

#OPPIAnnualSummit

#BharatKeLiye



Organisation of Pharmaceutical Producers of India

ANNUAL SUMMIT 2024

विकसित भारत@2047

Thursday, 28th November, 2024



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Executive Summary



विकसित भारत@2047 – ‘Transforming India from Pharmacy of the World to Pharma Powerhouse to the World’. The theme reflects the aspirational vision of a developed India by the year 2047, commemorating a century of independence. The Summit hosted a series of engaging dialogues centered on fostering inclusive growth within the healthcare sector. The discussions steered towards leveraging pivotal enablers that aim to prioritize advancing innovation, skill enhancement, and technology to deliver high-quality and accessible healthcare services across the nation. Under the “विकसित भारत@2047” initiative, inspired by our Honorable Prime Minister Shri Narendra Modiji, the event highlighted the synergistic contributions of the Government, Industry, Member organisations, Academia, Patient Support Groups, and other key

stakeholders, propelling India towards global leadership.

Our member companies have been serving the country’s healthcare ecosystem since pre-independence, and continue to remain committed to patient safety and providing quality care in the future as well. As an association, our advocacy decisions, patient commitment, and work are always keeping the country first and we embody the spirit of working for ‘भारत के लिए’. We are driven by innovation to discover solutions for unmet medical needs through collaboration with government stakeholders and co-creation with partners, all working together towards the development of comprehensive, holistic, and inclusive healthcare.

Summit discussion tracks

The OPPI Annual Summit captured

discussions across the following key themes:

- Winning in Indian Healthcare: The Impact of Global Pharma Companies on Indian Healthcare and the Road Ahead
- विकसित भारत@2047- Transforming India from Pharmacy of the World to Pharma Powerhouse to The World
- Collaborative Strategies to Improve Access to Healthcare in India

Four reports were also launched at the event:

1. Viksit Bharat@2047 - Transforming India from Pharmacy of the World to Pharma Powerhouse to the World
2. Winning in Indian Healthcare
3. Bilingual FAQs on Value of Innovation
4. FAQs on Over the Counter (OTC) Drugs

Plenary Session

Chief Guest Address

Smt. Anupriya Patel

Hon'ble Minister of State for Health & Family Welfare and Chemicals & Fertilizers, Government of India



India is currently the third-largest producer in the global pharmaceutical industry (by volume) with a market size of US\$58 billion, comprising US\$30 billion in exports and US\$28 billion in domestic consumption, and aspires to grow to US\$130 billion by 2030.

India has long been recognized as the pharmacy of the world, providing quality medicines at affordable prices to over 200 countries. With 62% of global vaccines sourced from India and 70% of WHO's vaccine requirements fulfilled by our industry, we have a robust and diverse pharmaceutical ecosystem. As we celebrate the centenary of India's independence

in 2047, strategic investments and forward-looking policies are crucial for our transformation.

The Government of India has taken several initiatives to promote innovation-driven growth, including the PRIP scheme, which fosters collaboration between academia and industry to develop blockbuster molecules, biologics, biosimilars, and complex generics. Infrastructure and manufacturing excellence are also pivotal, with the establishment of bulk drug parks and medical device parks changing the production landscape.

The Revamp Pharmaceutical Technology Upgradation Assistance

Scheme helps manufacturers upgrade to WHO GMP standards, ensuring global compliance. We are focused on reducing imports, with recently commissioned projects in the states of Andhra Pradesh and Himachal Pradesh, Andhra Pradesh for penicillin G, which is likely to cut down the penicillin G imports by 40% and six API imports by 60% and the clavulanic acid plant in Himachal Pradesh which will reduce the import dependency by 40%. Furthermore, by focusing on high-value therapeutic areas, we also aim to expand our leadership in regulated markets.

The government is committed to improving ease of doing business

through simplified policies, streamlined approvals, and fostering a collaborative environment for innovation and production. These measures aim to make India a preferred global destination for pharmaceutical and healthcare investments. On the regulatory front, efforts are being made to enable parallel drug launches, streamline clinical trials, and accelerate the

time to market new medicines.

As a future focus, companies should consider establishing their manufacturing base in India. With a robust pharmaceutical ecosystem and government support for research, innovation, and skilling, we can realize the vision of making India a pharma powerhouse. All stakeholders, including scientists,

researchers, policymakers, and industry leaders, must work together to fulfill this vision.

With the collective efforts under Prime Minister Narendra Modi's leadership, India is well on its path to becoming a pharma powerhouse. The commitments and resolves made by this government are becoming a reality.

Guests Of Honour Addresses

Dr. Arunish Chawla

*Secretary, Department of Pharmaceuticals,
Ministry of Chemicals & Fertilizers, Government of India*



As a nation, we've made remarkable strides in the pharmaceutical industry, establishing ourselves as the world's leading provider of generic medications. This achievement is a testament to our relentless dedication and hard work. However, the vision laid out by our honorable Prime Minister urges us to aim higher, to transform from a mere pharmacy into a global pharma powerhouse. This isn't a small step;

it's a monumental leap that aligns with our capabilities as Indians and our collective aspirations. We must recognize that the growth of industries is not a linear path; each one has its unique trajectory and must continually reinvent itself to reach new milestones. Understanding the structural changes that accompany our growth is crucial.

The generic industry has served

us well, but to achieve faster, sustainable growth that meets our aspirations, innovation is key. We must progress from plain generics to complex generics, biosimilars, and precision therapies. The burgeoning CRDMO ecosystem, along with global capability centers that span manufacturing, and professional & technical services, represents the new frontier as we aim to be a pharma powerhouse. These are areas

that should attract more attention, both from the Industry Associations, institutions and the policy makers.

The government has recently introduced an INR500 crore scheme for medical devices, with promising features designed to enhance economies of scale, reduce import reliance through a marginal

investment scheme, establish common facilities for medical device clusters, and support clinical studies, among others. Concurrently, the scheme to fortify the pharmaceutical industry is in its final year, signaling a pivotal moment to re-envision and revamp with our overarching theme.

Looking ahead, we envision crafting

a post-Production Linked Incentive (PLI) framework over the next three months through comprehensive stakeholder consultations. Our goal is to conceive a strategy that not only meets the expectations of India's aspirations but also contributes to the vision of a Viksit Bharat by 2047, as envisaged by our honorable Prime Minister.

Dr. Rajeev Singh Raghuvanshi

Drugs Controller General of India,

Central Drugs Standard Control Organization (CDSCO), Government of India



India's regulatory landscape in the pharmaceutical sector is undergoing substantial transformation with efforts from CDSCO focusing on reforming pharmaceutical regulations in four main areas: stakeholder engagement, reduction of non-value-added work, simplification of regulations, and digitization. These changes are not only significant domestically but also have global implications.

The Central Drugs Standard Control Organization (CDSCO) is actively conducting knowledge

sessions across the country, with the revised Schedule M sessions being notably popular. The MedTech Mitra initiative is another highlight, offering strategic support to medical device innovators for clinical evaluation, regulatory facilitation and uptake of new products.

A notable regulatory simplification is the operationalization of a centralized system for manufacturing license NOCs. Digitization efforts have been largely successful, with most CDSCO processes now online, except for post-approval changes. The Online

National Drugs Licensing System (ONDLS) portal exemplifies the move towards a unified online platform for handling various applications related to manufacturing and sales licenses, including certifications, while the digitalization of the neutral code for NOCs has simplified procedures and is a step towards resource-saving measures.

These regulatory advancements are driving quality and compliance improvements on a national level, with noticeable shifts towards innovation. Internationally,

India has not received any serious complaints since July of the previous year, reflecting a positive change. The International Conference of Drug Regulatory Authorities (ICDRA) hosted by India sets a new benchmark in

regulatory conferences, earning global recognition for the country's regulatory system.

Looking ahead, it's an opportune moment for companies to invest in India's infrastructure and skill

development, highlighting the potential for growth and innovation. This investment is crucial for India's journey towards becoming a developed nation, termed "Viksit Bharat," by 2047.

Key Takeaways

Mr. Bhushan Akshikar

President – OPPI,

Vice President & Managing Director, GlaxoSmithKline Pharmaceuticals Limited



The OPPI Annual Summit 2024 is more than just an event; it's a dynamic platform where diverse voices from government, industry, academia and patient advocacy converge. Together, we're committed to shaping a future where India not only stands as the "Pharmacy of the World" but also as a global powerhouse in healthcare innovation and development. OPPI is honored to be at the forefront of this journey, working alongside our partners to realize this ambitious vision.

As we look towards a developed

India by 2047, the 100-year mark of independence, we recognize the shared goal of transforming our healthcare sector. This vision, embodied in the mission "विकसित भारत@2047," reflects our drive to make high-quality, accessible healthcare a reality for every region of the country. The next few decades hold immense potential, and this summit serves as a catalyst for practical solutions and transformative ideas that will strengthen India's healthcare ecosystem and fulfill our aspirations.

The summit this year reflected belief in the power of collaboration. Partners from government, academia, patient groups, and industry brought critical insights and expertise that are vital for addressing the challenges and needs of our healthcare system. These alliances will be instrumental in driving policies and initiatives that make healthcare more inclusive, innovative, and comprehensive.

The role of OPPI member companies is crucial in this journey. Aligned with our national goals,

member companies are dedicated to addressing unmet medical needs and advancing innovation to improve health outcomes. Global and Indian pharmaceutical leaders

are actively developing solutions that make quality healthcare more accessible. Together, we are working “Bharat Ke Liye,” with the aim of meeting the demands of India’s

diverse healthcare landscape and ensuring that healthcare is not just accessible but highest on quality standards.

Mr. Anil Matai

Director General - OPPI



The OPPI Annual Summit– “विकसित भारत@2047” was planned to envision and shape a new era in India’s healthcare journey. The summit provided a meaningful opportunity to come together and reflect on our collective ambition—not only to be known as the Pharmacy of the World but to evolve into a true Pharma Powerhouse on the global stage.

As we look towards a developed India by 2047, marking a century of independence, we recognize the immense possibilities that lie ahead. The discussions at the summit were not just about reflection, they were a call to action. The summit hosted

government officials, industry leaders, academicians, innovators, and patient advocates with an aim to prioritize innovation, skill development, and technological advancement, ensuring that high-quality, accessible healthcare reaches every corner of our nation.

Together, the summit laid the groundwork for India’s emergence as a global leader in healthcare, setting new standards and a strategic roadmap that would benefit the nation and the world.

Our member companies are united by the vision of a developed India by 2047, and are driven by it to innovate, to address unmet medical

needs, and to collaborate closely with government stakeholders and partners. Together, we are working “Bharat Ke Liye” towards a healthcare future that is inclusive, comprehensive, and accessible to all.

The summit discussions highlighted the impact created by the global pharma companies on Indian Healthcare, future plans towards transforming India into a pharma powerhouse to the world, and strategies that would ensure improved access to quality Healthcare through collaboration across government, industry, and academia.

Gold Partner Keynote Address

Mr. Amitabh Dube

Country President and Managing Director, Novartis India



Over the past decade, India has achieved significant milestones, with the Ayushman Bharat scheme emerging as the world's largest government-funded healthcare program. The initiative has expanded to cover all verticals of healthcare delivery and has notably reduced out-of-pocket health expenses by 21%. The Ayushman Bharat Digital Mission, with over 670 million digital health IDs, is revolutionizing patient care through seamless data access.

Production Linked Incentive scheme for pharmaceuticals, with a commitment of 15,000 crores over five years, is fostering domestic API development, reducing import dependency, and boosting employment. The sector also saw a substantial equity fund infusion of US\$2.06 billion in 2023. The rise of health tech startups, numbering over 11,000 in India, reflects the

country's progressive trend. The government's increased funding for biotechnological R&D from INR 500 crores to INR 1100 crores, and the launch of policies and schemes to promote R&D and innovation in the pharma and med-tech sectors, are timely measures that will strengthen the ecosystem and foster collaboration between academia, the private sector, and government institutions.

With an annual 13% increase in healthcare spending, the government is committed to bolstering the healthcare ecosystem. The Indian pharmaceutical industry, currently a US\$50 billion market, aims to reach US\$130 billion by 2030 and US\$450 billion by 2047. To achieve this, the industry must focus on fostering a conducive environment for R&D, increasing inclusivity in clinical trials, and strengthening

talent and academia-industry collaboration.

Collective effort to build a collaborative and resilient innovation system involving major pharmaceuticals, startups, biotechs, academia, government, and clinical researchers; protecting intellectual property; fast-track regulatory approval mechanism; and improving India's international IP index ranking are essential for fostering an innovation-friendly environment and achieving the goal of a developed nation, "Viksit Bharat."

Report Releases:

1) विकसित भारत @2047 - Transforming India from Pharmacy of the World to Pharma Powerhouse to the World

The report offers a thought-provoking exploration and a visionary glimpse into the transformative trajectory the Indian pharmaceutical industry is poised to undertake over the next quarter-century. The vision of this thought leadership paper is to ponder upon what the future holds for Indian pharma@2047, and explore the multifaceted levers and enablers that can catalyze India's shift to a value-centric pharma industry, marking its evolution into a global powerhouse. The report delves into three key areas with insights into opportunities, challenges and future imperatives:

- Innovation imperative: India's path to pharma leadership
- Integrated healthcare: Improving access and affordability
- Nurturing talent: Skilling for a new era of pharma innovation and global leadership



Scan QR code to read the booklet



2) Value of Innovation

Bilingual FAQ Booklets

Innovation lies at the heart of the pharmaceutical industry's mission to improve global health outcomes. This commitment is aligned with the Indian government's broader mission of expanding healthcare access to all citizens, ensuring inclusive and sustainable healthcare. The booklet creates awareness on the role of R&D and the overall IPR framework in India. To increase awareness on Innovation and R&D in healthcare, the booklets have been created as Bilingual FAQs in both Hindi & English.



Scan QR code to read the Hindi booklet



Scan QR code to read the English booklet



3) Over the Counter (OTC) Drugs

FAQ Leaflet

In India, the role of self-medication is becoming increasingly significant, particularly due to the growing prevalence of chronic and lifestyle diseases. The booklet creates awareness of the OTC drugs category and highlights the importance and the need for a robust policy in India.



Scan QR code to read the booklet



4) Winning in Indian Healthcare

The report outlines India’s macroeconomic position and growth amidst a volatile global scenario; and outlines the journey and value that global pharma companies have created in India along with the path forward and key imperatives for them to drive growth.



Scan QR code to read the booklet



OPPI Awards and Recognitions

OPPI Lifetime Achievement Award 2024

Dr. Gullapalli N. Rao

Founder Chair, L. V. Prasad Eye Institute



Scan QR code to hear
Dr. Gullapalli N. Rao



OPPI Excellence in Innovation Award for Healthcare Start-up of the Year 2024



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OPPI Scientist Awards 2023

OPPI Young Scientist of the Year 2024



Rachit Agarwal

Associate Professor,
Indian Institute of
Science

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OPPI Woman Scientist of the Year 2024



Prajakta Dandekar Jain

Co-ordinator, M.Tech.
Pharmaceutical
Biotechnology Program,
UGC Assistant Professor
in Engineering Sciences,
Institute of Chemical
Technology, Mumbai

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OPPI Scientist of the Year 2024



Arun Kumar Shukla

Professor and Sonu
Agrawal Memorial Chair,
Indian Institute of
Technology, Kanpur, India

Panel Discussions

Panel 1: Winning in Indian Healthcare: The Impact of Global Pharma Companies on Indian Healthcare and the Road Ahead

Panel Discussion

The panel discussion focused on the evolving role of global and domestic pharmaceutical companies in India and their impact on patient care, diagnosis, and access to healthcare. The key points and discussions included:

India's Growth and Healthcare Needs: India is recognized as one of the fastest-growing economies, with a large and aging population that presents a growing healthcare demand. The middle class is expanding, and with higher income levels, there is an increased investment in health and wellness. Investments in health infrastructure are also rising, particularly in tier 1, tier 2, and tier 3 towns, improving access to quality healthcare. The talent in India is becoming more visible, making the country a priority for global pharma companies. Policy reforms over the last decade have further enhanced India's attractiveness in the global pharma landscape.

Insurance and Ayushman Bharat: The panel discussed the role of insurance in healthcare, noting that while coverage is increasing,

only about 50% of the population is comprehensively covered. Ayushman Bharat, launched in 2018, covers approximately 700 million people and provides free treatment to over 20 million annually. The scheme is transforming the health system by integrating private sector services into government schemes, improving regulations, and creating an ecosystem conducive to health insurance growth. This has significant implications for the pharma sector, as more people are able to access treatments, and the industry is regulated more effectively.

Policy Reforms and Intellectual Property: Positive changes in policy and reforms are seen, particularly in the intellectual property environment since the national IP policy. Further progress is needed to address cases of infringement and to make the pricing environment more predictable. Improvements in the reimbursement sector and a more predictable pricing environment are needed to make India more innovation-friendly and to expand the market for innovative drugs.

Cross-Sector Learnings: Pharma companies could learn from the consumer sector, where companies view India as a home market rather than just another location. The affluent and elite segments are growing rapidly, which has implications for global pharma companies in terms of product offerings and launch timings. The Indian market is unique, with multiple influencers beyond just doctors, such as chemists, health coaches, and pharmacies. Customizing go-to-market models and leveraging digital engagement can drive further innovation.

Global Capability Centers (GCCs): GCCs are evolving from cost-efficiency drivers to innovation hubs, presenting an exciting opportunity for local talent.

Digital Health Stack in India: The Ayushman Bharat Digital Mission (ABDM), a full-stack digital health platform, is comparable to UPI. ABDM could transform the sector by creating vast datasets, increasing transparency, and aiding in research and development of new drugs and procedures. The ABDM could also help combat

counterfeit drugs and ensure the efficacy of prescriptions. Looking ahead, there are significant opportunities for the pharmaceutical industry

in India, and with the right policy environment, insurance coverage, and leveraging of digital opportunities, India is well-positioned to transform from

a pharmacy to a global pharma powerhouse.



Moderator:

Priyanka Aggarwal, Managing Director and Senior Partner, Boston Consulting Group (standing second from left)

Panelists:

Dr. Indu Bhushan, Founding CEO, Ayushman Bharat Pradhan Mantri Jan Arogya Yojna and Ayushman Bharat Digital Mission

Amal Kelshikar, Executive Director, Torrent Pharma

Anirudh Tara, Managing Director and Partner, Boston Consulting Group

Vineet Gupta, Managing Director, Eli Lilly and Company Pvt. Ltd.

Felicitated by:

Bhushan Akshikar, President – OPPI, Vice President & Managing Director, GlaxoSmithKline Pharmaceuticals Limited (standing third from left)

Panel 2: विकसित भारत@2047 - Transforming India from Pharmacy of the World to Pharma Powerhouse to the World

Keynote Address

Suresh Subramanian,

Partner, National Life Sciences Leader, EY India



The report “Viksit Bharat@2047: Transforming India from pharmacy of the world to pharma powerhouse to the world” outlines strategic path to becoming a pharma powerhouse, driven by innovation, policy, talent, and investment. It also emphasizes the future of integrated and accessible healthcare, healthcare equity, and the pivotal role of skilling. Currently, India’s pharmaceutical market stands at US\$58 billion, with an equal split between exports and domestic consumption. The goal is to reach US\$450 billion by 2047.

Self-reliance in APIs and KSMs:

The report delves into the resurgence of India in KSMs and APIs, striving to rebuild

our capabilities in these areas. Government initiatives like PLIs and PRIP schemes are supporting this growth, with states actively participating in drug parks. The OPPI-EY CXO survey highlighted the need for building scale, offering cost competitiveness, investing in sustainable practices, and innovation to move up the value chain to achieve self-reliance in the KSMs and APIs, and eventually become global exporters.

Innovation and next generation therapeutics:

Innovation in next-generation therapeutics is also crucial. India has started making progress in the areas of cell and gene therapy, ADCs, and DNA/RNA therapies. The culture and mindset

need to shift from generics to new modalities, embracing failure, and looking at higher investment horizons are highlighted as crucial enablers by CXOs to move up the value chain. Robust innovation ecosystem, supportive policy, regulatory advancement, and strong IP regime are also noted as important focus areas.

CRDMOs evolving landscape:

CRDMOs represent a growing market with significant opportunity for India considering our pharma strength and current geopolitical scenario. To gain share in the global market, we must harmonize with global standards and invest in top talent. Focus on quality and commitment to confidentiality &

data integrity are critical. Integrated healthcare – improving access and affordability: With integrated, patient-centered healthcare, and integration of digital technology, we’re moving towards a future where 68 crore citizens already benefit from the Ayushman Bharat card and PMJ insurance. By 2047, we envision 100% universal coverage, connected healthcare for seamless treatment across India, robust infrastructure reaching tier 2 and tier 3 cities, and informed, empowered individuals. Initiatives such as Ayushman Bharat and ABDM reflect a deep-seated commitment to making healthcare accessible to the most remote corners of the nation promising a revolution in healthcare

delivery, akin to what UPI did for businesses, leveraging the power of digital advancements. Innovative healthcare financing mechanisms and a focus on talent development are essential to prepare for the Viksit Bharat where each citizen will have healthcare coverage and access to innovative medicines.

Nurturing talent - skilling for a new era of pharma innovation and global leadership: Right talent pool and skillset is indispensable to achieve the ambition of becoming a global leader in innovative and integrated pharma and healthcare industry – in fact, talent is the most important critical enabler of this growth. Government, industry, and academia need to join hands and bring initiatives to develop

talent equipped to drive innovation and sustain growth.

Digital adoption is essential in the pharmaceutical and healthcare industries to enhance process efficiency and modernize existing systems. Leveraging our robust IT capabilities, we can harness our expertise to secure a competitive advantage on the global platform.

The journey ahead is both promising and challenging. The actions we take now will shape the next 25 years of healthcare and determine our success. By 2047, India has the potential to be a pharmaceutical powerhouse, not just for our own benefit but for the world that depends on us.

Panel Discussion

The panel discussion on “विकसित भारत@2047 - Transforming India from Pharmacy of the World to Pharma Powerhouse to the World” revolved around strategic measures to elevate India’s pharmaceutical sector.

The transition from a pharmacy to a pharmaceutical powerhouse is achievable, given the industry’s growth from US\$3 billion (2020) to US\$59 billion (2024). Our target of US\$300 billion in 2030 to US\$450 billion by 2047 is supported by the power of entrepreneurship, and collaboration between Indian and multinational companies in skilling and technology.

Four critical factors for this transformation include:

1. Innovation: India’s share in global innovation is negligible.

However, there’s a high focus on innovation now among Indian entrepreneurs.

2. Quality: Quality is a fundamental license to operate in this industry and India must become the world’s quality benchmark. Recent international regulatory meetings and the Schedule M announcement are steps in this direction.
3. Healthcare Security: as we rely on API imports, India needs to increase domestic API production and collaborate globally to address the constant pressure on pricing.
4. Digitalization: as the foundational catalyst across pharma value chain.

The milestones for this journey include enhancing production capacities and scale, expanding

global outreach, and achieving regulatory excellence. The government’s PLI scheme aims to address API capacity concerns; further there is a push for conducting global clinical trials in India among the multinationals.

Innovation is critical, and while India has a robust ecosystem, it functions in isolation. The goal is to demonstrate success with an innovative drug, creating an environment of trust to attract investment. Regulatory excellence is also paramount, with efforts to align domestic regulations with global standards and adopt digital technologies for a comprehensive regulatory approach.

GCCs and CRDMOs are playing an important role in the innovation ecosystem, working with global

innovator companies and developing talent in next-gen modalities. Panelists unanimously emphasized that the key strategy for India to ramp up innovation would be the shift *from 'Make in India' to 'Design and Make in India,'* emphasizing R&D and designing new drugs. The mindset shift from generics to innovative drugs requires a process of osmosis, learning from global innovators, and fostering a new generation of biotech companies. The IT industry's evolution from services to product companies provides a parallel for the pharma industry's potential transformation.

For *global companies in India,* maintaining manufacturing and quality standards is crucial. Global clinical trials and partnerships with institutions like the IITs will be critical in fostering an innovative ecosystem. Global trials in India are increasing, which will lead to more innovative assets and faster drug access.

Regulatory landscape must evolve to support both public and private innovation. In addition, with the convergence of pharma, digital and medical devices enabling better health outcomes, regulatory frameworks must adapt to new technologies like software as medical devices and integrated

medical device-pharmaceutical products. Digital drug regulatory systems and global standards for GMPs are underway.

In conclusion, the path forward presents a formidable challenge as we move forward in the pursuit of universal equitable healthcare and achieving the aspirational goal of becoming a dominant force in the global pharmaceutical industry. The actions and decisions taken in the coming years will be a testament to the industry's commitment to these objectives and will ultimately shape its trajectory in becoming a developed nation.



Moderator:

Suresh Subramanian, Partner, National Life Sciences Leader, EY India (standing second from left)

Panelists:

Dr. R Chandrashekar, Joint Drugs Controller (India) Central Drugs Standard Control Organization, Government of India

Bhushan Akshikar, President – OPPI, Vice President & Managing Director, GlaxoSmithKline Pharmaceuticals Limited

Sudarshan Jain, Secretary General, Indian Pharmaceutical Alliance (IPA) and Chairman, Indian Institute of Health Management and Research (IIHMR), Jaipur

Harish K Jain, National President, FOPE Director, Embiotic Laboratories (P) LTD

Krishna Sarma, Founder and Managing Partner, Corporate Law Group

Manni Kantipudi, CEO, Arogen Lifesciences

Felicitated by:

Anil Matai, Director General, OPPI (standing to the left)

Panel 3: Collaborative Strategies to Improve Access to Healthcare in India

Panel Discussion

The discussion centered on the multifaceted nature of collaboration in improving healthcare access in India, especially post-COVID, with an increased focus on wellness, patient-centric solutions, and the integration of various healthcare devices and diagnostics. The country has experienced a surge in digitalization, insurance penetration, and the consolidation of healthcare providers, alongside the influx of new medical professionals. These shifts are creating opportunities for innovative platforms to deliver value to patients.

Synergy between stakeholders: Effective collaboration can amplify the impact on healthcare delivery. The need for a new regulatory framework was discussed, with the proposed Drugs, Medical Devices, and Cosmetics Bill of 2023 aiming to revamp the entire regulatory framework governing the import, manufacturing, distribution, and sale of drugs, medical devices, and cosmetics in India.

Innovation and intellectual property: India's recent progress in patent grants and the simplification of patent processes highlighted as significant step to improve innovation and access to medicines. Potential of voluntary licensing over compulsory licensing was emphasized, as it facilitates technology transfer and

access to medicines, as evidenced during the COVID-19 pandemic.

Skilling and infrastructure development: Necessary for India's transition from a generic to an innovative pharmaceutical market. In terms of patient care, the role of insurance in early diagnosis and screening and the use of digital tools to streamline patient experiences, such as QR codes in hospitals for appointment management were discussed at length.

Technology's impact on patients: With the recognition that while technology can reduce waiting times and improve access to care, it can also be overwhelming, especially for the older population and those in rural areas. User-friendly, multilingual healthcare apps and a regulatory mechanism to build trust in these technologies could be future looking opportunities.

Public health innovation: Another focal point is the importance of addressing social and commercial determinants of health to improve overall well-being, not just sick care. The panelists discussed the regulatory aspects of over-the-counter (OTC) drugs and the potential for self-care through informed consumer choices, supported by clear labelling and education. Public-private partnerships (PPPs) were suggested as effective

models for primary and tertiary healthcare delivery.

Need for increased investment in R&D: India's gross expenditure on R&D and innovation (GERD) is relatively low with merely ~0.7% of its GDP into research as compared to other developing countries like Israel and South Korea. To transition from a generic to an innovator in the pharmaceutical industry, panelists called out the need for increased investment in R&D. Further, government subsidies and investment in biotech infrastructure to foster innovation is the need of the hour to prepare for future healthcare challenges.

The need for a collective and interdisciplinary approach, including public awareness, skilling, standardization, and investment in R&D is pivotal to improve access to healthcare and foster innovation in India.



Moderator:

Sumeet Chandna, Partner, Strategy & Transformation, EY Parthenon (second from left)

Panelists:

Adv. Narender Ahooja, Professor of Practice, MVN University and Former SDC, FDA Haryana

Arindam Ghosh, CTO (Chief Technology Officer) & Head of Corporate Strategy, Star Union Dai-ichi Life Insurance Co. Ltd

Dr. Malathi Lakshmikumaran, Executive Director and Practice Head, Lakshmikumaran and Associates

Dr. Ratna Devi, CEO, Dakshama Health and Education

Felicitated by:

Bhushan Akshikar, President – OPPI, Vice President & Managing Director, GlaxoSmithKline Pharmaceuticals Limited (standing to the left)

Expression of Gratitude



Ms. Asawari Sathaye

Director Communications and Patient Advocacy, OPPI

I would like to express my heartfelt gratitude to everyone present for making the OPPI Annual Summit 2024 a grand success. Sincere thanks to the Chief Guest, Hon'ble Minister of State Smt. Anupriya Patelji, the Guests of Honor, Secretary Department of Pharmaceuticals Dr. Arunish Chawla and Drugs Controller General of India Dr. Rajeev Singh Raghuvanshi, for their presence and insightful addresses, and Member Secretary, NPPA Smt. Vinod Kotwal for gracing the event with her presence. Your guidance and support continue to inspire the pharmaceutical sector. We are deeply grateful to all the panelists and moderators of the three insightful panel discussions. The thought-provoking conversations around healthcare transformation, the role of pharma companies, and collaborative strategies for better healthcare access

have left us with much to ponder and act upon. I would like to congratulate all the awardees of the OPPI Awards 2024 for their exceptional contributions. Your dedication and achievements are truly inspiring. A special mention to Dr. Gullapalli N. Rao, the winner of the OPPI Lifetime Achievement Award.

We would like to thank EY for collaborating as Knowledge Partners for the Annual Summit, and for co-creating the futuristic thought leadership report building strategic direction for Viksit Bharat@2047 pharma and healthcare. Thank you to team BCG for being our Session Partner. To all the delegates and attendees, thank you for your engaging and attentive participation in today's event. A heartfelt thank you to the OPPI Leadership, to our

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As we navigate this transformative journey, let us carry forward the ideas and strategies discussed here and work collectively towards realizing the vision of विकसित भारत@2047, transforming India from the Pharmacy of the World to the Pharma Powerhouse to the World.

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