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In Focus: Marketing & Branding of Healthcare Delivery Services

Introduction

In today's complex and competitive healthcare industry, brand and reputation plays a pivotal role in healthcare delivery services than ever before. Until last century, medical profession was considered too noble a profession to undertake any kind of marketing activities. But with private players now venturing into this market, healthcare delivery services have become highly competitive as any other business.

Earlier healthcare delivery services in India were considered to be the responsibility of the government and no private players ventured into the industry. Doctors had their small clinics and private practices; the idea of corporate hospitals was almost non-existent. However, the Indian healthcare industry has come of age and has become quite competitive in recent times. Corporate hospitals are trying to attract customers by offering value-added services. With the increasing awareness and purchasing power of the customers, the pressure on hospitals to provide quality care has increased. The customers accept nothing but the best quality, especially because this industry has a direct impact on their life and health.

Marketing of Healthcare Delivery Services

Healthcare, like many other services, provides benefits to the consumer, the quality of which is largely dependent on the interpersonal element of the service delivery. Services now dominate the Indian economy, and consumer participation in service delivery is as important in healthcare as in other services in the private sector. Consumer-driven healthcare, staff shortages and intensifying competition among

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care delivery organisations are making hospitals rethink their marketing strategies. Another reason for the change in perception is the demand-supply imbalance.

Marketing Mix: Having the right marketing mix to market the healthcare services is very important. When the customer expects nothing but the best, it essential for services providers to take extra care in planning their marketing mix. Using the right balance of marketing elements can ensure that their marketing efforts fetch them the expected results.

Marketing Strategies of Hospitals

Fortis Healthcare, Noida

Fortis was the first hospital to organise an exhibition in the National Capital Region, wherein the general public could visit all departments of the hospital and talk to experts. Secondly, Fortis launched a dialysis technician programme for women from the weaker section of society. They were given free training by the hospital and were assimilated in the hospital.

Apart from organising medical education programme almost every week camps, there is a special out-patient department (OPD) where consultants charge Rs100 only. Internally, the hospital has patient co-ordinators, counsellors, ward in-charge and others to take care of all need of patients. There's also a system of taking feedback from patients and visitors.

Jaslok Hospital, Mumbai

The marketing strategy of Jaslok Hospital involves tying up with corporate including Oil and Natural Gas Corporation, Mumbai Port Trust, Bhabha Atomic Research Centre and Air India. One of the most effective marketing tools is their website (www.jaslokhospital.net), which is constantly updated by the technical staff of the hospital. The hospital conducts free health check-ups like diabetes and cardiac check-ups for the general public, invites foreign faculty and holds joint symposiums with the foreign delegates to share their skills, knowledge and experience. The hospital has a tie up with Stanford University Medical Centre, US, and holds video conferencing every month with the doctors of the centre, who interact with the faculty of the hospital.

Apollo Hospital, Chennai

Apollo Hospital's market strategy is based on strict ethical values, code of conduct and corporate social responsibility. The hospital has two divisions: marketing budget and programmes. These divisions have interaction with doctors on one to one basis. These two divisions regularly conduct seminars and education programmes to inform/explain doctors the advances in the medical sciences and the

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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
4th & 5th Floors, Astral Heights, Road No.1, Banjara Hills, Hyderabad-500034
Tel: +91-40-23430203-07, Fax: +91-40-23430201,
Email: info@cygnusindia.com; Website: www.cygnusindia.com

infrastructure. To reach out to consumers, they depend on public relations. Whenever their doctors do pioneering surgeries or receive awards for excellence, they inform to the media. This is important because it strengthens the public confidence in the proficiency of the Hospital. Apollo conducts regular health programmes for the corporates, who form a significant chunk of their customer base.

Till date, the hospital has conducted over 700,000 preventive health check-ups for 500 leading corporates across the country. Apollo is also the largest Third Party Administrator in Asia, managing the insurance needs of 4.7 million lives for 1,700 major corporates from 23 operating offices. Being a hospital chain, Apollo has an added advantage of reaching its potential patients anywhere within the city. Apollo Hospitals has pharmacy retail outlets, which help in branding the hospital creating higher recall value in patients.

Branding

A brand is an identifiable entity that makes specific promises of value. A brand represents all the tangible and intangible qualities and aspects of a product or service. It represents a collection of feelings and perceptions about quality, image, lifestyle, and status. Branding is an experience. It is more than just providing the best-in-class technologies and treatments. Branding aims to convert each patient treated into a brand ambassador for the hospital.

In the healthcare industry, brands are chosen by patients on the basis of trust. Be it rich, poor, educated or illiterate, people consult their friends, colleagues and family members before choosing a particular doctor. There is no rational spreadsheet or framework available. It all boils down to trust. In healthcare, the “trust” word rules. Word of mouth is the most important tool. So brands are nothing but a symbol of the trust which symbolises assurance and consistency. Good branding helps the patient recall the hospital name faster and helps the target customers to get hooked to the brand, thereby improving the brand value. A patient’s visit to the hospital is an experience in itself. Right from the time of admission to discharge, everything is an experience. If the patient carries a positive image of the hospital, it proves the brand is a success. Branding of a hospital is about entering into the mind as well as heart of the patients.

Branding tools can be broadly divided into tangible and intangible. Tangible would comprise the physical aspects like equipment, the space allotted for parking lots, the hygiene levels in the hospital, etc. Intangible implies the unique experience a patient undergoes. In healthcare services, the various tools for developing a brand include balancing of tangible and intangible, targeting the stressed patients, customer delight, positive experience and unique positioning.

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Cygnus Business Consulting & Research Pvt. Ltd
4th & 5th Floors, Astral Heights, Road No.1, Banjara Hills, Hyderabad-500034
Tel: +91-40-23430203-07, Fax: +91-40-23430201,
Email: info@cygnusindia.com; Website: www.cygnusindia.com

Fortis is a good example. The frequent caller tune of Fortis Healthcare is “your caring hospital”. So whenever the patients or others dial the hospital number, they get to hear this caller tune. In a very unique and rather effective manner, Fortis passes the message of its brand essence to create a long time impression in the minds of millions of customers.

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Email: info@cygnusindia.com; Website: www.cygnusindia.com



News Briefs

International

Marketing

Americas

USA: QLT announces agreement to exclusively license the Atrigel(R)

QLT Inc announced that QLT USA, Inc, its wholly-owned subsidiary, has entered into an exclusive license agreement with Reckitt Benckiser Pharmaceuticals Inc for its Atrigel(R: 64.52, -1.28, -1.94%) sustained-release drug delivery technology, except for certain rights being retained by QLT USA and its prior licensees. Under the terms of the license agreement and related asset purchase agreement, QLT USA received an aggregate upfront payment of US\$25m and may receive potential milestone payments of up to US\$5m based on the successful development of two Atrigel-formulated products. As part of the transaction, Reckitt acquired 18 employees from QLT USA and will take over its corporate facility located in Fort Collins, Colorado.

USA: MRI introduces new and improved Tablets

Mineral Resources International, Inc (MRI), the manufacturer of Electrolyte Add-In and Tablets has launched a new and improved reformulation of Tablets, a complete, balanced electrolyte replacement dietary supplement. "Tablets are new and improved to meet athletes' needs. Based on athlete feedback, we have increased the amount of sodium in Tablets to now provide 150mg of sodium per tablet—over a 50% increase compared with the previous formula," said Val Anderson, director of Sales and Marketing for MRI. Despite the plethora of electrolyte-replacement powders, capsules, and tablets, most of these products provide a limited balance of electrolytes. Athletes don't just spend one or two electrolytes during gruelling activity. They lose multiple electrolytes, and Tablets is the only complete, balanced electrolyte tablet that bridges their electrolyte requirements by providing nine electrolytes to support hydration, energy, and muscle function.

USA: Century City Doctors Hospital begins shutting down

Century City Doctors Hospital will shut down after failing to find a buyer. The 176-bed facility, on Century Park East in the Century City Medical Plaza, has tried for months to improve its finances but has struggled to pay its growing debt. Financially troubled Century City Doctors Hospital gave up hope of finding a buyer and began shutting down, according to hospital executives. The hospital's emergency room, a key element of the county's increasingly fragile emergency safety net is going to close early, and about 30 remaining patients will be discharged or transferred to nearby facilities soon.

USA: Maryland Hospitals worried over nursing vacancies

According to the Maryland Hospital Association, the hospital workforce shortage has continued to persist in the state of Maryland, particularly for nursing. The MHA's annual survey revealed that nursing vacancy rates have remained higher than across the United States, with Maryland Hospitals seeing a nursing vacancy rate of 10% for budgeted but unfilled positions and the United States experiencing an 8% vacancy rate. Maryland Hospitals and the MHA are committed to working with the state's stakeholders to improve the supply of nurses and all allied health professionals working in Maryland. This is an imperative so hospitals can continue to provide access and the best care for Maryland's patients," said MHA president.

USA: State nursing shortage needs urgent attention

Florida's nursing shortage will become crippling in a decade unless health officials quickly train many more nurses and retain more of the ones they have, a new state report stated. Experts are unsure, however, if the demand for nurses can be met. Demand of 11,000 registered nurses would balloon to

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52,000 by 2020 and would start to hurt health care within six years if the situation does not improve soon, according to the report from the state-funded Florida Centre for Nursing. The shortage of licensed practical nurses also would grow, from about 2,600 now to more than 7,000. If the shortage worsens, institutions would look for more ways to shift duties to nursing aides, a process already well under way. Hospitals also would hire more temporary nurses, who are valuable but less familiar with the setting, Nooney said.

USA: Washington communities test health record bank

Three Washington communities will receive US\$1.7million in grants for pilot projects that will test consumer managed health records. The grants were awarded by the Washington State Health Care Authority (HCA) to Spokane-based Inland Northwest Health Services, Cashmere-based Community Choice Healthcare Network, and Bellingham-based St. Joseph Hospital Foundation and The Critical Junctures Institute. The grant program is administered by the HCA in collaboration with the Health Information Infrastructure Advisory Board - a state wide board that advises HCA on strategy for adoption and use of electronic health information and electronic medical records in the state's healthcare community. The projects will begin work immediately, and are expected to be operational starting in February 2009.

USA: SEC probes West Penn Allegheny's US\$73million revenue write-down

The West Penn Allegheny Health System is cooperating with a Securities and Exchange Commission probe of the hospital network's US\$73million revenue write-down, health system President and CEO Dr. Christopher Olivia said to investors. In a statement, West Penn spokesman Tom Chakurda confirmed the SEC was conducting an informal inquiry with regard to West Penn Allegheny Health System and the US\$73million balance sheet adjustment. Internal and private auditors regularly verify estimates of revenue that are reflected in revenue projections, so it wasn't yet known exactly what led to the inflated numbers.

USA: Hospital alliance taps research firm for market intelligence on IT and finance

Irving, Tx - Vha Inc., a nationwide alliance of hospitals, has entered into an agreement with Dallas-based research firm MD Buyline to provide VHA's 1,400 member hospitals access to expert analysts and reports on technology, pricing and performance. VHA executives said the partnership aligns VHA's analytical offerings with MD Buyline's analysis and evaluation methodology. The intent is to ensure healthcare providers purchase the medical industry's highest-quality capital equipment and medical and information technology at the best value. MD Buyline will offer VHA members market intelligence to help them make sound technology and financial decisions, VHA officials said. VHA has 16 local offices serving more than 1,400 hospitals and 21,000 non-acute health care organizations across the United States.

USA: Arbro Pharmaceutical Limited (India) grants exclusive long term selling contract

Vanguard Pharmaceutical Corp, a company providing the market with affordable and safe generic medicines, has been granted a 10 year exclusive sales contract from Arbro Pharmaceutical Limited for the sale of its pharmaceutical products in Latin America and the Caribbean. Arbro has over 150 generic drugs that are regularly exported is internationally accredited for Good Manufacturing Practices (GMP), follows the WHO guidelines, and is ISO 9001-2000 certified. Further, its internal testing labs provide a high standard of quality control and bioequivalence accreditation.

USA: Mylan launches generic hypertension drug

Mylan Pharmaceuticals has received final FDA approval for generic versions of Sciele Pharma's anti-hypertensive Sular extended release (ER) in 20-, 30- and 40-mg strengths. Mylan's nisoldipine ER is the first generic version of Sular ER (nisoldipine) to be launched in the US. The '741 patent protecting the brand drug expired June 8 2008. In January, the FDA approved formulations of Sular in 8.5-, 17-, 25.5- and 34-mg strengths. The new Sular formulation uses Skye Pharma's Geomatrix technology, which is designed to provide a lower dose of the drug for each of its previously marketed doses. The brand drug had annual US sales of approximately US\$94million for the 12 months ending March 31, according to Mylan. Mylan has 93 ANDAs pending FDA approval, 21 of which are potential first-to-file opportunities.

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USA: Watson launches Omeprazole delayed-release capsules, 40MG

Watson Pharmaceuticals, Inc, a leading specialty pharmaceutical company, announced that its subsidiary has commenced commercial shipment of its Omeprazole Delayed-Release Capsules USP product in the 40mg strength from its Davie, Florida manufacturing facility. In conjunction with the launch, Watson has 180 days of marketing exclusivity for being the first to file an ANDA containing a paragraph IV certification for the 40mg strength. Omeprazole is the generic equivalent to AstraZeneca's Prilosec(R) Delayed-Release Capsules USP and is indicated for the short-term treatment of active duodenal ulcer. For the 12-months ending March 2008, Prilosec(R) Delayed-Release Capsules and its generic equivalents had total US sales of approximately US\$200m, according to IMS Health.

Middle East**South Africa: New environment-friendly products enter SA market**

Industrial chemical cleaning specialist, Fine Organics Chemicals, will release a new batch of cleaning product technology from the US, into the South African market within the next three months. Fine Organics Chemicals MD Nutver Goolab explains that these third-generation cleaners complement the current second generation cleaners, but are more environment-friendly than the current cleaners. The new batch also includes a number of product formulations that are problem-specific. Efflorescence remover, rust treatment, new products to replace phosphoric acid in certain application are some of the products being considered.

Europe**Germany: Biotec Pharmacon to focus on bio-pharmaceutical**

Biotec Pharmacon ASA has reached agreement on the sale of its wholly-owned Immunocorportion Animal Health AS subsidiary to Brazil's Biorigin for NOK 37.5million. Immunocorportion Animal Health has been part of Biotec Pharmacon's non-pharmaceutical business. Immunocorportion Animal Health markets immune modulating products with MacroGard as the leading brand. Setting the standard for requirements on documenting efficacy, MacroGard is an environmentally sensible alternative to preventive treatment with antibiotics and/or chemicals in aquaculture and livestock farming. The company has seven employees and reported sales of NOK 14.1million for the first half of 2008. Biotec Pharmacon develops new pharmaceutical product candidates for treatment of immune system related diseases.

National**Asia pacific****India: Satyam looks to ride growth wave in Asia, Australia**

Satyam Computer Services intends to decrease the US component of revenues by riding on the growth momentum in geographies such as India, West Asia and Australia. The Hyderabad-based company is working on a plan to have a 50:50 mix, wherein revenues from the US would contribute 50% to the company's top line from the current 60%, according to Mr Ram Mynampati, President, Commercial and Healthcare, Satyam Computer Services. It is no secret that US market is facing a lot of challenge and is in a state of change. For the next few quarters, the company expects greater growth to come from non-US markets, President said. The West Asia and India operations of the company have been growing at more than 100%. However, he agrees that the Japanese market, which accounts for a meagre 2.5% of the overall company's revenues. This is because of the cultural and linguistic difference between the countries.

India: Natco to focus on technology, drug retailing

Hyderabad-based Natco Pharma Ltd, after trying its hand at plain vanilla generic products, is now set to move to the next level by focusing on technology as well as on drug retailing. The company is looking at building its basket of exclusive products, at least in the Indian market. Rajeev Nannapaneni, the chief operating officer of Natco, said there are only three ways for an Indian Pharma company to survive in the current situation. One, it has to be technology-based. Two, it should file more Para IVs in the US. Or three, it should have deep pockets to stay put in the market irrespective of the hurdles.

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Cygnus Business Consulting & Research Pvt. Ltd
4th & 5th Floors, Astral Heights, Road No.1, Banjara Hills, Hyderabad-500034
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Email: info@cygnusindia.com; Website: www.cygnusindia.com

Operations

USA: MDRNA, Inc completes exclusive license agreement to RNAi delivery peptides

MDRNA, Inc announced that it has signed an exclusive license agreement to intellectual property from the University of Michigan covering cationic peptides for enhanced delivery of nucleic acids. Terms of the agreement were not disclosed. The University of Michigan peptides have unique characteristics that play an important role in improving the efficacy of delivery of RNAi-based therapeutics, stated Michael Houston, Ph.D., Vice President of Chemistry and Formulations. These cationic peptides have the potential of being critical components of RNAi-based therapeutic formulations. The company is currently using these peptides to create RNA nano particles to enhance gene expression knockdown. Together with the DiLA2 Platform of novel delivery lipids, these delivery peptides improve the therapeutic potential of drug candidates.

USA: Actavis Totowa recalls all generic drugs made at New Jersey factory

Actavis Totowa, the maker of defective Digitek tablets, has announced a recall of all generic drugs manufactured at its plant in Little Falls, New Jersey. According to the Food & Drug Administration (FDA) notice, the recall was prompted by an inspection at the facility which revealed that operations did not meet the FDA's standards for good manufacturing practices. Actavis Totowa is asking pharmacies, hospitals and retailers to return the affected prescription medications. Actavis has issued this recall at the retail level only. The company says patients should continue to take their medications as directed.

USA: IMPAX sued based on ANDA for generic Ultram ER

IMPAX Laboratories, Inc announced Purdue Pharma Products L P (Purdue), Napp Pharmaceutical Group Ltd (Napp), Biovail Laboratories International, SRL (Biovail) and Ortho-McNeil, Inc (Ortho-McNeil) have filed suit for patent infringement in the United States District Court for the District of Delaware based on the company's submission of its Abbreviated New Drug Application (ANDA) for tramadol hydrochloride extended-release tablets (100 mg), generic of Ultram(R) ER, to the Food and Drug Administration. In connection with this ANDA, IMPAX provided notice to Purdue, Napp, Biovail and Ortho-McNeil that its submission includes a Paragraph IV certification stating the company believes its product does not infringe any valid or enforceable claim of US Patent No. 6,254,887.

USA: Azur sues US Company over bid to produce generic drug

Dublin-based drug company Azur Pharma is suing Barr Laboratories in the United States over the American firm's efforts to sell a generic version of the anti-psychotic treatment Fazaclo. Azur Pharma, headed by former Elan executive Seamus Mulligan, acquired the rights to Fazaclo from US drug company Avanir Pharmaceuticals in 2007 for an initial US\$42million (€28.5million). Revenue from the drug last year was expected to be more than US\$25million. Barr Laboratories, which is being acquired by Israel's Teva Pharmaceuticals for US\$7.46 billion, has filed an application with the Food and Drug Administration (FDA) watchdog in the United States to manufacture a generic version of Fazaclo. Barr maintains that two patents related to the drug are invalid, unenforceable and will not be infringed by the manufacture of generic versions of the treatment.

USA: Generic sales help Barr in AMJ08 profit hike

Barr Pharmaceuticals Inc helped by women's health products from its Duramed subsidiary, boosted revenues and net income in the second quarter. The pharmaceutical company posted in second-quarter 2008 a net income of US\$57million or 52 cents per share, compared to US\$45million, or 41 cents per share, in second-quarter 2007. Revenues grew to US\$779million from US\$634million. Adjusted net income was US\$70million, or 64 cents per share, and adjusted revenues were US\$720million. Analysts, on average had expected revenues of US\$627.8million and earnings per share of 53 cents.

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Europe

UK: Skye Pharma close to renegotiating bonds

Skye Pharma, the maker of drug delivery systems, is close to an agreement to renegotiate its bonds, as it announced a reduction in losses and increased revenues. Skyepharma makes inhalers as well as tablet formulations that allows a single pill to release different drug compounds at different rates into the body. Its customers include AstraZeneca, Roche, Novartis and GlaxoSmithKline. The underlying loss for the first half of the year was £2.2million, a reduction of 75%, while revenue from continuing operations rose 44% to £28.4million. The loss per share was 0.8 points, less than half the loss made in the same period last year.

France: Sanofi sues Apotex over Taxotere cancer drug

Sanofi-Aventis is suing Canadian drugmaker Apotex for filing an ANDA (Abbreviated New Drug Applications) to market a generic version of the cancer treatment Taxotere. The French firm filed its suit in the US District Court for the District of Delaware after Apotex submitted an ANDA for generic Taxotere (docetaxel) with a Paragraph IV certification alleging the '512, '561, '470, '072 and '582 patents were invalid, not infringed upon by the generic product or not enforceable. In its complaint, Sanofi maintains Apotex has infringed on the '512 and '561 patents, both of which expire in July 2012. However, Apotex says its product will not infringe on certain claims of the allegedly invalid '512 patent or on any claims of the '561 patent.

Sweden: Meda has settled the US Astelin patent litigation with Cobalt

Meda through its wholly-owned US subsidiary, Meda Pharmaceuticals Inc, has entered into a settlement agreement with Cobalt Pharmaceuticals Inc (hereafter Cobalt) that resolves the US patent litigation between the companies regarding Cobalt's proposed generic version of Astelin. Astelin (azelastine hydrochloride nasal spray) is used for treatment of allergic and non-allergic rhinitis. The product is protected in the US by a patent that expires on November 1, 2010, with paediatric exclusivity extending until May 1, 2011. The settlement agreement resolves the patent infringement action filed by Meda after Cobalt's submission of an ANDA to the USFDA for a generic version of Astelin in July 2007.

Asia Pacific

India's biopharma surges on outsourcing boom

A combination of a weakened currency and an urgent need to cut costs at big pharma companies is driving a surge of drug development and manufacturing business for India. The Wall Street Journal says bad times in Big Pharma are spurring a boom for operators in India as well as China. And about the only near-term switch that could blunt the wave would be a decision to engineer a more valuable rupee. But one analyst cautions that many Indian developers are finding that the transition from manufacturing generic drugs to devising new therapies can be hard.

India: PSU pharmas likely to make HIV drugs

In a bid to make anti-cancer and HIV drugs more accessible, the government is planning to ask public sector drug makers to manufacture anti-HIV drugs. It is also planning to join hands with the pharma majors and hospitals to jointly develop drugs for anti-cancer and other life-threatening diseases that require long-term medication. Anti-HIV and cancer drugs command a huge market in the country. A WHO study says there are 2.5million people living with HIV while the country's anti-cancer market is estimated at Rs9000million. There have been concerns among civil societies and domestic drugmakers that high cost of the drugs would make them unaffordable. Some anti-cancer drugs marketed by a global pharma major cost up to Rs 1 lakh for a single injection. There are fears the introduction of patent regime in the country will also allow discovery companies to sell patented drugs at exorbitant prices.

India: Pharma firms betting big on nutraceuticals

Awareness about healthcare is growing and pharmaceutical companies are betting big on nutraceuticals. Several pharma companies are introducing products in this category and predict a significant increase in

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their profits from this segment. Elder Pharma leads the pack, while other major players in the nutraceuticals segment include Wockhardt, Plethico, Glenmark and Troikaa Pharmaceuticals. Industry sources value the nutraceutical segment in India at roughly US\$400million (Rs17.50 billion) and expect it to grow at approximately 20% per year.

India: Glenmark Pharma to emulate Novartis' success formula

Glenmark Pharmaceuticals, which separated its generics and new drug discovery businesses into two companies late last year, says it aims to grow on the lines of the \$6.4-billion Swiss drug-maker Novartis. Basel-based Novartis was formed in 1996 by merging two Swiss chemical and life sciences companies — Ciba (formerly Ciba-Geigy) and Sandoz. While Sandoz is predominantly a generic company, Novartis AG, its parent, focuses on innovative drugs. As part of the re-organisation, Glenmark spun off its non-branded generics international business into a separate company, Glenmark Generics (GGL), in November 2007. Similar to the Novartis/Sandoz strategy, the split envisages the parent focusing on innovative drug research and branded drugs and GGL its conventional generics and bulk drug sales business.

India: Raw material shortage hits pharma firms

On the high road to Olympics, an aggressive Beijing has pushed the pharmaceuticals sector in India into withdrawal mode. Eager to present its "clean" image before the world as it comes calling during the games, China has ordered closure of various drug units to prevent environmental degradation, thereby causing a scarcity of raw material here and pushing up prices of generic medicines. The states of Punjab, Haryana and the union territory of Chandigarh, too, are reeling under impact of the 'China syndrome' which has led to a huge gap between demand and supply of bulk drug raw material, called Active Pharmaceutical Ingredients (APIs) in technical parlance. While the need has been as much as before, supply has dwindled.

Finance

Americas

USA: UPMC profit plunges more than US\$600million

The University of Pittsburgh Medical Centre became a US\$7 billion enterprise during the fiscal year that ended June 30, but excess revenue after expenses, or profit, at the health care and insurance giant plunged to just US\$5million from US\$612million from the same period in 2007, according to unaudited financials that were released. At the same time, cash flow for fiscal 2008, defined as operating earnings before interest, depreciation and amortization, was US\$513million for fiscal 2008, down from US\$520million for the same period in 2007. UPMC has a market share of 36.6%, up from 31.3% during fiscal 2007.

USA: Perrigo company's generic drug profits jump

Perrigo Company (PRGO) reported a 34% jump in revenue for its latest quarter, to US\$500.2million. The company, which markets over-the-counter and prescription drugs, was helped by strong sales in its consumer healthcare segment. Consumer healthcare segment net sales for the quarter were a record US\$375million, up by US\$117million, or 46% compared with US\$257million last year. The sales increase included US\$75million in new product revenue, led by Omeprazole and Cetirizine, as well as strong sales in the cough/cold, analgesic and smoking cessation product categories.

Europe

UK: AstraZeneca's net profits boosted

Anglo-Swedish pharmaceuticals giant AstraZeneca said that net profit rose by 4.6% to US\$3.12 billions (€2.0 billion) in the first half amid a mixed sales performance. Revenue increased by 9.8% to US\$15.63 billions in the six months to June 30, 2008, compared with the same period a year earlier, according to the company official. While sales of AstraZeneca's cholesterol drug Crestor jumped by a fifth in the first half, revenue from its leading drug, heartburn treatment Nexium, fell by 7% during the same period.

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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
4th & 5th Floors, Astral Heights, Road No.1, Banjara Hills, Hyderabad-500034
Tel: +91-40-23430203-07, Fax: +91-40-23430201,
Email: info@cygnusindia.com; Website: www.cygnusindia.com

Asia Pacific

India: Panacea Biotech bags US\$35million deal from UNICEF

Panacea Biotech has bagged a US\$35million deal from UNICEF to supply Pentavalent vaccines. Rajesh Jain, Joint MD, Panacea Biotech said that presently, UNICEF (United Nations Children's Fund) is the single largest consumer of pentavalent vaccines produced by the company. He added further that the first lot of shipment of EasyFive (pentavalent vaccine) would be in from the third quarter, 2008. Furthermore, Jain told that the company is also in talks with the Government of India for the supply of the vaccine in the Indian markets.

India: Syncom Formulations board recommends dividend

The board of directors of Syncom Formulations (Q, N,C,F)* India, at its meeting held on August 21, 2008, has recommended 5% dividend (Rs0.50 per equity shares of Rs10 each) on equity shares of Rs10 each for the year 2007-08. Syncom Formulations (India), established in 1988, is a pharmaceutical company manufacturing generic, herbal and branded allopathic drugs. The company manufactures over 150 pharmaceuticals in the form of tablets, capsules, dry syrups, ointments/creams, dry powder injections and ampules and herbal products.

India: Poor to get loans for surgery

SBI Hrudaya Suraksha scheme, a tie-up between SBI and Narayana Hrudayalaya which gives low interest loans to poor heart patients, was launched by Nobel laureate Muhammad Yunus. This is probably the first-of-its-kind bank product for heart care in the country.

Merger & Acquisitions

Americas

USA: King Pharmaceuticals bids US\$1.4bn for Alharma

The specialty drug company King Pharmaceuticals is seeking to acquire the specialty pharmaceutical company Alharma (Bridgewater, NJ) through an unsolicited bid of US\$33 per share or US\$1.4 billion in cash. Alharma has rejected the bid. In making the move to acquire Alharma, Brian A. Markison, chairman, president, and CEO of King Pharmaceuticals, said, "The transaction would create a diversified specialty pharmaceutical company with greater commercialisation capabilities, an expanded portfolio of pain management products, and a strengthened pipeline, which would include multiple platform technologies."

USA: GlaxoSmithKline signs collaboration agreement with Valeant Pharmaceuticals

GlaxoSmithKline and Valeant Pharmaceuticals International have signed an exclusive worldwide collaboration agreement for the investigational drug retigabine, a neuronal potassium channel opener for treatment of adult epilepsy patients with refractory partial onset seizures. Under the terms of the agreement, Valeant will grant GlaxoSmithKline (GSK) worldwide development and commercialization rights to retigabine, VRX698 and the other back-up compounds from the potassium channel opener discovery program in exchange for an upfront payment of US\$125million to Valeant. Valeant will co-commercialize with GSK and will share up to 50% of net profits within the US, Canada, Australia, New Zealand and Puerto Rico, and will receive up to a 20% royalty on net sales of retigabine outside those regions.

USA: Pipex Pharmaceuticals acquires late-stage oral Phase II candidate

Pipex Pharmaceuticals, Inc. a specialty pharmaceutical company developing innovative late-stage drug candidates for the treatment of central nervous system and autoimmune diseases, announced that it has acquired an oral, once-daily candidate for the treatment of rheumatoid arthritis (RA) which has completed a 160 patient, multi-center, double-blind, randomized, placebo-controlled Phase II clinical trial for the treatment of rheumatoid arthritis (RA). Rheumatoid arthritis is an autoimmune disease which affects approximately 20m people worldwide.

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Europe

UK: Intellego announced acquisition of Zenosis

Intellego announced the acquisition of Zenosis, a publisher of compliance and regulatory affairs e-learning courseware for the Pharmaceutical and Life Sciences industry. The Zenosis acquisition brings with it a substantial library of compliance and regulatory affairs e-learning courseware which is highly complementary to Intellego's existing library of accredited medical education content solutions as well as its blended learning solutions (offered to the Sales, Marketing, System implementation and HR sectors). This newly-combined, strengthened courseware solution further enables Intellego to deliver an extensive quality and value driven proposition to existing and new clients, in addition to extending the global reach of the company.

Asia Pacific

India: US Trade Body clears Sun's purchase of Taro

The US Federal Trade Commission (FTC) has cleared Sun Pharma's proposal to buy Israel-drug maker Taro, but first required the Mumbai-based drug maker to sell rights and assets of three of its generic versions of anti-epilepsy drug carbamazepine, as an anti-competitive move. Sun has agreed to sell these three distinct generic formulations to Gujarat's Torrent Pharmaceutical Ltd. The proposed acquisition would remove the direct competition between Sun and Taro for these key products and deny consumers the benefits of lower generic drug prices, according to Jeffrey Schmidt, Director of the FTC's Bureau of Competition.

India: Lupin acquires minority stake in Australian drug firm

Indian drug major Lupin Ltd has acquired a minority stake in Generic Health Pty Ltd, an Australian pharmaceutical company. Lupin has established its presence in this market through partnership business model. It has filed 16 dossiers of generic products with a total market size of about A\$850m (US\$740.52million) and has approvals for 14 of these. The Australian pharmaceutical market is valued at over A\$10 billion (US\$8.71bn), with the generics business including branded generics accounting for A\$3 billion (US\$2.61bn).

Government Regulations

USA: Ziopharma receives notices of allowance for European and US

ZIOPHARM Oncology, Inc announced recently that it has received notice from the European Patent Office that it intends to grant a patent with claims covering certain pharmaceutical formulations of indibulin (ZIO-301) for oral administration and processes for manufacturing such formulations. The company also announced that it has received a notice from the United States Patent and Trademark Office that it intends to grant a patent with claims covering certain methods for treating multi-drug-resistant tumors or inhibiting metastasis with various pharmaceutical compounds, including indibulin. Indibulin is an oral novel tubulin targeted agent. The drug is currently being evaluated in several Phase I and Phase I/II studies, both as a single agent and in combination with Tarceva and Xeloda, for the treatment of a variety of solid tumours

Middle East

South Africa: New environment-friendly products enter SA market

Industrial chemical cleaning specialist, Fine Organics Chemicals, will release a new batch of cleaning product technology from the US, into the South African market within the next three months. Fine Organics Chemicals MD Nutver Goolab explains that these third-generation cleaners complement the current second generation cleaners, but are more environment-friendly than the current cleaners. The new batch also includes a number of product formulations that are problem-specific. Efflorescence remover, rust treatment, new products to replace phosphoric acid in certain application are some of the products being considered.

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Asia Pacific

India: Indian pricing regulator raises material, packaging cost standards

India's National Pharmaceutical Pricing Authority (NPPA) has announced a revised set of guidelines for conversion costs (CC), packaging costs (PC), and packaging material costs (PM), resulting 3-9% increase to the permissible spend on the aforementioned costs. However, process loss costs (including raw materials and packaging materials costs during production) have not been raised. The three indicated costs reportedly constitute 20% of total production costs, and will lead to a retail price increase of 1-2% on all drugs manufactured in India, reports the Business Standard. The new prices were fixed based on a six-month study carried out by the regulator, and are to be effective immediately, according to NPPA sources.

Research And Development

USA: HSC study questions usefulness of price, quality transparency

According to the Centre for Studying Health System, the federal government is going full throttle into promoting transparency in healthcare. Health plans are developing tools to help consumers compare price and quality information from hospitals and physicians, but the tools pervasiveness and usefulness are limited, HSC researchers said. The study found that many large employers view price and quality transparency as a key to a broader consumerism strategy, while others are sceptical about the benefits and are proceeding cautiously to avoid potential unintended consequences, the study found. The committed organisations pledge to advance the use of healthcare IT to collect data on healthcare quality and pricing for the public and to provide incentives to providers.

USA: Study shows covering uninsured would cost US\$123bn

According to a study on healthcare costs, it would take US\$123 billion or an additional 5% in national health spending, to cover the uninsured. The study by the Kaiser Family Foundation's Commission on Medicaid and the Uninsured, found that the uninsured will spend US\$30 billion in out-of-pocket expenses for healthcare in 2008 while receiving US\$56 billion in uncompensated care. The average uninsured person receives US\$1,686 million worth of care per year. A different study released by the Agency for Healthcare Research and Quality (AHRQ) and the National Center for Health Statistics (NCHS) shows U.S. healthcare costs should approach US\$2.4 trillion this year.

USA: Lack of insurance hurts many with chronic illnesses

The lack of health insurance is preventing more than 11m Americans from receiving care for chronic illnesses, according to a study. Those without health insurance also were six times more likely to identify a hospital emergency department as the standard site for receiving treatment for illness. Many of these individuals end up with preventable emergency room visits, hospitalizations, amputations; kidney failure or worse because their chronic condition has gotten out of control, said Wilper, who currently teaches at the University Of Washington School Of Medicine in Seattle. Researchers from Cambridge Health Alliance and Harvard Medical School analysed data from surveys conducted by the National Center for Health Statistics and found that there are 11.4million non-elderly adults with one or more chronic conditions who lack health insurance.

USA: Semafore Pharmaceuticals discovers new anticancer drug candidates

US-based drug discovery company Semafore Pharmaceuticals has announced the discovery of novel multi-targeted kinase inhibitors that demonstrated significant anticancer activity in preclinical studies. Of 50 compounds identified, SF2523 and SF2506 have been chosen for additional evaluation based on their ability to inhibit multiple kinases, including PI3K, mTOR, DNA-PK and PIM-1. Evaluation of SF2523 in a 232 kinase panel screen showed that the compound selectively and potently inhibits key cancer kinase targets, including mTOR, DNA-PK, PIM-1 and PI3K. In vivo testing of SF2523 in renal cell carcinoma (RCC) mouse xenograft models demonstrated 81% tumour growth inhibition, while SF2506 testing resulted in 93% tumour growth reduction in the same model, the company said.

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USA: Pain Therapeutics and King Pharmaceuticals to develop PTI-721

Pharmaceuticals companies Pain Therapeutics Inc and King Pharmaceuticals Inc declared on August 27 that the two companies have entered into a collaboration to develop a new abuse-resistant prescription pain medication called PTI-721. The alliance stated that, like REMOXY (controlled-release oxycodone), PTI-721's patented formulation is specifically designed to resist common methods of prescription drug abuse or misuse. The active pharmaceutical ingredient in PTI-721 remains undisclosed. Pain Therapeutics declared the submission of an Investigational New Drug (IND) application to the US Food and Drug Administration (FDA) for PTI-721 and expects to announce shortly the initiation of a clinical study with this new investigational drug candidate.

Centre government plans to allow foreign institutes to set up medical colleges in India

As per the Planning Commission predicting shortage of 0.6 million doctors in the country in the next five years, the Centre is planning to allow foreign medical institutions to set up medical colleges in the country with a view to fill the gap between the demand and supply of manpower. According to Health ministry to achieve the targeted doctor-patient ratio of 1:1000, the country will need at least 0.6 million doctors. And there is shortage of 1.03 million nurses to achieve the target of 1:500 ratios in nurses-population. To meet the gap in the number of pharmacists also, the Centre is planning to give financial assistance to the pharmacy institutions for upgradation. Central assistance will be given for setting up of 230 nursing schools, six colleges, 24 centres of excellence of nursing and four regional institutes. In the paramedical sector, two national level paramedical institutes and six regional level institutes would be set up.

Pharmacy Council of India rejects 6 out of 46 applications for Pharm D, AP tops list with 15 applications.

The Pharmacy Council of India (PCI) has received a total of 46 applications for the Pharm D (Doctorate in Pharmacy) course which is being introduced in the country from this academic year. Andhra Pradesh tops the list with as many as 15 applications to start this advanced course which will bring the pharmacists of the country on par with international standards.

Out of the 46 applications, the PCI has rejected 6 applications due to non-fulfilment of required criteria to qualify to commence this advanced course. As per the norms, the pharmacy colleges which have come out with its first batch of B Pharm will be qualified to start the Pharm D course. Of the remaining 40 colleges, there are shortcomings in 6 applications and the PCI has asked these colleges to rectify the shortcomings fast so as to accord green signal to commence Pharm D before the last date for the same is over.

India: Diabetes hits children

Globalisation and consumerism, widely perceived to be key factors behind the radical shift in lifestyle in many developing countries, have also contributed in a big way to the rapid spread of obesity in the Third World countries including India. Diseases in the form of diabetes, heart and arterial diseases and other ailments are already on an explosive upsurge.

India: Aristopharma starts bioequivalence research of medicines in Bangladesh

Aristopharma Ltd, a leading pharmaceutical company of the country, has started conducting bioequivalence research of its medicines for the first time in Bangladesh. By bioequivalence research, it is seen whether the local drug is equivalent to the research drug in human body. Such report gives confidence about the quality of a drug as well as helps to export the drug to developed countries. Aristopharma conducted the first bioequivalence research on its antiulcerant drug, Omeprazole capsule in the Department of Clinical Pharmacy and Pharmacology of Dhaka University and the study showed that Omeprazole is bioequivalent to the research brand of AstraZeneca, Sweden and hence they are interchangeable.

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India: Avesthagen begins work on new R&D facility

Avesthagen Limited said it would release its first batch of biosimilars into the market by mid-2009. Biosimilars are new versions of biopharma products whose patents have expired. These are large complex molecules that are produced using the core genetic material and are similar to the reference products such as insulin and human growth hormones. Avesthagen, which has been building competence in the creation and purification of biosimilars, has lined up eight products for release. Referring to the Avestagenome project which enables the archiving of the genome of 69,000 members of the Parsi community and determining the genetic basis of longevity, Ms Patell said: "The project is progressing well. So far, we have collected about 3,000 blood samples from places like Hyderabad, Pune and Ahmedabad."

Product Focus – Zyprexa (Olanzapine)

Introduction

Zyprexa is a brand name for a prescription medicine that is approved by the FDA for treating the symptoms of schizophrenia, acute mixed or manic episodes of bipolar I disorder and for maintenance treatment in bipolar disorder.

- It has been prescribed to nearly 24million people in 84 countries since its approval in 1996
- It was the first of a newer generation of antipsychotic medications (called atypical antipsychotics) approved for the long-term treatment of schizophrenia
- It was the first atypical antipsychotic approved for the treatment of acute bipolar mania
- It has benefits in controlling positive symptoms (hallucinations, delusions) and negative symptoms (apathy, social withdrawal) of schizophrenia

Working Mechanism

Zyprexa is a kind of medication known as an atypical antipsychotic. It belongs to a larger category of medications that affect the mind, called psychotropics. Antipsychotic medicines are psychotropic medications that treat the symptoms of psychotic disorders, such as schizophrenia. They may also be prescribed to treat acute mixed or manic episodes of bipolar disorder.

Classification	
Brand Name	Zyprexa, Zydis
Generic Name	Olanzapine
Therapeutic class	Atypical antipsychotic
Manufacturer	Eli Lilly & Company
<i>Source: Cygnus Research</i>	

Drug Interactions:

- Carbamazepine (Tegretol) can reduce blood concentrations of olanzapine, possibly necessitating higher doses of olanzapine. Other drugs that also may reduce blood levels of olanzapine are omeprazole (Prilosec) and rifampin. Smoking may also reduce blood concentrations of olanzapine.
- Ciprofloxacin (Cipro), diltiazem (Cardizem; Dilacor; Tiazac), erythromycin, and fluvoxamine (Luvox) may have the opposite effect, that is, they may increase blood levels, and the dose of olanzapine may need to be reduced.
- Olanzapine can cause orthostatic hypotension; a drop in blood pressure upon raising that may cause dizziness or even fainting. Taking olanzapine with either diazepam (Valium), other related benzodiazepines or alcohol can exaggerate the orthostatic hypotension caused by olanzapine.

Side effects
• Weakness, increased appetite
• Constipation, upset stomach
• Dizziness, drowsiness
• Insomnia, dry mouth
• orthostatic hypotension
• tremor and weight gain

Drug Class and Mechanism: Olanzapine is a medication that is used to treat schizophrenia and acute manic episodes associated with bipolar I disorder. Olanzapine belongs to a drug class known as atypical antipsychotics. Other members of this class include clozapine (Clozaril), risperidone (Risperdal), aripiprazole (Abilify) and ziprasidone (Geodon). The exact mechanism of action of olanzapine is not known. It may work by blocking receptors for several neurotransmitters (chemicals that nerves use to communicate with each other) in the brain. It binds to alpha-1, dopamine, histamine H-1, muscarinic, and serotonin type 2 (5-HT₂) receptors. Olanzapine was approved by the FDA in 1996.

Storage

Zyprexa products can be stored at room temperature, between 68 and 77°F (20-25°C) and it needs to be kept away from sunlight. Brief storage between 59-86 degrees F (15-30 degrees C) is permitted. It should be kept away from child's reach and away from humid environment such as bath room.

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Dosage

Oral olanzapine should be administered on a once-a-day schedule without regard to meals, generally beginning with 5 to 10mg initially, with a target dose of 10mg/day within several days. Further dosage adjustments, if indicated, should generally occur at intervals of not less than 1 week, since steady state for olanzapine would not be achieved for approximately 1 week in the typical patient. When dosage adjustments are necessary, dose increments/decrements of 5mg QD are recommended.

An increase to a dose greater than the target dose of 10mg/day (i.e., to a dose of 15mg/day or greater) is recommended only after clinical assessment. The safety of doses above 20mg/day has not been evaluated in clinical trials.

Uses

This medication is used to treat certain mental/mood conditions (schizophrenia, bipolar mania). It works by helping to restore the balance of certain natural chemicals in the brain (neurotransmitters). Some of the benefits of continued use of this medication include feeling less nervous, better concentration, and reduced episodes of hallucinations. However, olanzapine has not been shown to be safe or effective in the elderly for the treatment of delusions/hallucinations (psychosis) due to dementia.

Side effects

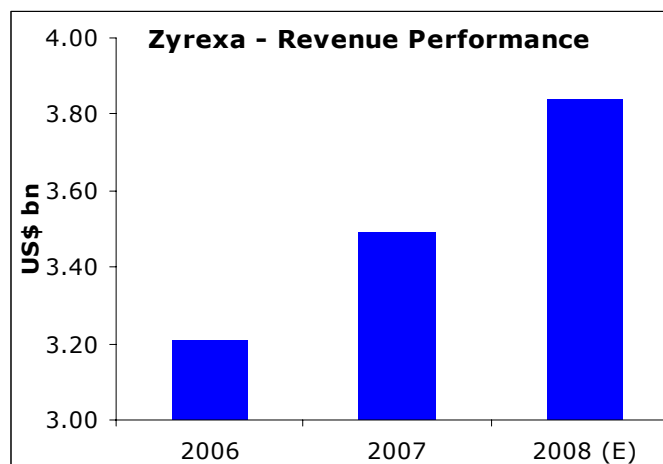
There may be an increased risk of increased blood sugar levels and diabetes with olanzapine as well as the other antipsychotic medications in its class. Patients should be tested during treatment for elevated blood sugar. Additionally, persons with risk factors for diabetes, including obesity or a family history of diabetes, should have their fasting levels of blood sugar tested before starting treatment and periodically throughout treatment to detect the onset of diabetes. Any patient developing symptoms that suggest diabetes during treatment should be tested for diabetes.

Precautions

- Tell the physician if the person becomes pregnant or may become pregnant while taking Zyprexa. The physician can help you decide whether the benefits of taking the medicine outweigh any possible risks to the pregnancy
- Tell the physician about the Zyprexa, Zydis contain phenylalanines that are presently undertaken
- Tell the physician, if the person has disorder called phenylketonuria
- If you are hypersensitive (allergic) to Zyprexa, you should not take it
- The symptoms of bipolar disorder or schizophrenia may include thoughts of suicide or of hurting yourself or others. If the person has these thoughts, tell the physician or go to an emergency centre immediately
- The safety of this medicine for use during pregnancy has not been established. It is not recommended for use in pregnancy unless considered essential by the physician.
- Be sure to tell at the time of pregnancy, plan to become pregnant, or are breast-feeding

Market Performance

Zyprexa is an atypical antipsychotic prescribed to treat the symptoms of schizophrenia and bipolar disorders. Zyprexa is a treatment for schizophrenia, bipolar mania, and bipolar maintenance. Zyprexa sales increased 8.72% in 2007, driven by higher prices, offset in part by lower were US\$3.21 billion for 2006. Zyprexa sales in international markets increased 11%, to US\$625.6 million, in 2007, driven by the impact of foreign exchange rates and increased demand. It is estimated to show the same positive growth in sales of 10% by the end of 2008.



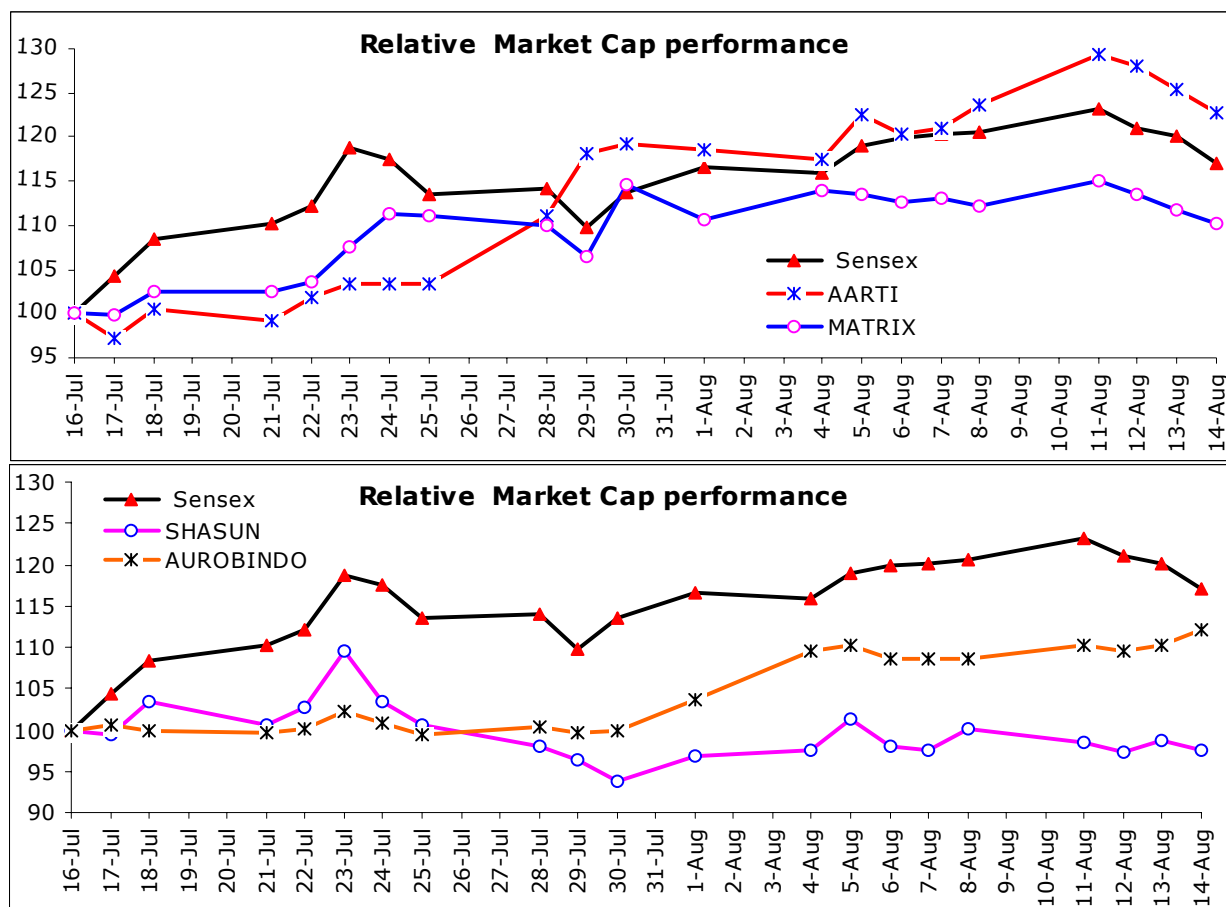
Source: Eli Lilly Company's website; Cygnus Research

The active ingredient in Zyprexa, olanzapine, was developed by Eli Lilly & Co and in 1996. Zyprexa has become one of the most prescribed atypical antipsychotic drugs on the market, totalling US\$4.3 billion annually in sales for Eli Lilly. Leading share-of-voice among psychiatrists has allowed Zyprexa to grow, or at least to hold its own, in most of our major markets. In terms of volume growth 2008-09, Japan, Spain, and the United Kingdom stand out with 14, 11, and 12% growth respectively—and Japan in particular still has a lot of upside potential. Late in 2006, the United States Court of Appeals upheld an earlier ruling that had affirmed Lilly's patent on Zyprexa. This legal development further increases the confidence that Zyprexa will remain a major contributor to the sales results through 2011, when its patent expires.

Outlook

Zyprexa is expected to remain Lilly's top product, as measured by worldwide sales. However, given the overall growth trends of Lilly's product portfolio, the dependence on Zyprexa will continue to diminish gradually. More than half of Zyprexa's revenue is now derived from international markets, and the company will continue to invest in the product in those areas where it maintains patent exclusivity. In the U.S., Zyprexa's performance in both the hospital and community mental health center settings has shown encouraging trends. With its recent strategies, this product aims to be one of the top branded pharmaceutical products in the world. It is expected to register sales of Rs4.86 billion by the end of 2009-10.

Stock Scan



Source: BSE India; Cygnus Research

	16 Jul – 26 Jul	27 Jul – 2 Aug	3 Aug – 9 Aug	10 Aug – 15 Aug
SENSEX	The Sensex was able to gain around 12.61% or 598.75 points during the period under consideration, as the government's trust vote win eased political uncertainty.	The Sensex registered a gain of 2.67% to reach 14656.69 points for this period under consideration as crude oil prices fell during the period.	Helped by moderating oil prices and hopes of reforms gaining momentum let the Sensex registered a gain of 3.49% to reach 15167.82 points.	Sensex fell by 2.92% during this period as India's inflation shot up and hit a 16-year high of 12.44%.
Aarti	The stock followed the general market trend and gained 3.41% in this week.	The stock continued its bullish run and added 6.75% to its price this week.	For the third week in a row the stock price rose. It increased by 5.23% this week.	The profit booking and market sentiments pushed the stock down by 5.18%.
Matrix	The stock price saw a strong 11.02% rise in this week.	The stock price did not move a lot and ended the week marginally up. The increase was a meagre 0.54%.	The share price fell in this week. The stock lost 1.6% this week.	The falling market and profit booking led to a fall of 4.24% in the stock price.

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Shasun	The stock did not see a major movement in this week as it ended the week a slight 0.7% higher.	The stock price saw a fall of 1% in this week.	The stock price saw some movement in this week as it put on 2.72%.	The price again fell marginally. This week it lost 0.99%.
Aurobindo	The stock declined by a small 0.6% in this week.	This week saw a steady rise of 3.3% in the stock price.	The price corrected this week by a small 0.84%.	Defying market trends the stock price increased by 1.76% this week.

Regulatory Issues

International

FDA Approves DNA Test to Measure Hepatitis B Virus Levels

The U.S. Food and Drug Administration approved the first nucleic acid test for hepatitis B virus (HBV) that measures the amount of viral DNA (viral load) in a patient's blood. Assessing a patient's viral load provides health care professionals with a highly sensitive method for gauging the progress of antiviral therapy in patients with chronic HBV infections. The COBAS TaqMan HBV Test extracts and then amplifies sections of viral DNA from human plasma or serum. The viral DNA sections are measured to establish a baseline level before beginning treatment, and then used again during treatment to assess an individual's response to therapy. (The baseline level of hepatitis B virus should decrease with successful treatment.) The test is used with other clinical findings, such as results from biochemical and serological testing. It is important in measuring a patient's HBV viral load is an important aspect of managing chronic hepatitis B infections," said Daniel G. Schultz, M.D., director of FDA's Center for Devices and Radiological Health. "The COBAS TaqMan test gives health care providers a new and sensitive tool for this process."

FDA Clears Test to Help Doctors Manage Heart Transplant Patients

The U.S. Food and Drug Administration announced and cleared for marketing a non-invasive test that uses molecular expression techniques to assist doctors in managing heart transplant patients post-surgery for potential organ rejection. AlloMap measures genetic information contained in the white blood cells (cells of the immune system that defend the body against invading viruses, bacteria or other foreign material) from a patient's blood sample. Specifically the test measures gene expression—or how DNA transcribes its genetic instructions to RNA, the nucleic acid that translates and carries out those instructions—of 20 different genes, resulting in a score that indicates whether a heart transplant patient is unlikely to be rejecting the new organ.

National

US FDA's new finding on Gardasil may boost government's effort to launch Gardasil for cervical cancer in India

The US FDA's recent positive finding regarding the safety of the human Papillomavirus (HPV) vaccine Gardasil will boost India's efforts to introduce the controversial vaccine in the country. Currently, the Indian Council of Medical Research (ICMR) is gearing up for the phase II trial of the controversial vaccine to study the tolerance level of this new three-stage vaccine among the Indian populace.

Amid rising concerns of consumers, parents, healthcare professionals and others in US over the safety of Gardasil, the US FDA has said that Gardasil is a safe and effective vaccine. The US FDA's latest findings are based on its monitoring system Vaccine Adverse Event Reporting System (VAERS). "As of June 30, 2008, there have been 9,749 VAERS reports of adverse events following Gardasil vaccination. Of these, 94 per cent were classified as reports of non-serious events, and 6 per cent as serious events", the US FDA said.

The US FDA said that the Gardasil, produced by US drug multinational Merck & Co, is an important cervical cancer prevention tool that will potentially benefit the health of millions of women. Every year, about 12,000 women are diagnosed with cervical cancer and almost 4,000 die from this disease in the United States. Worldwide, cervical cancer is the second most common cancer in women, causing an estimated 470,000 new cases and 233,000 deaths per year.

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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
4th & 5th Floors, Astral Heights, Road No.1, Banjara Hills, Hyderabad-500034
Tel: +91-40-23430203-07, Fax: +91-40-23430201,
Email: info@cygnusindia.com; Website: www.cygnusindia.com

Pharma Dept prepares scheme to set up generic drug store in each district

The Department of Pharmaceuticals has drawn up a scheme to set up generic drug stores in each district of the country to ensure affordable medicines to the poor sections of the society. The department has prepared the draft of the scheme, which is also likely to give boost to the manufacturers of unbranded generic drugs, and it is launching consultations with the industry including suppliers.

The Government will facilitate opening of generic drugs stores, initially one in each district through NGOs, charitable bodies, Red Cross and hospitals which are willing to work on 'not-for-profit' basis. Apart from generic drugs from public sector pharma undertakings, the stores will also supply generic drugs manufactured by private companies.

Upcoming Events

1	Event	MEDi 2008
	Date	Sep 09-10, 2008
	Venue	Connecticut Expo Centre, Hartford, Connecticut, USA
	Highlights	MEDi 2008 is the most comprehensive medical device conference and exhibition in the Northeast. The educational content of MEDi 2008 will combine high-quality scientific research data with proven, validated industry case studies, proven strategies for bringing new devices to market, legal and regulatory issues and clinical applications.
	Contact Details	Designing Events, 10910 Resiterstown Road, Owings Mills, United States Of America , Tel: +(1)-(410)-6545525
2	Event	Medtec-China
	Date	Sep 09-11, 2008
	Venue	Intex Shanghai, Shanghai, Shanghai, China
	Highlights	For the first time, China's medical device and equipment manufacturers will have access to hundreds of leading medical OEM suppliers from around the globe providing a vast array of equipment, materials and services.
	Contact Details	Canon Communications, 11444 W. Olympic Blvd., Ste. 900, Los Angeles, United States Of America, Tel: +(310)-(4)-454200; Fax: +(310)-(4)-454299
3	Event	Healthcare Facilities Symposium & Expo
	Date	Sep 09-11, 2008
	Venue	Navy Pier, Chicago, Illinois, USA
	Highlights	Healthcare Facilities Symposium & Expo is the longest-running conference and exhibition dedicated to the improvement of the overall health and welfare of patients and successful business outcomes through the design element.
	Event	Healthcare Facilities Symposium & Expo
4	Event	Info Dental
	Date	Sep 12-13, 2008
	Venue	Dusseldorf Exhibition Centre, Dusseldorf, Nordrhein-Westfalen, Germany
	Highlights	Info Dental is a great opportunity for all companies in the dental industry to promote their products and services to anyone involved in the business of dentistry. Professionals from the field of dental services, production, wholesale, scientific research, information/consulting services, educational establishment, health and medicine researcher would participate.
	Contact Details	Messe Dusseldorf GmbH, Stockumer Kirchstrasse, 61, Messeplatz, Germany Tel: +(49)-(211)-4560900; Fax: +(49)-(211)-4560668;
5	Event	Pharmatex
	Date	Sep 16-18, 2008
	Venue	Radisson Hotel, Cork, Cork, Ireland
	Highlights	Pharmatex will provide suppliers of production technology and knowledge solutions with an opportunity to address the needs of the pharmaceutical and bio-pharmaceutical manufacturing industry in Ireland.
	Contact details	Mediateam Limited; Media House Park Leopardstown, Dublin, Ireland Tel: +(353)-(1)-2947787; Fax: +(353)-(1)-2947799

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Email: info@cygnusindia.com; Website: www.cygnusindia.com

6	Event	Drug Delivery Global Summit
	Date	Sep 22-23, 2008
	Venue	Copthorne Tara Hotel, London, United Kingdom
	Highlights	Drug Delivery Global Summit will bring together key decision makers in the pharmaceutical, biotech, and drug delivery fields. It covers the latest in nanotechnology, inhalational drug delivery and the latest breakthroughs in drug delivery technologies; Presentations by internationally recognised industry experts are part of the submit.
	Contact Details	SMi Group Ltd, Unit 122, Great Guildford Business Square, 30 Great Guildford Street, London, SE1 0HS, United Kingdom Tel: +44 (0) 20 7827 6000; Fax: +44 (0) 20 7827 6001 Website: www.smi-online.co.uk/events/
7	Event	PHARMACY
	Date	Sep 30-Oct 02, 2008
	Venue	Lenexpo Fairgrounds, St. Petersburg, Russia
	Highlights	The international exhibition Pharmacy is the largest exhibition on public healthcare in the Northwest Region of Russia. The exhibition promotes the development of co-operation and the establishment of contacts in the area of medicine between the Russian and the international community and has a priority status for Saint Petersburg. Pharmacy 2005, expected to start with a full house of 140 exhibitors promising to showcase more new products and brands than seen in years previous.
	Contact details	Primexpo, Russia, Saint Petersburg, 23, Malaya Morskaya Street, "Beye noch" Business-Center, Beye Nochi, Russia Tel: +(7)-(812)-3806000; Fax: +(7)-(812)-3806001
8	Event	London Dental Showcase
	Date	Oct 02-04, 2008
	Venue	Excel Exhibition Centre, London, England, UK
	Highlights	London Dental Showcase has established a reputation with all members of the dental team as a great opportunity to find out about everything that is going on in the industry.
	Contact Details	The Organiser: British Dental Trade Association Mineral Lane, Chesham, Bucks, United Kingdom. Tel: +(44)-(1494)-782873; Fax: +(44)-(1494)-786659
9	Event	Medicine Stomatology Farmacy
	Date	Oct 07-10, 2008
	Venue	Minsk Expo, Minsk, Belarus
	Highlights	Medicine, Stomatology, Farmacy showcases the rapidly progressing scenario of the pharmaceutical industry of Belarus. Alongside Belarus companies a large number of international companies will provide the global overview of this sector with new innovations and research techniques that are already on or in the anvil.
	Contact details	Green Expo, 220015, Belarus, Minsk, Belarus Tel: +(375)-(17)-2102134; Fax: +(375)-(17)-2515429

10	Event	Pak Pharma Expo
	Date	Oct 14-16, 2008
	Venue	Karachi Expo Centre, Karachi, Sindh, Pakistan
	Highlights	Pak Pharma Expo will definitely go a long way to create and build long business relations of the manufacturers and suppliers with pharmaceutical industry in Pakistan. It is an invitation to all those who want to seize this opportunity and to further galvanizing their position to take share of this lucrative market.
	Contact details	Prime Corporation, Pakistan 34C, 21st Commercial Street, Phase II (Ext), DHA, Karachi, Pakistan Tel: +(92)-(21)-5895802; Fax: +(92)-(21)-5895791
11	Event	UKRAINAMEDICA
	Date	Oct 14-17, 2008
	Venue	Kiev Palace of Sports, Kiev City, Ukraine
	Highlights	Nearly the entire Ukrainian health system still is in national hand, but it is, however, in a process of restructuring. The goal of these reforms is a higher level of medical achievements as well as the introduction of modern technology and therapy possibilities. A reform of the health insurance is in planning.
	Contact Details	GIMA International Exhibition Group GmbH & Co KG Eiffestrabe 585, Hamburg, Germany Tel: +(49)-(40)-235240; Fax: +(49)-(40)-23524400