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In Focus: Over the Counter Drugs (OTC)

Overview

Over-the-counter (OTC) drugs are medicines are sold directly to a consumer without a prescription from a health care professional, as compared to prescription drugs, which are sold to consumers possessing a valid prescription. Over the counter drugs can be broadly segmented as analgesics, topical medicines, cough and cold preparations, indigestion preparations, medicated skin products, first aid kits, plaster and bandages, traditional medicines and vitamins and minerals. Among all the OTC drugs cough and cold preparations lead the OTC healthcare market with almost 18% of market share. In many countries, OTC drugs are selected by a regulatory agency to ensure OTC ingredients are safe and effective when used without a physician care. OTC drugs are usually regulated by active pharmaceutical ingredients (APIs), not final products. By regulating APIs instead of specific drug formulations, governments allow manufacturers freedom to formulate ingredients, or combinations of ingredients, into proprietary mixtures. The term over-the-counter are counter-intuitive in many countries, these drugs are often located on the shelves of stores like any other packaged product. In contrast, prescription drugs are literally passed over a counter from the pharmacist to the customer. Some drugs are legally classified as over-the-counter & dispensed by a pharmacy employee after an assessment of the patient's needs and/or the provision of patient education. In many countries, a number of OTC drugs are available in establishments without a pharmacy, such as general stores, supermarkets, gas stations Regulations detailing the establishments where drugs may be sold, who is authorized to dispense drugs and whether a prescription is required vary considerably from country to country.

In addition to the substances such as aspirin and acetaminophen Some Trade Names Tylenol called as OTC drugs, many other commonly available products are considered OTC drugs by the federal Food and Drug Administration (FDA).). Some toothpastes, some mouthwashes, some types of eye drops, wart removers, first aid creams and ointments that contain antibiotics, and

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even dandruff shampoos are considered OTC drugs. Some OTC drugs were originally available only by prescription. After many years of use under prescription regulation, drugs with excellent safety records may be approved by the FDA for over-the-counter sale. The analgesic ibuprofen Some Trade Names Advil and the indigestion remedy famotidine Some Trade Names Pepcid are examples of such drugs. The OTC version has a substantially lower amount of active ingredient in each tablet, capsule, or caplet than does the prescription drug. When establishing appropriate doses of OTC drugs, manufacturers and the FDA try to balance safety and effectiveness.

Guidelines for Choosing and Using Over-the-Counter Drugs

- Choose a product due to the ingredients are appropriate for the condition, not due to the product has a familiar brand name.
- Choose a product with the fewest appropriate ingredients. Products that attempt to relieve every possible symptom are likely to expose people to unnecessary drugs, pose additional risks, and cost more.
- Read the label carefully to determine the correct dose and precautions, including conditions would make the drug a poor choice.
- Ask a pharmacist to check for potential interactions with other drugs being used.
- Ask a pharmacist to identify possible side effects.
- Do not take more than the recommended dose.
- Do not take an OTC drug longer than the maximum time suggested on the label.

Uses of OTC drugs

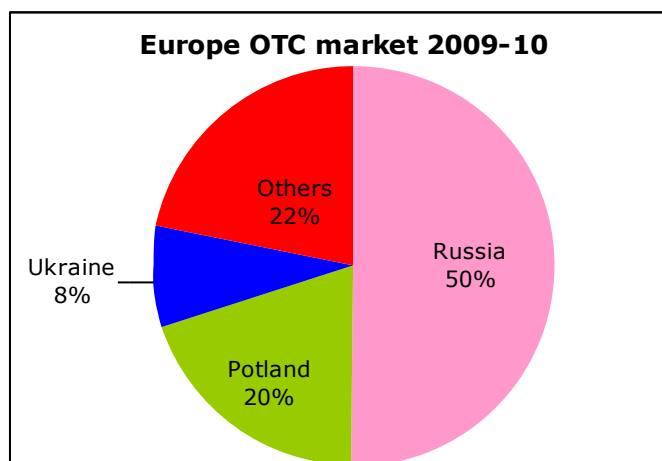
The most common OTC medications are used to treat aches and pains, allergies, drowsiness, and cold and influenza (flu) symptoms. OTC drugs are commonly used to remedy coughs and sore throats, constipation (the inability to have a bowel movement), and diarrhoea. Other ailments are relieved by OTC drugs include insomnia; motion sickness; nausea (an upset stomach, sometimes combined with vomiting); and obesity. Herbal dietary supplements and vitamins are sold over the counter.

OTC medicines advertising

- Digestives
- Antacids
- Antiflatulents
- Cold rubs and analgesic
- Vitamins/tonics/health
- Medicated skin treatment
- Glucose powders
- Cough liquids
- Throat lozenges
- Medicated dressings
- Baby gripe water
- Syurvedic medicines

Global market of OTC

In 2009, the global over-the-counter (OTC) pharmaceutical market generated revenues of more than US\$60bn. Total OTC revenues will exceed US\$70bn by 2015. From 2010 onwards, Rx-to-OTC switching and the continuing importance of emerging healthcare markets will drive sales in healthcare sector. The OTC pharma market will grow significantly from 2010 onwards. Russia and Poland the largest OTC markets in the region. In



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Source: Market sources; Cygnus Research

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Indian Pharmaceutical Association
Kalina, Santacruz (E), Mumbai – 400 098.
Tel: 91-22-26671072; Fax: 91-22-26670744,
Email: ipacentre@ipapharma.org; www.ipapharma.org

Cygnus Business Consulting & Research Pvt. Ltd
Plot No: 8-3-948/949, 1st Floor, Solitaire Plaza,
Behind Image Hospital, Amecpet, Hyderabad- 500 073.
Tel: +91-40-23430203-07, Fax: +91-40-23430201,
Email: info@cygnusindia.com; Website: www.cygnusindia.com

2009-10, as in previous years, almost half of the OTC products market value was generated by Russia. In 2009-10 Poland was the second largest OTC market in the region, with a share as a proportion of total sales of around 20%. Ukraine had a share of around 8% as a proportion of all OTC business on the CEE market, whereas for the Czech Republic the figure fluctuated around 6%. Slovakia allows online sales of OTC drugs. One of the most important events on the OTC products market during 2009-10 was the allowance of online and distance selling of OTC

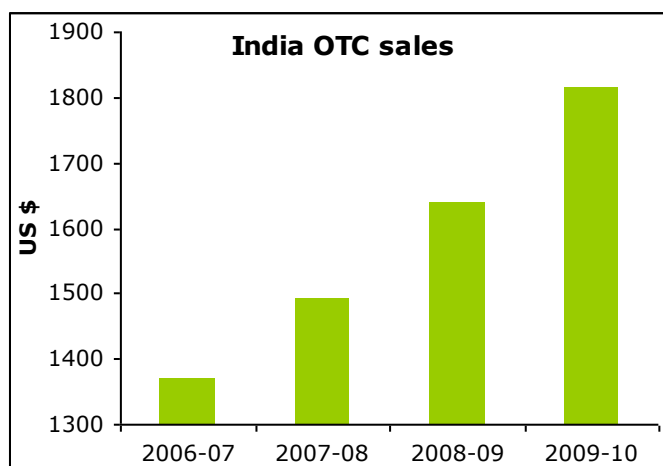
drugs in Slovakia, which was made legal by an amendment to the Medicines Act which came into force on 2009-10. Mail order is limited to drugs and medical devices available over the counter and not covered by obligatory health insurance. The liberalisation of distribution of OTC medicines may also take place in Russia in the future. In 2009 the Russian Ministry of Industry and Trade sent the Russian government its opinion, suggesting the implementation of allowing the sale of OTC medicines outside pharmacies. The sale of some drugs in retail outlets would result in an increase in the availability of such drugs for the public. Furthermore, the Ministry emphasised that a 5-10% reduction in the cost of OTC drugs is expected.

Major Players

- Glaxo Smith Kline
- Novartis AG
- Johnson & Johnson
- Sun Pharma
- Cipla
- Dabur
- Dr Reddy Laboratories

India Market of OTC

India currently ranks 11th in the global OTC market size. It is estimated that it will reach 9th position within five years. Currently the Indian OTC market (i.e. advertised non-prescription medicines) is estimated to represent approximately USD 1793 million (Euro 1 310 million) with an annual growth rate of 23%. India's over the counter (OTC) drug sale has grown around 10% in the last two years, leaving the U.S. and China much behind, where OTC drug sale is estimated at 4% to 5% respectively. The share of sale of OTC



Source; Market Sources; Cygnus Research

traditional drugs in India has gone up to 30%. The maximum number of OTC drugs sold by qualified chemists and pharmacists are from the branded companies, the share of which is estimated at 8%. The main reason for the phenomenon is that common masses avoid consulting private medical practitioners due to high professional fees. The faith of most of the masses is increasingly reviving in traditional medicines which are easily available with druggists, pharmacists and even special retailers, including super markets and hyper markets. OTC drugs advertisements often appear in electronics and print due to legally permitted which easily influence a large number of people to go in for OTC drugs. India's OTC drugs market was close to around 6% as against less than 2% of the U.S. and around 3% of China. The OTC drugs in India are quite common due to the population of pharmacists and chemists have exceeded over 0.85mn. The OTC drugs sale would further get enhanced as their sales are now being permitted through retail outlets. At present, OTC drugs are sold off in larger percentage of over 37 in urban areas and their penetration in the rural market is around 10%. In India, the awareness on modern medicines has gone up.

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Cygnus Business Consulting & Research Pvt. Ltd
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Impact of healthcare reform on OTC Drugs

Health Care Reform revised the definition of medical expenses as medical expenses relates to over-the-counter (OTC) drugs. OTC drug is reimbursable as a medical expense only if the drug is obtained with a prescription:-

- The cost of an OTC drug may be reimbursed from an FSA, HRA, HSA or Archer MSA only, if the participant obtains a prescription for the OTC drug. A prescription is any written or electronic order meets the legal requirements for a prescription in the state in which the OTC drug is purchased.
- OTC expenses include items such as crutches, supplies such as bandages, and diagnostic devices such as blood sugar test kits. The pre- Health Care Reform rules apply to these OTC expenses.
- The new rule applies to expenses incurred after regardless of the plan year of the plan under which the participant would otherwise obtain reimbursement. New rule applies regardless of any 2½-month grace period for an FSA.
- OTC drugs and supplies must be used in the same Plan Year in which claim reimbursement for their cost. Bulk purchases are not permitted.
- It is the responsibility to remain informed of the list of eligible OTC expenses, which can be found on this web site.
- Newly eligible OTC drugs and supplies are not considered a valid change in status event would allow to either change the Health Care Spending Account annual election or enroll mid-year.
- Must maintain sufficient documentation to submit receipts for reimbursement.
- Resubmit a copy of receipt from the records if a rejected OTC expense becomes eligible for reimbursement later in the same Plan Year.

Outlook

The market is forecast to expand at a yearly rate of 6.3% until 2011 & could approach US\$3.4 billion, outpacing the economy as a whole. From 2010 onwards, Rx-to-OTC switching and the continuing importance of emerging healthcare markets will drive sales in this sector. The OTC pharma market will grow significantly from 2010 onwards. There is a growing demand for OTC products in homoeopathy. The homoeopathic drugs market in India was put at Rs5bn in 2010& is expected to grow to Rs8bn by 2012. There are about 400 manufacturers in the country. The total OTC revenues will exceed US\$70bn by 2015. The OTC Market is valued at US\$ 3.0 billion registering a growth of 31% annually. The fastest growing segments are diabetic, cardiovascular, central nervous system, anti ulcerants, oncology and lipid regulators.

MARKETING

AMERICAS

New Jersey: Dr Reddy launches anti-asthma tablets in US

Dr Reddy Laboratories launched its anti-asthma tablets in the American market. The approval by the USFDA came after a district court's decision on the non-infringement of the patent for the tablet. This decision paved the way for the product's launch. New Jersey granted Dr Reddy's motion for summary judgment of non-infringement against Astra Zeneca, clearing the way for the launch of the product. Zafirlukast had total US sales of approximately US\$50m for the 12 months.

San Diego: Santarus launches novel type 2 diabetes drug Cycloset in US

Santarus, Inc. has US launch of Cycloset (bromocriptine mesylate) tablets. Cycloset is a prescription drug approved by the US Food and Drug Administration (FDA) as an adjunct to diet and exercise to improve

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glycemic control in adults with type 2 diabetes mellitus both as monotherapy and in combination with other oral antidiabetic agents. Cycloset is available through retail pharmacies. Company commercial organization, which includes approximately 110 sales representatives, is excited about the addition of Cycloset with its novel approach to treating patients with type 2 diabetes and the overlap with our current called-on physicians for Glumetza.

New Jersey: Par Pharma begins shipment of generic Accolate

Par Pharmaceutical Companies, Inc. has entered into an exclusive supply and distribution agreement with AstraZeneca in the US to distribute the authorized generic version of AstraZeneca Accolate (zafirlukast). Par began shipping 10 mg and 20 mg strengths of zafirlukast tablets. Annual sales in the US for Accolate are approximately US\$50m. Zafirlukast tablets are indicated for the prophylaxis and chronic treatment of asthma in adults and children 5 years of age and older. Zafirlukast tablets are contraindicated in patients who are hypersensitive to zafirlukast or any of its inactive ingredients.

Netherland: Pharming gets EU nod to market Ruconest

Biotech Company Pharming Group NV and Swedish Orphan Biovitrum (Sobi) has been granted Pharming Marketing Authorization from European Commission has granted for its lead product Ruconest for the treatment of acute attacks of Hereditary Angioedema (HAE). Pharming will receive a €5 million milestone payment from marketing and distribution partner Sobi. Patients suffering from HAE experience unpredictable, painful and debilitating attacks, due to reduced levels of C1 inhibitor, resulting in intense swelling of parts of the body which can last up to five days if left untreated. Ruconest is a recombinant version of the human C1 inhibitor protein, produced by Pharming proprietary transgenic technology.

New York: Forest Lab, Janssen Pharma enter collaboration & distribution pact for Bystolic

Forest Laboratories, Inc has entered into a definitive collaboration and distribution agreement for Bystolic (nebivolol) and Savella (milnacipran HCl) in Canada with Janssen Pharmaceutical, NV and Janssen Pharmaceutical respectively, on behalf of Janssen Inc., will market the products in Canada. Under the terms of the agreement, Janssen Pharmaceutical NV and Janssen Pharmaceutical will pay Forest an undisclosed signing fee, milestones and sales-related royalties in exchange for exclusive sublicenses to Janssen Inc. for the commercialization of Bystolic and Savella in Canada.

Asia-Pacific

India: Gujarat Pharmacy Council to launch online facility for new registration

The Gujarat Pharmacy Council will launch online facility for filing applications for the diploma and degree holders in pharmacy for new registration. This would be the first of its kind in the country a state pharmacy council accepts application through online for registering the new pharmacists.90% of the work for the new initiative has been already completed and the facility would come into being from the beginning of 2011. The number and certificate of registration will be issued to the students by online. The Council will form a Drug Information Centre (DIC), which will be fulfilled in the coming year. In the beginning the Centre will start functioning in a separate room of the Council office in Ahmedabad. Later on, it will be shifted to a permanent building of its own.

India: Sankara Eye Hospital opens Ocular Oncology Centre to offer brachytherapy for eye cancer

Sankara Eye Hospital has opened a dedicated centre for oncology care. The new centre known as 'Krishnarpanam' Naraindas Morbai Budhrani Trust Sankara Ocular Oncology Centre will offer chemotherapy, ruthenium 106 brachytherapy, transpupillary thermotherapy (slit-lamp and indirect ophthalmoscope delivery) in addition to cryotherapy and laser photocoagulation and surgical resection of tumours for patients with ocular tumours. Ocularistricy Clinic which would enable rehabilitating these patients with cosmetic eye shells. Brachytherapy technique is suitable for small or medium-sized eye melanomas and also for lymphoma of the eye, which are common forms of cancer. It is given via a small operation under general anaesthesia with small radioactive seeds or plaques placed over the tumour that attack and kill the cancer cells

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India: Manipal Hospital launches social fund for underprivileged type 1 diabetes children

Manipal Hospital has a social fund for underprivileged type 1 diabetes children. The funding is being disbursed through Manipal Foundation which is engaged in supporting the needy patients to meet the high costs of treatment. To commemorate the occasion and spread the message of awareness on World Diabetes and Children's Day, the Department of Nutrition & Dietetics and Department of Paediatrics of Manipal Hospital has set-up a social fund for the underprivileged type 1 diabetes going by the rise in the number of cases. Manipal Hospital, Bangalore the fund will support free consultation and free bed, free insulin, free glucometer, diabetic alert cards, free 3 monthly HbA1C test, and annual screening for complications for type 1 diabetic children.

India: Narayana Hrudayalaya inks MoU with Central University of Orissa for student

Narayana Hrudayalaya, has signed a Memorandum of Understanding (MoU) with the Central University of Orissa focusing on medical education, clinical expertise and research. The MoU was signed for a period of five years and may be extended further as may be agreed upon by both the parties. Central University of Orissa, located in the backward region of Koraput of the state and is home to large tribal and poor population. Narayana Hrudayalaya signed the agreement in an effort to create a synergy between two the institutions to improve healthcare. Institutions would be engaged in offering healthcare training to the students to strengthen country's clinical and scientific potential. It would help to create opportunities for medical professionals, researchers and scientists to learn new techniques and provide better healthcare facilities in their respective regions.

India: Apollo Hospitals launches centre for advanced cardiac care' at Secunderabad

Apollo Hospitals has launched a state-of-the-art cardiac facility centre for advanced cardiac care' (CACC) at Apollo Hospitals, Secunderabad. The CACC has been specially envisaged to address the ever expanding pandemic of heart disease in Andhra Pradesh. CACC will cater to the needs of the patients from the twin cities and Telangana districts. CACC has dedicated, highly qualified and experienced cardiology & cardiothoracic teams, skilled technologists and support staff ably backed by a modern multi-specialty medical facility. The centre is equipped with state of the art modern flat panel cardiac catheterization laboratory. To provide care on par with the best cardiac facilities in the country, the Centre has acquired latest technology including Fractional Flow Reserve (FFR) and intra vascular ultrasound (IVUS).

INVESTMENT**Asia-Pacific****India: Orchid Pharma to invest Rs2 billion in niche segment**

Orchid Chemicals and Pharmaceuticals will invest around Rs2 billion to enter niche segments like immuno suppressants and ophthalmology. Company are planning to venture into niche segments like immuno suppressants (drugs the prevent immune system's activity) and ophthalmology. The investment will happen in 2012. The company expects around 20% growth this fiscal as the demand is good for its products as there is limited competition in the segment.

India: Dr Reddy gets FDA nod to launch generic Zafirlukast tablets in US

Pharma firm Dr Reddy Laboratories has received the US Food and Drug Administration (US FDA) nod to launch the generic Zafirlukast tablets, used for treating asthma, in the American market. The approval by the US-FDA for its abbreviated new drug application (ANDA) for Zafirlukast tablets follows a favourable court judgment in the patent infringement case filed against it by patent holder Astra Zeneca. The US District Court of New Jersey had "granted the motion for summary judgment of non-infringement against Astra Zeneca clearing the way for the launch of the product.

India: Centre plans to rationalise abatement rates for pharma products as per changes in taxes

The Centre is planning to further rationalise the present rates of abatement for pharmaceutical products based on the various changes that have taken place in the rate of taxes in the recent years. The abatement

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committee is likely to consider this, it is learnt. The committee, which was set up to prescribe the rates of abatement, will discuss the measures in line with the recommendation submitted by the Comptroller and Auditor General of India. The abatement from MRP to arrive at the assessable value of pharmaceutical products was fixed at 40% taking into consideration the rates of sales tax which varied between 8 and 10 percent in various states.

India: Karnataka govt spends Rs.2.38bn to modernize ESIC hospital

Karnataka government has invested a total of Rs.2.38bn for the modernization of an ESIC hospital at Rajajinagar in Bangalore. This hospital is the first ESIC hospital where work of modernization and upgradation has been completed and the facility is comparable to international standards. The ESI Post Graduate Institute of Medical Sciences and Research (PGIMSR) at ESIC Model Hospital has been approved by the Medical Council of India (MCI). The Medical institute has appointed Professors, Associate Professors and Assistant Professors in eight specialties. The institute got 10 PG students which covers two each in general medicine, OBG, biochemistry, pathology and microbiology.

MERGER & ACQUISITION

Americas

New York: Pfizer to acquire King Pharmaceuticals for US\$3.6 billion in cash

Pfizer and King Pharmaceuticals entered into a definitive merger agreement in which Pfizer will acquire King for US\$3.6 billion in cash, or US\$14.25 per share. The transaction represents a premium of approximately 40% to King closing price and 46% to the one-month average closing price. The merger agreement will further expand Pfizer's business profile, providing a prescription pharmaceutical business focused on delivering new formulations of pain treatments, the Meridian auto injector business for emergency drug delivery, and an animal health business that offers a variety of feed additive products for a wide range of species.

California: Isis Pharma, Xenon collaborate to develop antisense drugs

Isis Pharmaceuticals, Inc. and Xenon Pharmaceuticals Inc. has new collaboration to discover and develop antisense drugs as novel treatments for the common disease anaemia of inflammation (AI). Under the terms of the agreement, Isis will receive an undisclosed upfront payment in the form of a convertible promissory note from Xenon to discover and develop antisense drugs to the targets hemojuvelin and hepcidin. Upon the identification of a development candidate, Xenon has the option to exclusively license the development and worldwide commercialization rights for these antisense drugs from Isis. In addition to license and option fees, Isis will be eligible to receive development and commercial milestones and royalties on sales of drugs licensed to Xenon under the collaboration as well as a portion of sublicense revenue.

Virginia: Biovista enters research collaboration with Pfizer

Biovista has entered into a pilot research collaboration agreement with Pfizer Inc. The aim of the collaboration is to identify new indications for a number of undisclosed Pfizer development candidates, using Biovista's Clinical Outcome Search Space (COSS) technology. Under the terms of the agreement, Biovista will collaborate with Pfizer Indications Discovery Unit to identify up to three novel indications for each of the Pfizer candidates. The terms of the agreement include an upfront payment and success-based milestones. Biovista seek to benefit from the collaboration with Biovista and COSS technology to expand uses for Biovista drugs and to help accelerate our clinical programmes.

California: Isis Pharma, Xenon collaborate to develop antisense drugs

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Canada: McKesson to buy US Oncology for US\$ 2.16 billion

McKesson Corporation has signed a definitive agreement under which McKesson will purchase all outstanding shares of US Oncology for cash. The total transaction, including the assumption of US Oncology's outstanding debt, is valued at approximately US\$ 2.16 billion. The combined organization will focus on providing a comprehensive offering of solutions for the oncology industry, one of the fastest-growing segments in healthcare. Excluding transaction and integration costs, the acquisition is expected to be neutral to McKesson's diluted earnings per share in its current fiscal year, and modestly accretive beginning in McKesson's fiscal year 2012.

EUROPE

London: GSK & Fiocruz extend innovative collaboration to R&D new medicines

GlaxoSmithKline and the Oswald Cruz Foundation (Fiocruz) have a unique collaboration to research and develop new and innovative medicines to treat diseases which disproportionately affect people living in the world poorest countries. This new collaborative framework, builds on a long-standing relationship between Fiocruz and GlaxoSmithKline, to manufacture vaccines for public health priorities in Brazil. These include polio, Haemophilus influenzae type b (Hib), measles, mumps, rubella, rotavirus and most recently pneumococcal disease. The relationship has supported the development of research and manufacturing capabilities in Brazil through technology transfer and scientific collaboration. This expanded partnership will enable scientists at Fiocruz and GSK Tres Cantos facility in Spain (which is dedicated to diseases of the developing world) to openly share new research, ideas and know-how.

Ireland: Merrion Pharma enters feasibility & option agreement for Gipet technology

Merrion Pharmaceuticals Plc, has the commencement of an oral drug delivery feasibility and option agreement with Rebel Pharmaceuticals, LLC, on two undisclosed compounds. The agreement will evaluate the ability of Merrion patented Gipet technology to enhance the compounds clinical profile and provide a substantially improved product. On successful completion of the feasibility agreement, Merrion and Rebel Pharmaceuticals will enter into license agreements, the financial terms, including milestones and royalties have already been agreed. Rebel Pharmaceuticals is a specialty Pharmaceuticals Company focused on enhancing approved drugs using proven and patented drug delivery technologies. Company is pleased to be entering into this agreement with Rebel Pharmaceuticals and building a relationship with Rebel Pharmaceuticals. Company believes there can be substantial patient benefits from improved oral formulations of these compounds using company unique Gipet technology.

Asia-Pacific

India: Dr Reddy acquires US-based oral penicillin facility

Pharmaceutical major Dr Reddy's Laboratories has entered into an agreement with GlaxoSmithKline (GSK) for acquiring its oral penicillin facility. GSK will transfer ownership of its oral penicillin manufacturing site in Bristol, Tennessee. The company will get the rights for the augmentin and amoxil brands in the American markets, while GSK will retain the existing rights for these brands outside the US. It allows company to enter the US penicillin-containing antibacterial market segment and serve the needs of company customers and patients through manufacturing capabilities. The acquisition is in line with company strategy to significantly scale up our generics business in North America.

Meda acquires three OTC products from Norgine

Meda AB has acquired three well established OTC products from Norgine, a Dutch pharma company. The products are Spasmonal and Waxsol (ear drops). The largest product is Pyralvex, which has a turnover of about 90 MSEK. Total annual sales for the products are about 190 MSEK and the majority of sales are generated in Europe. The purchase price is 540 MSEK which equals an Earnings before

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Interest, Taxes, Depreciation and Amortization (EBITDA) multiple of about 5. OTC products is a growing segment. The acquisition of well known OTC brands further strengthens company presence in OTC area.

FDA Approval

Bafna Pharma receives Ghana FDA nod for diabetes drug

Drug maker Bafna Pharmaceuticals has received approval from Ghana Food and Drug Administration (FDA) for Metformin tablets 500 mg, a drug used by the diabetic patients. Metformin is an oral anti-diabetic drug in the biguanide class. It is the first-line drug of choice for the treatment of type 2 diabetes, particularly in overweight and obese people and those with normal kidney function. It is the eighth formulation approval received from Ghana FDA for a product by Bafna Pharmaceuticals Ltd, a Chennai-based company engaged in the business of manufacturing of pharmaceutical formulations of Betalactum and Non-Betalactum. Company look forward of launching our formulation Metformin tablets 500mg shortly. The approval of Metformin tablets represents yet another addition to the expanding Bafna Pharma product portfolio.

Glenmark gets US regulator approval for Pramipexole Dihydrochloride

Drug maker Glen mark Pharmaceuticals Ltd has received a nod from the US pharma regulator for manufacturing and marketing of a drug used for treatment of Parkinson's disease and restless legs syndrome. The US-FDA (US Food and Drug Administration) has granted Abbreviated New Drug Application (ANDA) approval to Glenmark Generics Inc, US for Pramipexole Dihydrochloride tablets. The company has commenced the marketing and distribution of the drug in all approved strengths-- 0.125 mg, 0.25 mg, 0.5 mg, 1 mg, and 1.5 mg, it added.

Sun Pharma got USFDA approval for Generic Clarinex

Drug maker Sun Pharmaceutical Industries Ltd got USFDA has granted an approval for its Abbreviated New Drug Application to market a generic version of Schering Plough's Clarinex tablets. These generic Clarinex tablets contain desloratidine and are therapeutically equivalent to Schering Plough Clarinex tablets, the company. Generic Clarinex tablets are indicated in the treatment of seasonal allergic rhinitis, perennial allergic rhinitis and chronic idiopathic urticaria. This strength of Clarinex has annual sales of about US\$212m in the US. Established in 1983 Sun Pharmaceutical manufactures and markets pharmaceutical formulations as branded generics as well as generics across the globe.

Cadence Pharma gets US FDA marketing nod for Ofirmev injection for pain and fever

Cadence Pharmaceuticals, Inc has received marketing approval from US Food and Drug Administration (FDA) for Ofirmev (acetaminophen) injection, the first and intravenous (IV) formulation of acetaminophen to be approved in the United States. Ofirmev is indicated for the management of mild to moderate pain, the management of moderate to severe pain with adjunctive opioid analgesics, and the reduction of fever. The approval of Ofirmev is a significant milestone for Cadence as company advance our mission to improve the lives of hospitalized adults and children.

India: Glenmark, LVT gets US FDA nod for 2 new drug applications

Pharma firm Glenmark Pharmaceuticals have obtained US FDA approval for two New Drug Applications (NDA) for a line of controlled substance products containing Oxycodone Hydrochloride. The approved Oxycodone product line includes a 5mg capsule and 100mg/5mL oral solution, the company said in a statement. The two approved NDAs provide Glenmark and LVT with manufacturing and distribution rights to the only FDA approved Oxycodone immediate release capsules and oral solution currently available in the United States.

India: Ranbaxy gets USFDA nod for Alzheimer drug

Pharmaceutical major Ranbaxy has received final approval from the US Food and Drug Administration (USFDA) to manufacture and market Donepezil Hydrochloride tablets used for treating Alzheimer's disease with 180 days market. The approval for Donepezil Hydrochloride tablets has been given by

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Cygnus Business Consulting & Research Pvt. Ltd
Plot No: 8-3-948/949, 1st Floor, Solitaire Plaza,
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USFDA, a US health regulator, in the strengths of 5 mg and 10 mg. Total annual market sales for Aricept 5mg and 10mg tablets were 2.6 billion dollars. Aricept is indicated for the treatment of dementia of the Alzheimer's type, and in patients with mild to moderate and severe Alzheimer's disease. Ranbaxy generic formulation of Aricept will benefit the US healthcare system by providing a more affordable treatment option to patients which will have a positive impact on escalating US healthcare costs.

India: Novartis brain tumour drug Afinitor gets US FDA approval

Novartis has approved Afinitor (everolimus) tablets for patients with subependymal giant cell astrocytoma (SEGA), a benign brain tumour associated with tuberous sclerosis require therapeutic intervention but are not candidates for curative surgical resection. FDA decision is an important milestone for the children and adults living with SEGA associated with tuberous sclerosis. SEGAs can be challenging for individuals with tuberous sclerosis and for the whole family, Company are encouraged to see ongoing research and new treatment options like Afinitor for these individuals.

India: Lupin gets final US FDA nod for Suprax chewable tablets

Lupin US subsidiary, Lupin Pharmaceuticals, has received final approval for Suprax (Cefixime) chewable tablets, 100 mg, 150 mg and 200 mg from the US FDA. Lupin filed 2 ANDAs bringing the cumulative filings as at the end of second quarter September 2010 reached to 132 ANDA filings, of which 45 have been approved by the US FDA. Lupin Pharmaceuticals, Inc, headquartered in Baltimore, is dedicated to delivering high quality, affordable generic medicines and branded formulations. Lupin, India is an innovation led transnational pharmaceutical company producing a wide range of quality, affordable generic and branded formulations and APIs for the developed and developing markets of the world..

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Diovan

Introduction

Diovan (Valsartan) is a hypertension drug belonging to the Angiotensin II Blockers class. The drug is developed by Novartis Pharmaceuticals and is expected to lose patent protection by 2010 in the US, 2011 in Europe, and 2013 in Japan. Angiotensin II blocker drugs reduce the risk of Atrial Fibrillation (AF) by 28% that involves promotion of vasoconstriction, sodium and water retention and cardiac hypertrophy. Active ingredient of Diovan is hydrochlorothiazide. Diovan reduces the occurrence of atrial fibrillation, a faulty heartbeat that can lead to the formation of clots that can cause heart attack or stroke. The drug is also used for treating heart failure in patients who do not tolerate angiotensin-converting enzyme (ACE) inhibitors. The drug is currently protected by a patent that prevents any generic Diovan from being manufactured.



Working of Diovan

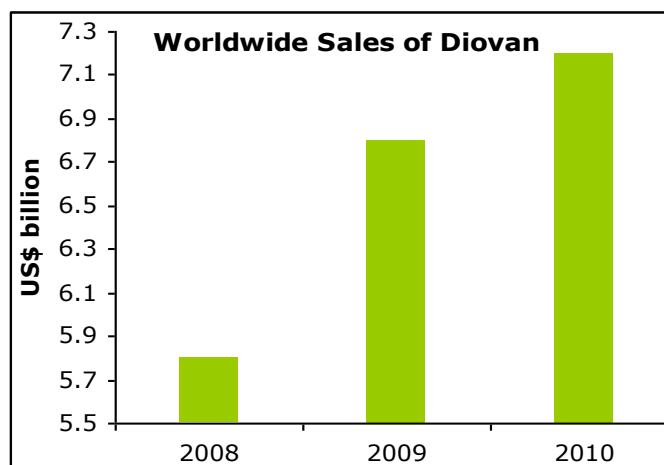
As the name implies, Diovan blocks angiotensin II receptors. This decreases the effectiveness of a chemical known as angiotensin II, which normally causes blood vessels to narrow (constrict). By blocking the effects of angiotensin II, Diovan causes blood vessels to relax, which can lower blood pressure. It also allows the heart to work more efficiently. Some of the common side-effects of the drug include dizziness, cough, and an increase in blood potassium levels. Some rare side effects of Diovan

Drug Details	
Drug Brand Name	Diovan (Valsartan)
Active Ingredient	Valsartan
Company Name	Novartis
Tentative Approval Date	4th August, 2005
Chemical Type	Novel Molecular Entity
Drug Dose & Type	Capsule with 40mg, 80mg, 160mg and 320mg strength once daily
Patent Rights	Yes
Patent Expiry	2012

include impotence, hepatitis, constipation, itching, wheezing, and unexplained skin rash. Generally, Diovan is available as hard gelatin capsule form with 40mg, 80mg, 160mg, 320mg strength, but a Diovan suspension (liquid) is also available for use in children as young as six years old.

Market size

High blood pressure affects nearly one in four adults worldwide. The South East Asian market is potentially huge for the treatment of hypertension and Japan has a long tradition of willingness to participate in the battle to lower blood pressure by all means of pharmacological. Japan now accounts for about 20% of net sales of Diovan in the world. While it is easy to measure and can be successfully managed, nearly 65% of patients with high blood pressure do not have the condition under control. The field of hypertension treatment is still expanding driven by consumer demand for the newest agent, and the reduced side-effects. Novartis has an important role in the area of Renin-Angiotensin System inhibition in the world.



Source: www.expresspharmaonline.com;
Cygnus Research

In the first half of 2009, Novartis generated around \$2.9 billion in sales for its hypertension drug, Diovan. The drug is expected to generate worldwide sales of

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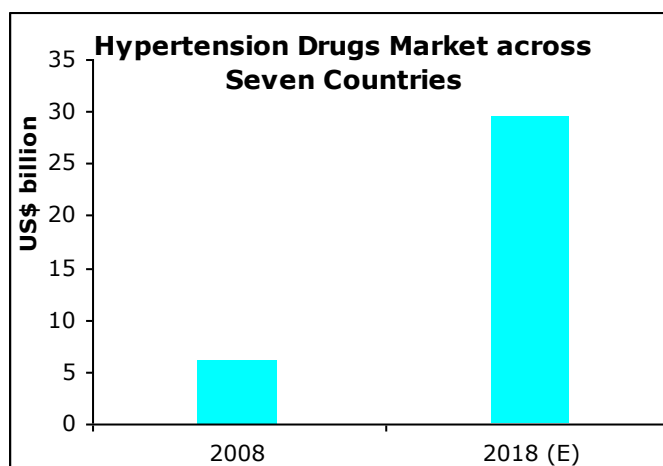
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over US\$6 billion in 2009 from the base of US\$5.8 billion in 2008. The drug is, however, expected to face generic competition in the next few years. The company is therefore lining up new drugs to counteract for the lost revenue.

Hypertension drugs market across seven major markets

Hypertension drugs sector across seven major markets in the world (US, France, Germany, Italy, Spain, UK and Japan) is expected to reach around US\$29.5 billion by 2018, a drop of over \$6 billion compared to 2008. With no promising novel pipeline agents, pharmaceutical companies have little choice but to adopt line extension life cycle management strategies introducing a number of new fixed dose combinations.



Source: Market Sources; Cygnus Research

New drugs to drive hypertension drugs market

Major categories of hypertension drugs include Angiotensin-Converting Enzyme Inhibitors (ACEIs), Angiotensin II Receptor Antagonists (AIIIRAs), angiotensin II blockers, beta blockers, Calcium-Channel Blockers (CCBs), and diuretics. Presently, the hypertension drugs market is saturated with effective, well-established treatments and the market is declining. Cozaar's and Diovan's patent expiries in the US are expected to alter the structure of the antihypertensive market dramatically. Some of the fixed dose treatment already established in the market is CCB/Renin-Angiotensin-Aldosterone System (RAAS) inhibitors and CCB/RAAS/diuretics. The market is further expected to receive a boost with the introduction of new advanced drugs in the market including fixed-dose treatments such as Novartis's Exforge HCT, Daiichi Sankyo's olmesartan/amlodipine/HCT, and Novartis's aliskiren/amlodipine/HCT. The new therapies would offer greater convenience over currently available fixed-dose combinations that would help to reduce patients' pill burden.

Generic availability of Diovan

Worldwide, the first patent for Diovan currently expires in 2012. This is the earliest that a generic version of Diovan could become available. Typically, Diovan patent expiry is a multi-year event that varies by country through 2010-2015. India-based Ranbaxy Laboratories has received tentative approval from the US Food and Drug Administration to make and sell the hypertension tablets, Valsartan. The company is optimistic of its first-to-file application status, for the generic version of the Novartis drug sold under the brand name, Diovan. If successful, a first-to-file application will grant six-month market exclusivity once Diovan goes off-patent in 2012.

Indian scenario

Emerging markets including India forms around 18% of the global pharma market and it continues to drive its growth, contributing 49% of its total growth in 2009 over the previous year. Pfizer signed two licensing deals with India-based companies, adding 128 new off-patent products to its portfolio. Many companies are directing resources to emerging markets such as China and India and are evaluating their historical business models and cost structures. On par with the trend, Novartis introduced Diovan to India, which is presently marketed by CIPLA under the trade name Valtan and by Torrent Pharmaceuticals under the trade name Valzaar.

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Outlook

The generic competition is expected to become strong from 2010 to 2018 when many blockbuster drugs are expected to face patent expiry including Diovan in 2010. Irrespective of all these developments, hypertension drug market will experience only modest annual decline through 2018, despite generic erosion of many branded agents. It is expected that the hypertension drugs market would only decline by 1.4% annually and thereafter the annual decline will slow to just 1% through 2018 in the US, France, Germany, Italy, Spain, the UK and Japan. It is expected that by 2018, Diovan alone will lose more than \$1 billion in sales, driven by generic erosion of the agent which will begin in 2010 in the US, 2011 in Europe, and in 2013 in Japan. Pharmaceuticals will face revenue losses between 2 to 40% from expiring drug patents by 2012. Diovan in combination with other drug would provide Novartis for future revenue stream after the patent expiry of the drug in the international market. Rasilez and Diovan are two hypertension drugs whose combo is untried and potentially best with difficulty, but a cleverly played segued to reap dividends for Novartis and other players in the RAS inhibition field.

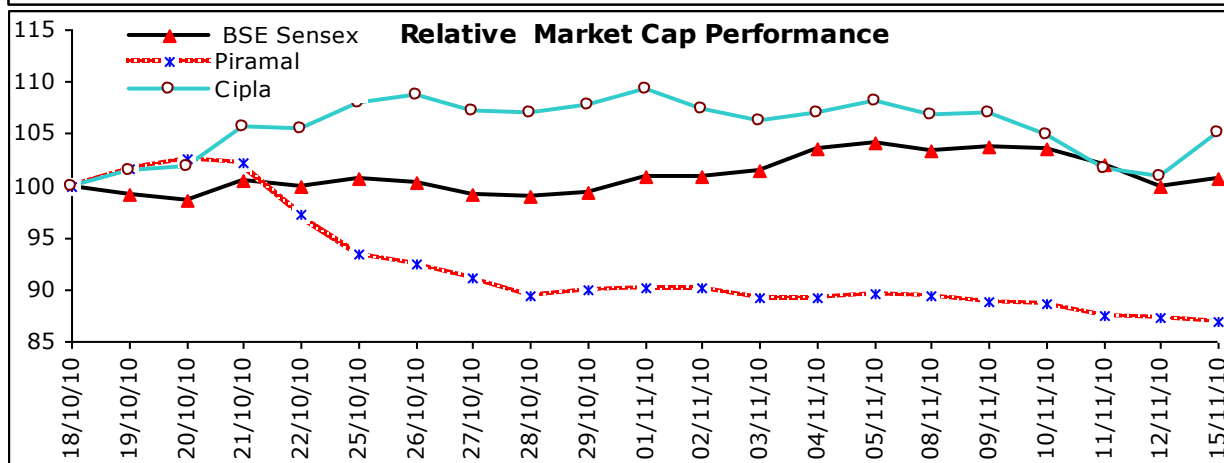
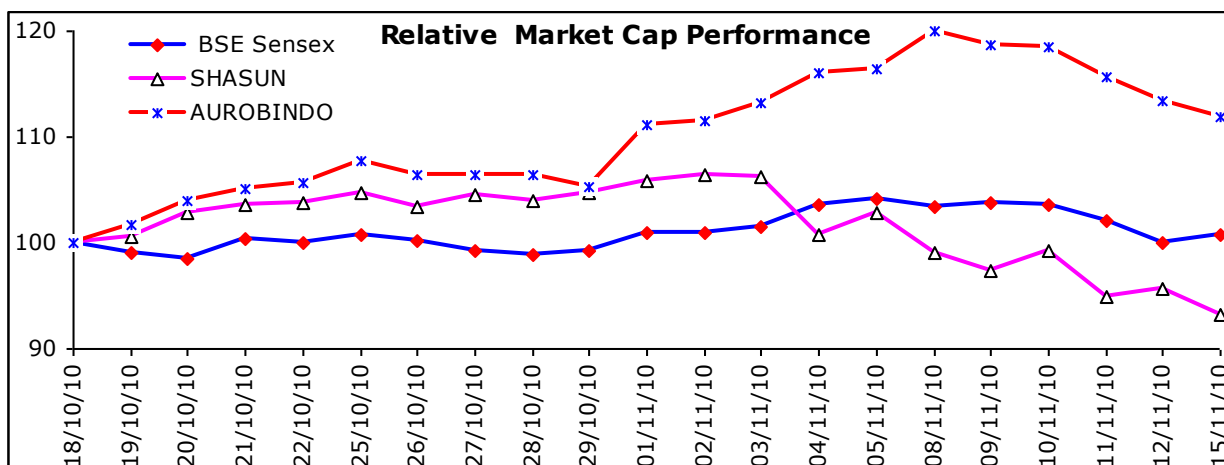
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Stock Scan



Source: BSE India; Cygnus Research

Index	1 st Week (18-25 Oct 2010)			2 nd Week (26th Oct -1st Nov 2010)		
	Opening	Closing	Var (%)	Opening	Closing	Var (%)
BSE (points)	20168.89	20303.12	0.67	20,221.39	20,355.63	0.66
Cipla	326.85	352.80	7.94	355.20	357.10	0.53
Piramal	530.50	495.30	-6.64	490.45	478.65	-2.41
SHASUN	79.00	82.70	4.68	81.65	83.60	2.39
AUROBINDO	1120.10	1207.70	7.82	1192.80	1245.55	4.42

Index	3 rd Week (02-08 Nov. 2010)			4 th Week (9-15 Nov, 2010)		
	Opening	Closing	Var(%)	Opening	Closing	Var(%)
BSE (points)	20345.69	20852.38	2.49	20932.48	20309.69	-2.98
Cipla	350.75	349.05	-0.48	349.80	343.60	-1.77
Piramal	478.80	474.50	-0.90	471.00	461.10	-2.10
SHASUN	84.10	78.30	-6.90	76.85	73.65	-4.16
AUROBINDO	1248.65	1343.75	7.62	1328.50	1253.00	-5.68

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Regulatory Issues

INTERNATIONAL

European Medicines Agency widens public access to documents

The Agency to review its policy after it refused to give access to documents related to a drug used to treat severe forms of acne which was linked with a rise in suicidal tendencies. The EU transparency rules apply to all documents held by EMA. Openness and transparency are enshrined as fundamental values in the Agency regulatory framework. EMA allow stakeholders to understand the basis for the Agency scientific decision-making and provide for the basis on which patients and health care professionals can have confidence in agency opinions and information relating to medicines. The Agency will release documents once a procedure concerning a medicine has been finalized to protect the decision-making process. The new policy gives access to all business-related documents unless there is a need to respect arrangements with non-EU regulators or international organizations, or to protect the privacy and integrity of a natural or legal person.

Fuisz Pharma gets US patent for the new generation of glucose

Fuisz Pharma has the issuance of US Patent 7824612. The patent enables and protects the new generation of glucose and analyte analyzers for home and institutional use. It is directed at enabling the caregiver to provide better patient care in this era of wireless interconnectivity. It provides the pharmaceutical industry with a better tool for judging the efficacy of existing drug agents as well as drug development targets. Any analyte range and/or alert communication are easily preset on an individual basis by the Caregiver, physician or pharmaceutical company. IP Fuisz Pharma allow custom analyte level monitoring for the physician or the pharmaceutical company. The ability to custom set glucose, potassium or any other analyte limits means better patient care, better record keeping, better drug studies and more cost efficient analysis. IP enables the strategic planning of a wide area of wellness, analyzer, home care and institutional companies to become a reality. It fits the new paradigm of real-time testing, informed decision-making, and individualized care.

China advances price controls on foreign meds

In the cross-country race into emerging markets, drug makers are bound to encounter plenty of bumps. China is working on a step-by-step reduction in drug prices that previously had been excused from the government controls. Government has been meeting with pharma companies affected by the cuts presumably to keep relations as friendly as possible. NDRC is discussing with some industry insiders on cutting the prices of basic medicines with independent pricing power in China. NDRC filed a document persistent efforts to bring down the prices of some relatively expensive drugs.

NATIONAL

Planning Commission gives nod for setting up Central Procurement Agency

The Planning Commission has accorded in-principle approval to set up the much-awaited professional Central Procurement Agency (CPA) with one time grant of Rs500mn for the purpose of procuring, storing and distributing health sector goods for various national programmes under the Union health ministry. The follow-up actions would be taken up to put in place the system which will go a long way to improve the transparency in procuring medicines and other allied products meant for the national programmes. The CPA is expected to keep services as prime motive. It would seek to put in place transparent and competitive system for procurement so that goods are procured at competitive rates. The agency will set up and manage an efficient supply chain and in place monitoring system to prevent stock-outs and reduction in wastage due to excess inventory. It will improve system of quality control so that the end-user gets quality products

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DCGI to introduce common technical document for NDA

The Union ministry of health has come out with a draft notification on the preparation of Common Technical Document (CTD) for import, manufacture and marketing approval of new drugs. Implementation of CTD is expected to significantly reduce time and resources needed by industry to compile applications for global registration. The main aim behind implementing a common format of submission is to make the reviewing of each application more easy and also to avoid omission of critical data or analyses. CTD not only help in raising the Indian standard & help to bring a proper structure to the whole process of filing an application. This guidances have been developed for Japan, European Union, and United States through the International Conference on Harmonisation (ICH) process. India will adopt CTD format for technical requirements for registration of pharmaceutical products for human use though the same is already in use for biological products since 2009.

IPC, WHO to work together to focus on quality of medicines in South East Asia

More collaboration between Indian Pharmacopoeia Commission (IPC) and World Health Organisation (WHO) is expected in the coming years with special focus on the health care requirements in the South East Asian region. IPC is having high level talks with WHO on the possibilities of its presence in all of the WHO centres across South East Asia in future. The IPC will be able to keep a tab on the quality of drugs and other health care requirements in these regions. IPC look forward to work closely with the WHO on the emerging and contemporary areas with increased focus on addressing the issues of health care requirements not only in India & in the whole of South East Asian region. IPCare sure as a standard setting organisation will be able to facilitate the whole procedure in a smooth manner. IPC is organising a two day conference in collaboration with WHO to address the issues regarding quality of medicines and importance of having good standards of drugs commonly required for treatment of diseases prevailing in India and nearby countries.

Ayurveda drug units to extend CLCSS scheme to Ayurveda industry

Even as the Department of Pharmaceuticals (DoP) is contemplating to roll back its much publicised Credit Linked Capital Subsidy Scheme (CLCSS) due to the extremely poor response from the allopathic drug manufacturers, the Ayurveda drug units have asked the DoP to extend the scheme to upgrade the units as per the GMP norms. SIDBI is the nodal agency appointed by the DoP for disbursing the loan under the CLCSS scheme. The DoP had introduced the tweaked CLCSS scheme in the country last year to financially assist the SSI units to upgrade the units as per GMP norms.

India-Rwanda sign MoU in the field of health and medicine

A Memorandum of Understanding (MoU) for cooperation in the field of Health and Medicine between the Government of the Republic of India and the Government of the Republic of Rwanda. The MoU covers the areas of cooperation including integrated disease surveillance; medical research; emergency relief; hospital management; laboratory and diagnostics; drugs and pharmaceutical products; traditional medicine; health tourism; telemedicine; and training. The cooperation shall take the following forms: Exchange of information in the field of health and medicine; Exchange of experts in the field of health; Health manpower development in the field of epidemiology and outbreak; Diagnostic laboratory support through testing clinical samples during outbreak situation.

Government bans rosiglitazone, asks state drug controllers to recall medicine from market

The Union health ministry has finally banned the manufacture and distribution of the controversial diabetes drug rosiglitazone in the country and has asked the state drug authorities to recall the medicine from the market with immediate effect. Following its ban in Europe and the restricted use in the US, the government had suspended the import/manufacture of this medicine in the country in 2010. The manufacture and sale of rosiglitazone stands prohibited with immediate effect, it is requested to ensure the manufacturers licenced to manufacture the drug formulations containing rosiglitazone in State stop manufacturing these formulations with immediate effect and make arrangement to recall the formulations from the market. The chemists and druggists in State should be directed to stop the sale of these formulations with immediate effect and return the unused stocks to the manufacture.

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SPIC urges PM to keep GLP implementation

The SME Pharma Industries Confederation (SPIC) has urged Prime Minister to keep the implementation of Good Laboratory Practices (GLP) under abeyance till joint laboratories, as mooted by department of pharmaceuticals (DOP), are allowed to the industry. The SPIC asked the government to dilute both GMP and GLP to ensure that the capacity to produce affordable drugs in the country is not lost forever to allow MNC takeover of Indian companies. GLP has been implemented from November 1, 2010 despite severe opposition by SME. The cost of upgrading to GMP was at least Rs.10mn and GLP shall cost at least another Rs.10mn.

Centre plans to rationalise abatement rates for pharma products as per changes in taxes

The Centre is planning to further rationalise the present rates of abatement for pharmaceutical products based on the various changes have taken place in the rate of taxes in the recent years. The abatement committee is likely to consider. The committee, which was set up to prescribe the rates of abatement, will discuss the measures in line with the recommendation submitted by the Comptroller and Auditor General of India. In MRP-based assessment under Section 4A of Central Excise Valuation (Determination of Price of Excisable Goods) Rules, 2000, an abatement based on rates of central excise duty, sales tax, service tax and any other taxes, payable on such manufactured goods, is allowed on the MRP to eliminate double taxation. Therefore, any reduction in applicable taxes should translate to reduced abatement rates and vice versa, the CAG noted, while recommending for rationalisation of the rate in accordance with the changed taxes

IDMA seeks explanation from NPPA on recent notification on ciprofloxacin & tinidazole tablets

IDMA seeks explanation from NPPA on recent notification on ciprofloxacin & tinidazole tablets. IDMA revised price is unjust, inequitable and harmful to manufacturers of this formulation as the implementation of the notification will result in creation of two sets of manufacturers of ciprofloxacin based formulations, which will result in huge disparity in the prices of the same product and result in complete disharmony in the trade. The implementation of the notification will lead to two section of manufacturers & have obtained stay order or interim relief from the Court, IDMA able to continue to market their product at the their prevailing MRP and other manufacturers who will be required to revise the price based on the present

Centre planning to set up central procurement agency

The government is planning to set up a professional Central Procurement Agency (CPA) for the purpose of procuring, storing and distributing health sector goods for various national programmes namely reproductive and child health programme of the Union Health and Family Welfare Ministry. The CPA is proposed to be registered as a Society under the Societies Registration Act, 1860. The existing system of procurement and distribution is transparent. Central Procurement Agency is an initiative taken by the Ministry to further improve the existing system. The CPA is expected to keep services as prime motive. It would seek to put in place transparent and competitive system form procurement so that goods are procured at competitive rates.

Maharashtra FDA recalls rosiglitazone & its fixed dose combinations from market

The Union health ministries suspension order for the import or manufacture of the controversial diabetes drug rosiglitazone and its fixed dose combinations with other drugs in the country with immediate effect, the Maharashtra Food and Drug Administration (FDA) has gone a step further and sent notification to the wholesalers and retailers to recall the drug from the market. Maha FDA had received the order from DCGI office for suspension of manufacturing of the drug. It is imminent that rosiglitazone would be soon banned under section 26A of the drugs and cosmetics act. Suspension of the manufacturing license was just a step before completely prohibiting the manufacturing of the drug.

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Upcoming Events

1.	Event	Pharmaceutical Expo
	Date	Dec 17 – 19, 2010
	Venue	Manipal University Manipal, India
	Highlights	It is most prestigious annual event of Indian Pharmaceutical Industry. It is an opportunity for the companies in the pharma sector including machinery and technology to showcase their capabilities and services.
	Contact Details	Federation of Indian Chambers of Commerce & Industry, Federation House, 1, Tansen Marg, New Delhi, India Tel:+(91)-(11)-23738760; Fax:+(91)-(11)-23320714;
2.	Event	Arogya
	Date	Dec 25-28, 2010
	Venue	Gujarat University Exhibition Hall Ahmedabad, India
	Highlights	it is an international exhibition for Medical & Pharmaceutical industry in India. The event will showcase all the products for related industry under single roof at the Gujarat University Exhibition Hall, Ahmedabad.
	Contact Details	Federation of Indian Chambers of Commerce & Industry, Federation House, 1, Tansen Marg, New Delhi, India Tel:+(91)-(11)-23738760; Fax:+(91)-(11)-23320714
3.	Event	Medizin Expo
	Date	Jan 28-30, 2011
	Venue	Stuttgart Neue Messe Stuttgart, Germany
	Highlights	It will be to bring together the manufacturers and suppliers of process plant and equipment, for this growing industry, all under one roof. The exhibition will provide an excellent platform for service providers to showcase their products and services to decision makers from leading Pharmaceutical manufacturers.
	Contact Details	Messe Stuttgart International, Am Kochenhof, Stuttgart, Germany Tel:+(49)-(711)-2589550; Fax:+(49)-(711)-2589555
4.	Event	International Conference on Drug Discovery & Therapy
	Date	Feb 07-10, 2011
	Venue	Dubai Mens College, Dubai, United Arab Emirates.
	Highlights	International Conference on Drug Discovery and Therapy is the second major international conference and exhibition of this series, which aims to present cutting edge advances in various disciplines of drug design and discovery that have been recently achieved.
	Contact Details	Eureka Science Limited, P.O. Box 7917, Saif Zone, Sharjah, United Arab Emirates. Tel:+(971)-(6)-5571132; Fax:+(971)-(6)-5571134
5.	Event	Pharmac India
	Date	Feb 12-14, 2011
	Venue	Gujarat University Exhibition Hall, Ahmedabad, India.
	Highlights	Pharmac India is recognized as a focused exhibition for Pharma and Health care industry. It is 3 days exhibition which is aiming towards highlighting varied related medical products. It will prove to be a large hub of reputed professionals from pharmaceutical formulation, herbal products, veterinary drug, medical and disposal, pharmaceutical machinery and many other sectors.
	Contact Details	Orbitz Exhibitions Private Limited Navyug Industrial Estate, T. J. Road, Sewree, Mumbai, India Tel:+(91)-(22)-24102801; Fax:+(91)-(22)-24102805

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Indian Pharmaceutical Association
Kalina, Santacruz (E), Mumbai – 400 098.
Tel: 91-22-26671072; Fax: 91-22-26670744,
Email:ipacentre@ipapharma.org; www.ipapharma.org

Cygnus Business Consulting & Research Pvt. Ltd
Plot No: 8-3-948/949, 1st Floor, Solitaire Plaza,
Behind Image Hospital, Amecpet, Hyderabad- 500 073.
Tel: +91-40-23430203-07, Fax: +91-40-23430201,
Email: info@cygnusindia.com; Website: www.cygnusindia.com

6.	Event	Biotech Showcase
	Date	Jan 10-12, 2011
	Venue	San Francisco Wyndham Hotel, San Francisco, USA.
	Highlights	Biotech Showcase provides private and public life science companies the opportunity to present to an audience of investors and business development executives.
	Contact Details	E.B.D. Group, Inc.2032 Corte del Nogal, Suite, Carlsbad, USA; Tel:+(1)-(760)-9300500; Fax:+(1)-(760)-9300520
7.	Event	Bio Business
	Date	Jan 19-21, 2011
	Venue	London, United Kingdom.
	Highlights	BioBusiness 2011 showcased deals and experts from leading pharma such as GLAXOSMITHKLINE, MERCK, BAYER SCHERING, and ASTRAZENECA. With generics threatening pipelines and M&A at every scale high on industry agendas, delegates left with the contacts they needed to ensure essential business relationships and deals which will deliver success in 2011.
	Contact Details	Worldwide Business Research535, Fifth Avenue, 8th, New York, United States Of America. Tel:+(1)-(888)-4826012; Fax:+(1)-(212)-8852798
8.	Event	SPIE BiOS Exhibition
	Date	Jan 22-23, 2011
	Venue	TBA San Francisco, United States Of America
	Highlights	it is the world's largest and most prestigious international biomedical optics and imaging conference and exhibition, encompassing clinical, translational, and fundamental R&D. BiOS provides you with a premier technical forum for reporting your achievements and learning about the latest clinical and technical advances. BiOS are a major impetus for launching new applications and technologies; patent citations indicate the importance of the research introduced in these conferences.
	Contact Details	Spie- International Society For Optical Engineering 1000, 20th Street, Bellingham, United States Of America Tel:+(1)-(360)-6763290; Fax:+(1)-(360)-6471445
9.	Event	Pharma World Expo
	Date	Feb 23-26, 2011
	Venue	Bombay Exhibition Centre(BEC) Mumbai, India
	Highlights	It is one of the foremost shows for pharma and biotech industry. It will prove to be one of the largest exhibition and conference for chemical and pharma industry. Vesting on an area more than 30,000 square meters.
	Contact Details	Chemtech Foundation26, Maker Chambers VI Nariman Point, Mumbai, India Tel:+(91)-(22)-22874758; Fax:+(91)-(22)-22870502
10.	Event	Medifest India
	Date	Dec 13-15, 2010
	Venue	Pragati Maidan, New Delhi, Delhi, India
	Highlights	It is an International Trade Fair and a unique opportunity for all related to medicine and healthcare field to reach new horizons of effective cooperation and discuss vital issues that stand presently in front of medical and healthcare industry. The scope of healthcare market along with the exclusivity of this fair will be putting every attendee on a leading edge.
	Contact Details	Vantage Trade Fairs (P) Limited 23/21A, IInd Floor, East Patel Nagar, New Delhi, India. Tel:+(91)-(11)-30580444; Fax:+(91)-(11)-30581000

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11.	Event	ASITECH
	Date	Dec 15-20, 2010
	Venue	All India Institute of Medical Sciences (AIIMS) Campus New Delhi, Delhi, India
	Highlights	It is an International exhibition for Medical Technology industry in India. The event will provide executives who will provide any help for the exhibitors and meet their additional requirements. The event will attract Healthcare professionals and Key Decision Makers from all major Government, private sector and corporate hospitals from India and neighbouring countries.
	Contact Details	Association of Surgeons of India, Room No. 5010C, Teaching Block, Ansari Nagar, New Delhi - 110 029, India. Tel: +(91)-(11)-26593460
12.	Event	Health & Wellness Expo Greenwood
	Date	Jan 01-02, 2011
	Venue	Greenwood Park Mall, Greenwood, USA.
	Highlights	This great event will host businesses and organizations focused on health and wellness, including nutrition, exercise, green living, preventative wellness, doctors, massage, acupuncture and much more.
	Contact Details	Inspired Productions Inc, 1020, Brooklyn Avenue, Hendersonville, United States Of America. Tel:+(828)-(489)-2961;
13.	Event	Arab Health
	Date	Jan 24-27, 2011
	Venue	Dubai International Convention & Exhibition Centre Dubai, United Arab Emirates
	Highlights	Its forms the most comprehensive showcase of health care industry in the region. Nearly 40,000 trade visitors and health care professionals plan to visit Arab Health. Its touches all aspects of the health care industry in the Middle East. Tens of thousands of medical professionals, government officials, wholesalers, dealers and distributors converge on the Dubai International Exhibition Center every year for the regions main event for the health care industry.
	Contact Details	IIR Middle East, PO Box 21743, Dubai, United Arab Emirates. Tel: +(971)-(4)-3365161; Fax: +(971)-(4)-3364021
14.	Event	Asia Healthcare Expo
	Date	Feb 24-26, 2011
	Venue	Bangabandhu International Conference Centre, Dhaka, Bangladesh.
	Highlights	Asia Healthcare Expo will bring together all the key players under one roof, providing exhibitors with a compelling networking opportunity-to precisely target relevant budget-holders in the shortest time possible and at an affordable cost.
	Contact Details	Bangladesh Association Of Pharmaceutical Industries (BAPI) Bangladesh Aushad Shilpa Samity, House # F-31, Bangladesh. Tel:+(880)-(2)-9889731; Fax:+(880)-(2)-8816767;