO plans with its second-quarter earnings announcement, so better numbers should be forthcoming then. The unit's 2011 revenues were about \$4.2 billion. Now, Pfizer is on track to create a standalone vet unit by its goal date of July 2013, CEO Ian Read said.





India as a country is the home land for many oppurtunities and strategic window for many companies. Pharmaceutical industry is the worlds 3rd largest volume producer and 14th value holder. Indian companies carved a niche in both the indian and world markets with their expertise in reverse engineering new processes for manufacturing drugs at low cost. Reverse engineering , low cost of labour availability, huge domestic demand are some of the key functionalities in the success story of pharmaceutical industry. Admist the sustainable growth many MNC's furld into this industry one such deal is sanofi aventis and Hetero drugs limited.

The French pharmaceutical industry giant Sanofi has signed a partnership agreement with India's Hetero drugs to manufacture cheap anti HIV drugs in South Africa. The agreement with hetero will make Sanofi Aventis to produce anti Retrovals and contribute to the African government's objective in securing 80% domestically supplied anti Retrovals adding lot of exchequer to the economy.



In the way of process atomization and technology up gradation Manipal health enterprises private limited(MHEPL) has partnered a contract with IT major WIPRO in implementing hospital information system (HIS) solution and data migration services across Manipal group of hospitals. The patient centric application provide support to access the information of clinical, administrative and billing to ensure high levels of automation, better availability of information, reduction in patients waiting time and optimum utilization of resources. The advance HIS application will lead to the reduction of adverse drug interactions in accessing patient's safety. In addition it helps as a decision support system for hospital authorities and access patient data to generate records.



SALMAN'S JALWA

Salman Khan who has been a flavour of the season from past few months has got his legs strong in the world of Advertising. He won the match after becoming the new Brand Ambassador of Ranbaxy's Revital replacing Yuvraj Singh. However, it's not only the filmmakers but also the commercial Ad makers who want to cast this actor in their films.

Having replaced Yuvraj Singh as the brand ambassador, Salman had to do several fitness exercises and play games to shoot for the commercial.

Audience can't get enough of him since starting from the films, ad films, celebrity cricket leagues, events and reality shows.. Salman is ubiquitous.

The advertising agency involved was RK Swamy BBDO.

AUROBINDO

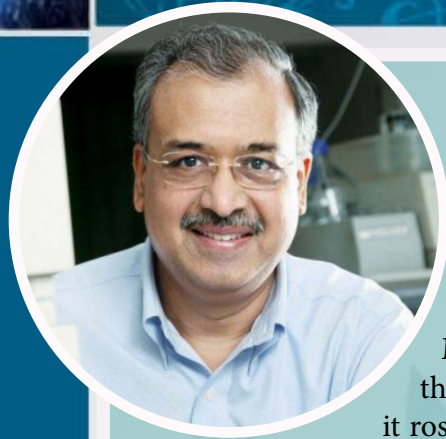


APL – Aurobindo Pharma Limited which is a Hyderabad based pharmaceutical company bagged final nod from US Food & Drug Administration (USFDA) to manufacture and market Lamivudine and Zidovudine tablets.

These tablets is making their first time entrance in US for the people infected from HIV.

Recently they have appointed Deepika Padukone as the Brand Ambassador for their brand "Luxor Pens"





ENTREPRENEURIAL STREAK- DILIP S. SHANGHVI

The Indian Pharmaceutical industry is said to be one of the largest in the world and the third fastest growing industry at home. Given this, an entrepreneur in this industry needs to know how to make the best and the most of both domestic and international pharma markets. Like Mr. Dilip Shanghvi, the Chairman and Managing Director of Sun Pharmaceuticals Industries Ltd. Very few people know that it is Sun Pharmaceuticals that is considered as India's most valuable company as it rose to riches in few years and is currently the 4th largest Pharma Company in India with presence in Europe and U.S through nearly 13 acquisitions till date. What makes Sun Pharmaceuticals attractive is of course Mr. Dilip Shanghvi, the man who created this success and the fact that it is the largest pharmaceutical company by market capitalisation on the Indian stock exchanges.

Born in Amreli in Gujarat, Mr. Dilip Shanghvi is a Commerce graduate from Calcutta University. He was taken into his father's small pharma trade business initially and then the company was incorporated as a partnership firm by him and his family to manufacture pharmaceutical formulations at Vapi, Gujarat. Sun Pharmaceuticals is credited with having introduced some vital products in cardiology, that too for the first time in India at affordable rates. Strong product and process development and focussed marketing helped it garner a favourable image.



In 1997, this mid-sized company was headquartered in Mumbai. Shanghvi decided to acquire a stake in a loss-making Detroit-based generic drugs company named Caraco pharmaceuticals. The sales of Caraco was meagre when compared to the debt it had in millions of dollars and hence many felt that 'the Sun was going to set.' Losses were recorded for 2 successive years and capital infusion was done to continue business. But by 2000, Caraco's profits reached a record \$2 million and in 2003, it crossed the break-even point. Today Sun Pharma is the most profitable among the Indian pharma companies and manufactures drugs under psychiatry, diabetology and many others. Mr. Shanghvi is adept in acquiring loss-making companies and turning them into revenue generating entities. Sun Pharmaceuticals was ranked at 38th position in 1994 but bagged the 5th position in 2000 and emerged as a leader in 8 of the 11 therapy areas that they were present in.

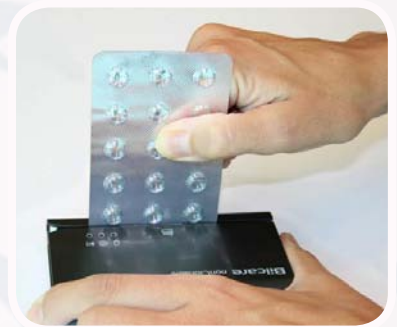
He also knew early on that pharmaceutical companies should consider M&A's since there was a large amount of duplication by companies trying to produce the same kind of drugs. After nearly 4 years-long legal battle, Sun Pharmaceuticals acquired Taro Pharmaceuticals of Israel which helped double the size of U.S business and led to 23 manufacturing plants in 3 continents. Mr. Shanghvi also increased research investments and set up 4 world class research centres that came up with good brands at the global level. Though biggies like Ranbaxy, Dr.Reddy's and Cipla provide stiff competition, the low profile Sun Pharmaceuticals beat them all with Shanghvi's strategy of 'right buy at the right price.' Shanghvi's strategy is to acquire difficult-to-make products to limit competition by negotiating at the lowest possible price.

In 2005, Mr. Dilip Shanghvi received the E&Y Entrepreneur of the Year Award in the healthcare and life sciences category. In the same year, Sun Pharma was selected by Forbes as one of the best 200 companies with sales less than USD 1 billion in Asia. It was the fourth time in 5 years that Sun Pharma was selected. Shanghvi is estimated to be worth around \$ 6 billion by Forbes as of 2011 and was ranked as the 13th richest person in India. True to his entrepreneurial mind-set, Singhvi is investing in start-ups by identifying small R&D and drug manufacturing firms and picking up a majority stake in them. Infusion of capital without interference in management is the principle and those firms will support Sun Pharma. The message is clear - Mr. Dilip Shanghvi has 'healthy' strategies and practices in place.



TECHNOLOGY- A DOUBLE EDGED SWORD

Technology has automated the processes and pared the edges many a times in order to smoothen operations of many industries. It has helped management in planning, controlling, decision making and forecasting for the effective running of their businesses. Pharmaceutical Industry is also not away from reaping benefits from its offerings.



Latest technologies are incorporated to enhance the operations at all levels in an organization. The beauty of using technology is seen when even the user don't have to make any effort and the process goes hassle-free as if the individual is doing it out of her/ his subconscious. Pharmaceutical Industry has had much such incorporation, few have hit the roof and remaining bit the dust.

Clouding computing is one such example of hitting the roof which opened plethora of opportunities for companies. Cloud is hosting lot of complex genetic sequences which are provided by open sources which in turn are accessed by individual companies for their different research needs. Most important thing it has done for the industry is reduction in the dependence of their IT infrastructure. Companies now have the ability to shift from capital expenditures to an operating expenditure/pay-as-you-go business model. But still issues of privacy, security etc. haunts its being.

RFID tagging which has helped in tracking and maintaining the authenticity to an extent has been implemented by few companies. It uses passive tags which give a complete track to the master server and companies can know about the availability of medicines.

Considering the flip side of coin, technology implementation had in fact forced few companies to bankruptcy. FoxMeyer Drugs was a \$5 billion company and US fourth largest distributor of pharmaceuticals before the fiasco. They implemented ERP SAP R/3 to smoothen the operations but it failed miserably. Few experts (Jesitus, 1997) have quoted it to be a management failure as perhaps management had unrealistic expectations.



So, very cautious but swift actions should be taken to promote the development and performance of industry. It was among the few industries that remained unflappable even during recession. So, it has huge potential which can be tapped effectively.

A DOSE OF MARKETING IN THE PHARMACEUTICAL INDUSTRY

The current focus of pharmaceutical industry is emphasis on its marketing strategy. Leading companies carry on high end research and development for marketing strategies instead of sticking to adaptive marketing strategies.

In india, pharmacies typically sell three main types of products-

- General retail (*such as vitamins, minerals, pain relievers, lozenges etc.*)
- Prescription medicines (*those whose availability is restricted only to pharmacies*)
- Non Prescription medicines (*those whose availability is not restricted to pharmacies*).



The pharmaceutical industry has top ten players who dominate 30% of the industry and the remaining competitors make 70% of the remainder market share. Monopolistic type of competition is highly prevalent in pharmaceutical sector as there are few market leaders but greater number of market challengers who are constantly making close substitutes.

The vision of pharmaceutical industry is concentrating on a number of issues that will have major bearing on the industry for a long term.

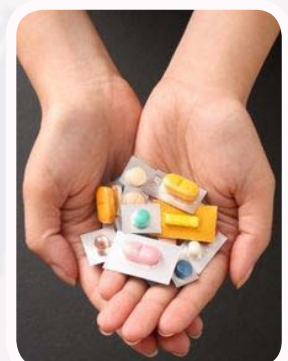
The pharmaceutical industry is no longer being rewarded for incremental innovation, me-too products and selling the most pills. Companies will need to demonstrate that their brand adds value to patients and they will have to offer a package of products and health services that the market not only wants and needs but is willing to pay a premium for.

The pharmaceutical industry being so dominant has come out with its own school of marketing known as pharmaceutical marketing. It is also known as medico marketing and can be simply defined as the advertising and sales involved in promotion of drugs and pharmaceuticals. There has been strong evidence where research has thrown light that marketing practices can negatively affect both patients as well as health care professionals. So, there have been cases where countries have limited advertisements by pharmaceutical firms.

Companies spend an interesting amount of revenue on advertising their produces. The break up of their costs incurred on marketing in few countries is as follows. It is surprising to know pharmaceutical company spending on marketing far exceeds that spent on research. In Canada, \$1.7 billion was spent in 2004 to market drugs to physicians; in the United States, \$21 billion was spent in 2002. In 2005 money spent on pharmaceutical marketing in the US was estimated at \$29.9 billion with one estimate as high as \$57 billion. When the US number are broken down 56% was free samples, 25% was detailing of physicians, 12.5% was direct to user advertising, 4% on hospital detailing, and 2% on journal ads.

The emergence of technologies and new media in recent times is rapidly changing the pharmaceutical marketing scenario. Both physicians as well as users are increasing their reliability on the Internet as a source of health and medical information, prompting pharmaceutical marketers to look at digital channels for opportunities to reach their target audiences.

Direct-to-users marketers are also recognizing the need to shift to digital channels as audiences become more fragmented and the number of access points for news, entertainment and information multiplies. A healthy and aware world is not far.





i-pill Emergency Contraceptive Pill

I-PILL - CONTRACEPTIVE PILLS

The concept of contraceptive pills emerged in the early 1960's when a person named Carl Djerassi invented it. Since then it has been a long journey.

Perhaps one of the first few companies to launch emergency contraceptive pills in such a huge scale was Cipla in the year 2007, October when they came out with i-pill, which made a sale of 30,000 crore before it was sold off to Parimal Healthcare in the year 2009. Even today when it comes to contraceptives one of the very first recalls in everyone's mouth is i-pill which to a considerable extent, I feel is because of the commercials that they used to launch the product. In each of their ads till now they have addressed the issue very sensitively and in such a manner such that all women can relate to it.

From among those ads, I have picked up one such, to talk about, in this issue. Through this commercial they tried to show what a woman goes through in her mind at a stage when she gets pregnant unplanned. What are the adversities of the situation and to what extent it can be damaging for them as well as their families and what embarrassment they might have to go through if it is before marriage. Though the issue is very sensitive, but I feel that Mr. Prathap Suthan of The Advisory has dealt with it tactfully and has done full justice to it. It is a very personal matter of any individual and hardly anyone would like to discuss about it very publicly so they have pulled the right strings to communicate their idea in such a manner that it draws the consumer's attention at the same time does not look vulgar.

The camera starts rolling and the scene opens with a girl sitting at the dining table with her parents who look excited and is busy talking about something. On the other corner there is that girl looking sad and anxious. It seems she wants to share something with them but is not able to sum up her courage. Amidst all this the camera gradually shifts to the pictures kept in the side which shows the same girl during her graduation with her parents and several others which is enough to indicate that they were a happy family. From the frustration of not being able to share her problems with her parents she runs out of the house to meet her friend. They get inside a cab and hurry towards their destination. Throughout the journey she looks scared and worried. On reaching the destination the camera focuses its lenses on the board:

'Poly Clinic, Government Recognized'

From which now the viewers understand the reason of her worry and anxiousness. After getting down from the cab she stands there not ready to go in and face what is waiting for her. The anxiety, the fear and the embarrassment which this girl is going through can be avoided by taking an i-pill. With this the curtain falls. The connection which the agency has tried to build between a woman's emotion and i-pill has worked well hence has been received so well by the public. They have even shot the entire ad in black and white to emphasize the feel of it.

This ad had been very successful but with just one flaw in it which led the government to ban it in the year 2010 as an alarming number of women not being aware of its side effects fell sick after its consumption. The vital information about the side effects of i-pill were ignored. Later though very cleverly Parimal Healthcare after acquiring the brand re-launched the same ad by just editing the i-pill part from it and informing the viewers to visit their site instead to get more information. Although by that time the work was done! The ad had already created enough buzz about the brand among the consumers to understand the brand even from the edited ad!

Slogan: "Abortion Se Achcha Hai Pregnancy ko rokna."

Ad Agency: The Advisory

Rating: ★★★★★☆



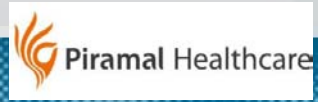
INDIAN PHARMACEUTICAL INDUSTRY

During all of the five-year plans of the Indian government so far, immense emphasis was always laid on the rural healthcare with varying multitudes of prioritization. The early 2000 and the ongoing phase is observing a tremendous favourable transcendence in the Indian pharmaceutical sector. During the early 80s and 90s the patents were registered on processes in medicine manufacturing. This is taken a new dimension where India has been globally registering the highest number of product patents due to robust investments in Research and Development. The country has also developed some of the unsolved mysteries in this field and has discovered cancer cure drugs which are on the brink of commercial production at much affordable prices compared to that of the world market. The global drug manufacturers are seeking to offshore many of the research and manufacturing activities in India which were earlier done in house. This primarily owes to the low resource costs in the country. The major influencing factor for the industry which was ignored since long and will impact at both administrative/commercial and technological levels are the government initiatives in terms of potential Private Public Partnership and in-sourcing of R&D activities for the purpose of greater commercial viability. Another important facet to the industry is the distribution networks as the rural market are still majorly untapped thus providing a huge opportunity in terms of growth. The product patent system introduced on 1st January 2005 still holds a number of uncertainties since the old practice were that of process manufacturing. The new system is likely to witness the washout of a number of smaller players without foreign integration while the bigger players will factor the advantage of foreign direct investments and their growing capabilities of market capitalization. There is a need for regulatory reform in India to encourage global players to continue and accelerate the outsourcing of their R&D activities beginning with discovery research, to the subcontinent. This is particularly important for facing the stiff competition exhibited by China, where the government has been proactive in channelizing foreign direct investments in pharmaceuticals and biotechnology.

The organized sector comprises of about 250-300 companies which form 70 percent of the market while in the unorganized sector it is estimated to comprise of about 20000. The top 10 big Indian companies form 30 percent of the market. The OTC (over the counter medicines) market is worth about US\$940 million and growing at about 20%. India's pharma market grew at about 15.7% during December 2011 and globally ranks third by product volume. It is slated to grow by about 9.5% CAGR till 2015. The market is expected to touch US\$74 billion by 2020 from the current US\$11 billion, by sales. Parallely the increasing population of higher income group in the country will open up an estimated US\$8 billion market for costly drugs being sold by multinational companies, by the year 2015. The domestic market is expected reach US\$20 billion during the same time making India a lucrative destination for clinical trials by the global giants. The Indian diagnostics and lab test services in view of its growth potential is slated to reach US\$ 159.89 billion by 2013. The Indian market for both therapeutic drugs and antibodies is expected to grow exponentially in the forthcoming years. India tops the world in exporting generic medicines worth US\$11 billion and is estimated to grow at around 17 percent CAGR between 2010 - 13. Competitive factors like educated and skilled workforce, cost-effective chemical synthesis, legal and financial framework, growing IT market, globalization and consolidation of the industry are the boon for India which will help it reap the benefits of current investments in the future.

Some of the leading India pharmaceutical players are :-

Company name	Sales in US\$ million (March 2011)	Company name	Sales in US\$ million (March 2011)
Cipla	6386.06	Aurobindo Pharma	4229.99
Ranbaxy Lab	5687.33	Piramal Health	1619.74
Dr.Reddy's Lab	5285.80	Cadila Health	2213.70
Sun Pharma	1985.78	Matrix Labs	1894.30
Lupin Ltd.	4527.12	Wockhardt	651.72



BOOKEND AD

“Bookend” advertisements (print or broadcast formats) consist of two parts: (1) a “reminder” advertisement, which includes the name of a drug or device but makes no safety or effectiveness claims; and (2) a disease awareness message encouraging consumers to seek health care practitioner assistance in identifying and treating a particular health condition but does not mention any product by name. Neither component alone would be subject to FDA rules for requiring risk disclosure. But taken together, FDA is concerned that they are understood by consumers as product claim advertisements, without the inclusion of proper disclosure of required risk information.

E-SAMPLING

Electronic Sampling uses online tools/promotional websites accessed by physicians to collect the details of sample distribution. It provides pharmaceutical companies with a cost-effective way to reach physicians who have been routinely under-covered by sales representatives. It allows manufacturers to meet increasingly challenging sales and marketing goals by reducing the significant costs associated with the traditional sample distribution process.

KEY OPINION LEADER (KOL)

Key Opinion Leaders are physicians who influence their peers’ medical practice, including but not limited to prescribing behaviour. Pharmaceutical companies generally engage key opinion leaders early in the drug development process to provide advocacy activity and key marketing feedback.

PRODUCT-CLAIM DTC ADS

“Product-claim” ads are those ads which generally include both the name of a product and its use, or make a claim or representation about a prescription drug. Claims of drug benefits, such as safety and effectiveness, must be balanced with relevant disclosures of risks and limitations of efficacy. This balanced presentation of drug therapy is commonly referred to as “fair balance.” In addition, when used in print ads, sponsors must provide a brief summary of risk information included in the product’s FDA-approved labelling or, for broadcast “product-claim” ads, provide convenient access to the approved labelling. In FDA regulations, the phrase “adequate provision” is used to identify the convenient access option.

BASE-POINT PRICING

A pricing method in which customers are charged freight costs from a base point; the base-point may be chosen arbitrarily, but the location of one of the company’s manufacturing plants is commonly used.

RUN-OUT STRATEGY

A strategic decision to allow a product in the decline stage of its life-cycle to continue to be sold, especially if the product has a sizable hard-core market which insists on buying it; often, the marketer may raise the price a little to obtain a slight premium price while paring all promotional costs.

“Drugs never cure disease. They merely hush the voice of nature’s protest, and pull down the danger signals she erects along the pathway of transgression. Any poison taken into the system has to be reckoned with later on even though it palliates present symptoms. Pain may disappear, but the patient is left in a worse condition, though unconscious of it at the time.” - Daniel. H. Kress, M.D.

*“If you wait until there is another case study in your industry you will be too late”
- Seth Godin, Keynote speaker, Author of Permission Marketing*

PHARMA QUIZ!

1. The merger of which two large pharmaceutical majors created a new company Aventis?
2. Which pharmaceutical company recently launched a subsidiary for fast moving consumer goods?
3. Who is the CEO of Dr Reddy's Laboratories?
4. Which pharmaceutical company recently acquired a UK-based firm called CP Pharmaceuticals?
5. Roche Pharmaceuticals is originated from which country?
6. The following logo belongs to which Pharmaceutical company?



7. A patent protection of a drug enables a pharmaceutical company to charge _____ for the drug in the market.
8. Which is India's largest pharmaceutical company?
9. Johnson and Johnson was founded by who?
10. Tylenol was originally a product of which company ?

ANSWERS

1. Rhone-Poulenc and Hoechst
2. Ranbaxy
3. Mr. G V Prasad
4. Wockhardt
5. Switzerland
6. Novartis
7. High prices
8. Ranbaxy
9. Three Brothers Robert Wood Johnson, James Wood Johnson and Edward Mead Johnson in 1886.
10. McNeil Laboratories

PHARMACEUTICAL INDUSTRY

Over the past 50 years, the Indian pharmaceutical industry has gone from being copy-cat followers to partners of choice for multinational companies in their drug discovery research and development efforts. A shift toward weak regulatory policy in the 1970s and a protected market encouraged the growth of an industry which has emerged as a key supplier of cheap and affordable drugs to the needs of low-income users in developing countries. Since the 1990s, Indian regulatory and market environment has changed remarkably.

The Indian Pharmaceutical Industry today is in the front rank of India's science-based industries with wide ranging capabilities in the complex field of drug manufacture and technology. It has shown tremendous progress in terms of infrastructure development, technology base creation and a wide range of production. Even while undergoing restructuring, it has established its presence and determination to flourish in the changing environment. The industry now produces bulk drugs belonging to all major therapeutic groups.

Leading Pharmaceutical Companies in domestic market, Cipla retained its leadership position with 5.27 per cent share. Ranbaxy followed next.

Other Pharmaceutical Companies-

Mankind Pharma (37.2%), Sun Pharma (25.7%), Abbott (25%), Zydus Cadila (24.1%), Alkem Laboratories (23.3%), Pfizer (23.6 %), GSK India (19%), Piramal Healthcare (18.6 %), Lupin (18.8 %)

Herbal medicines in India

India is the largest producer of medicinal herbs and is called as botanical garden of the world. The current review focuses on herbal drug preparations and plants used in the treatment of different chronic diseases in the world. In the last few years there has been an exponential growth in the field of herbal medicine and these drugs are gaining popularity both in developing and developed countries because of their natural origin and less side effects. Many traditional medicines in use are derived from medicinal plants, minerals and organic matter. The World Health Organization (WHO) has listed 21,000 plants, which are used for medicinal purposes around the world. Among these 2500 species are in India, out of which 150 species are used commercially on a fairly large scale. The use of Ayurvedic medicines is common in both adults and children and is increasing in many areas of the world. Herbal medicines are used in Antipyretic, Antiulcer, Antidiabetic and Anti-cancerous activities.

Challenge for Indian pharmaceutical industry

India is now among the fastest-growing emerging markets and large pharma companies have devised country-specific pricing and marketing strategies. In recent years, Merck and GSK have launched drugs and vaccines at far lower prices than in their home countries. Indian firms, which traditionally dominated domestic and emerging markets, are now increasingly facing severe competition from MNCs. This transformation has forced Indian firms to reconfigure their strategies.

Indian firms have adopted two major strategies to deal with this new emerging scenario:

- A. Collaborate and not compete with MNC firms
- B. Divest and consolidate



CANDID TALK WITH IBOPISHAK SINGHA

1. What was your first impression of Christ University?

I got slightly star-struck the first time I joined Christ University. But as days passed, I thought, this is a place where really for the first time, it's all about me. I was gung-ho about getting my education, my master's and having some fun.

2. How has being in CUIM helped you in your personality development?

All my learnings vary in the degree to which they weigh. To me, Christ University, not only CUIM, was like spreading butter on bread. I was the bread in that context.

3. Tell me good things and things which can be improved in CUIM?

Christ University is a place for holistic development of mind, body and soul except for some serious health challenges that you face because of the endless sessions and long hours in the campus. You'll be tired of being told to higher your standards of dressing and lower your standards of expectations regarding food.

4. Where have you got placed? Tell me about your placement experience.

It is a commercial world we live in. Be prepared to endorse yourself well. And remember, the interviewer has already judged you the first minute itself but he will let you go on and on for the rest of the time. As far as I am concerned, I joined Yahoo! India, one of the 5 American companies I wanted to be a part of. The others were Facebook, Google, IBM, NetApp, in that order.

5. What will you miss the most about CUIM?

This place is something forever. We will grow older and do whatever we want to but from time to time, we will remember this place and its beauty with some thousands of children who walk by, laughing, bothering nobody's life. There's also the gourmet, the Knowledge Centre, the Auditorium, the Freshetaria, Block I, II, and one next to the Bird's park and of course, the Jonas Hall.

6. Which is your most memorable moment in these 2 years?

Every single moment, including those spent standing in the faculty's cabin getting blasted for absolutely none of my mistakes. It was an absolute pleasure to be a Christite. I was having so much fun that I didn't even have a girlfriend.



7. What advice would you like to give your juniors?

Remember the basics which begins with learning English. Look sharp. Be yourself. Don't be shy. If you're good at something, show it. Do not be reluctant. I see great potential in your abilities. And, you should be able to predict the outcome of this MBA program and your own career and not leave it to chance. There's enough and more jobs for you to get, if you know where you want to be.

8. How would you like your juniors and lecturers to remember you?

I've always believed, no matter how people judge me, if my actions have inspired others to dream and learn more and become more, I've done well.



Send your feedback and suggestions to-
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CONTRIBUTIONS

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