

# Analyzing the Indian Pharmaceutical Industry

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## Abstracts

The Indian Pharmaceutical Industry has come a long way from waiting for imports of bulk drugs from global majors for re processing to becoming an industry which is driving product development and breaking new grounds in medicine research worldwide. This transformation can be better gauged in terms of volume numbers where in the industry which was earlier stagnating is now expected to touch a turnover of INR250 billion (\$5.7 billion) at the end of the 10th Five Year Plan (2002-2007). Part of this amazing growth story will be propelled by capital investments of around INR100 billion (\$2.3 billion), most of which have already been committed to the Government of India.

The Indian pharmaceutical industry has a unique amalgamation of three critical factors which make it so attractive for investment thereby adding impetus to growth.

The process patent regime

Price controls

Exemptions to Small Scale Industries (SSIs)

The commitment to infrastructure development, technological competency augmentation and a wide array of products has boosted the industry to already achieve the \$4 billion mark.

The implementation of Good Manufacturing Practices has become a further supplement to the industry now producing bulk drugs for all the major therapy segments which are the most in demand. The competencies developed in India in organic synthesis & process engineering have helped derive the most cost effective solutions in time efficient scales and compliant with high quality standards. An important outcome of this

was India's low cost production of anti-retrovirals for export to humanitarian and international organizations in needy African countries which brought global recognition and acceptance of the industry as a major player in the global drug producing nations.

Aruvian's R'search's report on Analyzing the Indian Pharmaceutical Industry is an extensive outlook on the industry which explains the basics of the industry by examining the participants which come under the purview of the industry. The report presents a complete synopsis on the Indian pharmaceutical market and its present demographics wherein the report also presents the turnover volumes currently being handled by the industry.

The report further breaks down this volume analysis by product segment as well as the expected turnovers as per the life long therapy segments which are prevalent in India. The report explores the progressive R&D initiatives which have been carried out in the industry in order to boost its own production, invention as well as to improve on the quality of products being presently marketed.

The cost competitive advantage of the Indian Pharmaceutical Industry is explained in this report along with the patterns of consumer behavior which indicates further growth sustenance in the industry. The report also analyzes certain market developments which have supplanted growth till now and the drivers of growth in the Indian Pharmaceutical Industry.

An important area of import/export balances is also explained in detail in this report where the achievements of the industry are highlighted in making the turnaround from a net importer to a net exporter. The report further applies three important analyses as the SWOT, PEST, and Porter's Five Forces Strategy analysis to test the Indian Pharmaceutical Industry's competence.

As the industry is a continuous growth engine the report provides an insight into the investment infusion structure currently prevalent in the industry and the further opportunity areas. The report builds a profiling of the major contributors in the Industry and analyses their relative financial performances, product portfolios, business strategies etc. The report also presents a future perspective of the Industry which is an indicative of the vast potential and growth opportunities available ahead for the Indian pharmaceutical industry.

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