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INDIA'S FOREMOST PHARMA & BIOTECH MAGAZINE

1-15 MARCH 2020, ₹ 40

#### **PRE EVENT**

12<sup>th</sup> edition of PharmaTech Expo to be held in Chandigarh

#### **LEADERSHIP**

Mary Rodgers, Principal Scientist and Head. **Abbott Global Surveillance Center** 





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PRESENTS



# **FEEDBACK**



CHANDI PRASAD RAVIPATI General Manager,

Aurobindo Pharma

PPL 2020 is a grand success. I am very happy to be part of the third edition of PPL. The panel discussions and presentations by eminent speakers and sponsors are very informative. The total pharma packaging fraternity should be proud of the PPL Conclave and be indebted to Express Pharma for taking the initiative of felicitating pharma leaders



RAJENDRA R SHETTY

Chief Manager - Packaging Development-Innovation and Development, Abbott Healthcare

I would like to thank the entire organising committee of the PPL Conclave for an enriching and wonderful conference. Apart from the knowledge sharing sessions and panel discussions, the opportunity to meet and engage with the packaging fraternity to learn and unlearn has been incredible. There is a special affinity with the PPL Conclave as compared with other conferences. Thanks a lot and kudos



BIKASH KUMAR SARANGI

Team Lead - Packaging & Development (R&D), Natco Pharma

We witnessed a great show, with lots of learning and exposure at PPL Conclave 2020. Thanks a lot to Express Pharma for arranging such an interactive session. Thanks to all the giants of pharma packaging who made the event successful with their presence and insights



RAMGOPAL RAO K AGM-Packaging Development.

Aurobindo Pharma

Thanks a lot to the entire team of Express Pharma and the jury members for selecting me for the PPL Leadership Award. I am in this profession because of my elder brother, Mr Ramana Rao, support from my family and my mentor Mr Chandi Prasad Sir, who made me strong in pharma packaging. Thanks to all my friends and well wishers



















RAJESH MISHRA
Head - Packaging
Development,
Abbott Healthcare

It always a pleasure to attend and share learnings with the packaging fraternity at conferences like PPL Conclave 2020. Kudos to Express Pharma for once again organising such a great conference



SIBSANKAR MAJI
Packaging Sustainability and
Innovation Leader, Amazon

Packaging is invaluable due to growing complexities in modern age supply chain. All the best to the entire packaging fraternity for the exciting times ahead



KAUSTUBH KULKARNI Head - Packaging Development, SteerLife

I am happy to be a part of this forum. Thanks to the organisers for giving me the opportunity to attend such an amazing event



AMOL HINGANE
Head Packaging
Development,
Emcure Pharmaceuticals

The PPL Conclave 2020 is a collaboration of veterans and rising stars of the pharma packaging. This platform by Express Pharma gives an opportunity to express our views and learnings which will help to enhance and strengthen quality and patient compliance



MOHAN MONE
Pharma Consultant

PPL Conclave 2020 was a good experience and served to inspire the new generation of packaging professionals. As it was rightly said at the event, packaging is no longer in the back benches as far as the pharma industry is concerned. New technologies like artificial intelligence, track and trace etc are making packaging more relevant and significant for the pharma industry



SERI NARINDER
Deputy General ManagerPackaging Development
Hospira

I would like to thank Express Pharma for organising a wonderful event. It was a fruitful and amazing time for my colleagues and I. It was a perfect mix of topics, people, science and networking



PRABIR DAS
Head - Pkgg Tech Services,
OSD (India),
Mylan Laboratories

The entire packaging fraternity is grateful to Express Pharma for organising the PPL Conclave to discuss and deliberate on relevant topics to the pharma packaging industry and the society. I would like to participate in similar knowledge exchanging events



**AJAY BAPAT**Independent Pharma
Packaging Consultant

PPL Conclave 2020 was indeed a great learning experience learning from seniors and leaders of the pharma packaging fraternity





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**Interview** 

**Mary Rodgers** 

Principal Scientist and Head, Abbott Global Surveillance Center

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#### **USA**





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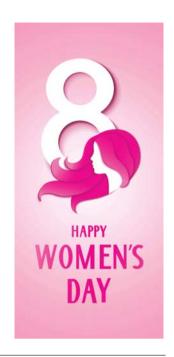
Mohan Varadkar

#### CONTENTS

### **FEMALE WORKFORCE IN PHARMA: KNOCKING ON THE GLASS CEILING?**



With roughly only one women out of ten professionals constituting the workforce of the Indian pharma industry, it seems that it may take a long while before the sector can claim a healthy gender diversity ratio. However, despite the challenges, women stalwarts are defying stereotypes to create space for more ladies in top leadership in the India Pharma Inc | P22



#### PRE EVENT

12<sup>™</sup> EDITION OF **PHARMATECH EXPO TO BE HELD** IN CHANDIGARH

**PHARMA PRO &** PACK EXPO TO BE **HELD IN HYDERABAD** 



17 18 19 September 2020 HITEX Exhibition Center, Hyderabad

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**BIOASIA 2020** 

**HYDERABAD** 

POST EVENTS

#### **STRATEGY**

REINVENTING THE **INDIAN PHARMA BUSINESS IS NO** LONGER A CHOICE BUT AN IMPERA-TIVE: EY REPORT



**HOW PHARMA 2020 WILL** UNFOLD?

#### LEADERSHIP



P27:INTERVIEW **Mary Rodgers** virus hunter, Principal Scientist and Head. **Abbott Global** Surveillance Center

#### RESEARCH



**SOME ANTIBIOTICS PRESCRIBED DURING PREGNAN-CY LINKED WITH BIRTH DEFECTS: THE BMJ** 

**FDA APPROVES** LUNDBECK'S MIGRAINE **PREVENTION THERAPY** 



#### **Express Pharma®**

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Editor: Viveka Roychowdhury.\* (Editorial & Administrative Offices: Express Towers, 1st floor, Nariman Point, Mumbai 400021) \* Responsible for selection of news under the PRB Act. Copyright © 2017. The Indian Express (P) Ltd. All rights reserved throughout the world. Reproduction in any manner, electronic or otherwise, in whole or in part, without prior written permission is prohibited.

# 2019-nCoV, nitrosamine issues trigger supply chain re-jigs

he 2019-nCoV infection, which has clocked 80126 confirmed cases and 2701 reported deaths as of February 25, combined with the nitrosamine contamination episodes over the past year, have pushed many pharmaceutical companies to reduce supply chain risks associated with sourcing APIs from areas outside their jurisdiction, in this case,

Sanofi recently announced that it will be combining API commercial and development activities at six of its European API production sites into a new company. which would serve both captive consumption as well as supply to third parties. This becomes a separate revenue stream while 'balancing the industry's heavy reliance on API sourced from the Asian region'. Sanofi plans to hold a minority stake of approximately 30 per cent in the new company.

Once hived off, and later listed, a Sanofi release estimates that the new company would be the secondlargest API maker globally, with approximately €1 billion in expected sales by 2022.

Sanofi's move is a reversal of the trend of the past decade to source APIs from cheaper destinations. Many more global pharma companies could follow suit, diversifying their supply chains and choosing sources which have demonstrated strict adherence to high production standards.

Analysts have forecast that while warmer weather might see the coronavirus infection losing its impact, supply chain disruptions could continue. While it was initially thought that Indian companies, especially in the pharma space, could benefit by stepping into China's shoes as API supplier to the world, it is now amply clear that this will not happen. At least not to the extent as first expected.



API manufacturers will have to up their quality game to compete with the new competitors

As a Crisil report on the 2019-nCoV fallout explains, other countries including India do not potentially have the scale or size to take advantage of the opportunities available due to disruption in Chinese supplies. It could take significant resources and time to set up additional capacities, by which time China itself might recommence production.

India imports 69 per cent of its total pharma bulk drugs intermediates from China but since Indian players have already sourced their raw materials and created sufficient inventory for two to three months in view of the holiday period in China, the impact is expected to be moderate in the fourth quarter of this fiscal.

ICRA has in fact already reduced its pharma sector outlook from stable to negative. If the lockout in parts of China following the coronavirus outbreak continues beyond mid-March, the ICRA report predicts that this may adversely impact the production of API manufacturers importing from China, possibly leading to a complete halt of production for some smaller players. Even if certain intermediates can be sourced from other countries, it would be at higher prices which will impact profitability as they may not be able to fully pass on the same to the formulations manufacturers. Furthermore, while they can shift their source of supply of raw materials for exports to regulated markets like the US, it requires refiling the drug master file (DMF) with the United States Food and Drug Administration (US FDA) for approval, which takes about six months. Thus as global pharma rejigs its supply chain, API manufacturers will have to up their quality game to compete with the new competitors.

> VIVEKA ROYCHOWDHURY Editor viveka.r@expressindia.com



# 12th edition of PharmaTech Expo to be held in Chandigarh

The event will witness 200 plus exhibitors with around 5000 plus attendees

he 12<sup>th</sup> edition of PharmaTech Expo will be held in Chandigarh from April 17-19, 2020. The pharmaceutical and lab expo will bring together people from across the globe to one destination under one roof. It is one of the biggest B2B trade shows that involve people from the healthcare industry to participate and share innovation related to advanced technologies in the healthcare sector. The event will witness 200 plus exhibitors with



around 5000 plus attendees.

exhibition showcase pharma products, machinery and technological innovation to buvers from countries like India, China, the US and Germany which are a major market for this sector. The event will give a huge platform to establish and enhance business by meeting active suppliers from across the globe looking for collaboration with the Indian pharma and healthcare market.

EP News Bureau

# PHARMA Pro & Pack Expo to be held in Hyderabad

The upcoming edition envisions to bring in advance innovations and ground-breaking technologies to the Indian pharma manufacturing companies

PHARMA PRO & PACK EXPO is all geared up for its 2020 edition in Hyderabad. The event will be held from September 17-19, 2020. After the successful and acclaimed edition in 2019 that raked in 12832 visitors and showcased more than 80 exhibitors, the upcoming edition envisions to bring in advance innovations and groundbreaking technologies to the Indian pharma manufacturing companies.

PHARMA Pro&Pack empowers the manufacturing industries by facilitating ideal grounds for networking and opportunity to get acquainted with the latest technologies by bringing the best of the industry on one stage. With a line-up of engaging supporting programmes that include a conference on current topics and the Hosted Buyer Program, the



17 18 19 September 2020 HITEX Exhibition Center, Hyderabad

trade fair not will just offers insights on the industry but also gives a chance to the exhibitors to connect with the buyers directly.

Spread across 7000 square metres, the event will have 120 exhibitors and 14000 visitors. The event is likely to witness 1500 plus buyer seller meetings and 400 plus hosted buvers.

EP News Bureau

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I, Vaidehi Thakar, hereby declare that the particulars given above are true and to the best of my knowledge and belief.

sd/-Vaidehi Thakar Publisher

Date: 1/3/2020

# 17th edition of BioAsia 2020 held in Hyderabad

The 17th edition of the annual flagship event of Government of Telangana, BioAsia, witnessed the participation of around 2,100 delegates and visitors representing 37 countries

he 17<sup>th</sup> edition of BioAsia 2020 was recently held in Hyderabad. The threeday global forum at HICC, Hyderabad was inaugurated by KT Rama Rao, Minister for Industries and commerce & IT, Government of Telangana. With the theme of 'Today for Tomorrow', the annual flagship event of Government of Telangana, BioAsia, focussed on how innovations and technological disruptions are reshaping the global life sciences sector.

Rao also inaugurated the international exhibition wherein 160 organisations exhibited their innovations and developments from the fields of medtech, pharma, biotech and healthcare.

During the inaugural ceremony, the organising committee of BioAsia 2020 bestowed the Genome Valley Excellence Award 2020 to Dr Carl H June, the pioneer of CAR-T Cell therapy for cancer treatment and the Professor of Richard W Vague in Immunotherapy, Dept of Pathology and Laboratory Medicine, University of Pennsylvania, USA. The award was presented to Dr June for his exemplary contributions to the global life sciences industry.

BioAsia 2020 witnessed over 2,000 delegates from industry, government, scientist community, academia and start-ups representing 37 countries. About 800 corporates in which about 350 CXO level officers and about 100 global speakers also participated. The event also hosted eminent global leaders from the life sciences industry including Vas Narasimhan, CEO, Novartis, Dr Carl H June, CAR-T Pioneer, Dr Peter Piot, London School of Hygiene and Tropical Medicine and Co-Discoverer of Ebola, Ajay Piramal, Chairman, Piramal Group, Dilip Shanghvi, Chairman, Sun Pharma, Kiran Mazumdar Shaw, CMD, Biocon, Satish Reddy, Chairman, Dr Reddy's Laboratories, among

During the event, an MoU





was signed between Dr Peter Piot, Director of London School of Hygiene and Tropical Medicine and Jayesh Ranjan, IAS, Principal Secretary, Industries and Commerce & IT, Government of Telangana.

Commenting on the key aspects of BioAsia 2020, Shakthi Nagappan, CEO, BioAsia and Director, Life Sciences, Government of Telangana said, "We are so excited to see the overwhelming response from the global delegates who have come in large numbers. Especially, more than 350 CXO level officials are attending the global convention is a testimony of BioAsia whose stature is being upgraded year after year. In its journey of 17 years, BioAsia has emerged as one of the finest global bio-business for a for innovations and developments in the fields of biotechnology, pharma and life

The global consulting firm -Ernst & Young (E&Y) on the inaugural day of BioAsia 2020 unveiled its exclusive report on Life Sciences industry at BioAsia -

'Today for tomorrow: Realising the potential of Life Sciences 4.0' - in which it explained how Indian pharma companies are preparing themselves to shift from supplying commodities to supplying innovations, technology is altering the way health care is imagined and delivered.

In the presence of Rao, We-Hub and the University of Basel signed an MoU to promote women in leadership roles and women entrepreneurship, as well as on innovation ecosystem engagement. This was facilitated by Swissnex India as part of Switzerland's continuous engagement with the Government of Telangana.

The second day witnessed high-profile deliberations and discussions on hot current topics of the global life sciences industry. The highlight of the day was CEO Conclave chaired by Piyush Goyal, Minister for Commerce and Industry, Government of India which was moderated by Rao. The industry stalwarts and panellists including Dr Narasimhan, Shanghvi,

Reddy, Ajay Piramal, Chairman, Piramal Group and Jan Van Acker, President, Emerging Markets, Human Health, MSD Pharma discussed and deliberated on 'Playing catch-up or preparing to lead?' of the CEOs, by the CEOs' in which they focussed on being leader in generics, how can India leverage its strengths in generics, vaccines and tech industry to win the race further. They suggested as to where should India place its bet to compete against the likes of China, Israel etc., and what should be India's long-term sustainability strategy in the evolving geopolitical and regulatory environment etc.

During the discussion, Rao highlighted the issues of price controls, withdrawal of incentives and delay and lack of coordination between the state and the central government agencies. Goyal assured the industry and the minister that he would conduct a meeting during the second week of March 2020 to address all the issues pertaining to the industry by meeting the leaders of the industry.

Prior to the CEO Conclave. the Genome Valley Excellence Award 2020 was bestowed upon Dr Narasimhan. Followed by this event, Dr Narasimhan delivered his keynote address on 'Blockbuster to niche-buster - igniting innovation across healthcare'. Vas announced the launch of 'Biome India', a digital innovation hub at its Hyderabad's centre, the first time in Asia.

Dr June delivered his keynote address on 'Era of Living Medicine - from pills to cell and gene therapies - journey so far, and the future ahead' in which he elaborated how CAR-T therapy has led to a new paradigm in cancer treatment which has the potential to treat many more diseases in the coming future and explained how can we bring these sort of individualised therapies accessible to the masses in a fireside chat with Mazumdar Shaw.

In the wake of Corona virus outbreak in China, a session on 'Affordable innovations to better tackle global health emergencies', Dr Piot highlighted the issues, challenges and opportunities involved in effectively handling the global health emergencies. Dr Piot elaborated the Corona virus outbreak that caused the sixth global emergency in the past decade and how to prepare to manage the emergency proactively. An important panel discussion held on 'Collaborative R&D - Unlocking the potential of Public-Private Partnership' where panellists like Jonathan Hunt, CEO, Syngene International, Dr Subodh Deshmukh, Global Head of Product Development, Sandoz, Dr Srinivas S Rao, Global Head, Translational in vivo models global research platform, Sanofi, USA, Krishna Kanumuri, CEO and MD, Sai Life Sciences, Prof Govardhan Mehta, Distinguished Professor, School of Chemistry, University of Hyderabad among others participated. Dr Ajit Shetty, Corporate

VP - Global Operations, J&J, USA (Retd.) moderated the session.

In an another important session on 'What's next for the Indian Life Sciences Industry', the panellists including A Vaidheesh, VP South Asia & MD, GSK, Dr Krishna Ella, CMD, Bharat Biotech, Dr Satvanarayana Chava, Founder and CEO, Laurus Labs, Rehan Khan, MD, MSD Pharmaceuticals, Dr Sudarshan Jain, Secretary-General, Indian Pharma Alliance (IPA), Suresh Pattathil, CEO, Ferring Pharmaceuticals deliberated on the future of Indian life sciences sector where Peter Behner, EY Global Health Sciences and Wellness Transactions Leader moderated the session.

On the third day of the event, Rao, the chief guest, handed over start-up awards, including a cash award, to five successful start-up companies selected from over 75 shortlisted companies and over 350 applications received. As part of the start-up stage event, top five start-ups including Lycan 3D, Callzy, Oncosimis Biotech, Heamac Healthcare, Flexmotiv Technologies were given an opportunity to showcase their innovative solutions that may likely bring in disruptions in the life sciences sector.

Rao also handed over land allotment letters to five MedTech companies who are setting up their units at MedTech Park in Hyderabad. While delivering his closing remarks, Rao appreciated the organisers for making BioAsia 2020 as 'One-of-it's-kind event' in the life sciences industry which has grown in size, stature and in terms of value. "I will look forward to seeing BioAsia 2021 which will eventually be even bigger and better," he added.

Ashok Chandra Panda, Minister for Science and Technology, Government of Odisha graced as Guest of Honour of the event.

A spotlight issue was discussed on 'Women in Life Sciences, Healthcare and Tech the journey from Aspire to Inspire' where the panellists like Dr Swati Piramal, Dr Christiane Hamacher, CEO, Biocon Biologics, Dr Alenka Stefani Petek, Head. Sandoz Development Centre, India and Nivruti Rai, Country Head, Intel India spoke about their roles and the success stories. Pamela Spence, Partner, EY Global Health Sciences and Wellness Leader moderated the session where inspirational stories were told.

In order to provide a platform which can enable aspiring entrepreneurs to test their innovative ideas in the field of medical technologies, Government of Telangana and MedTechConnect, a platform founded by Cyient and Xynteo's India2022 coalition, have joined hands together to launch a new initiative called Project Tej. A panel discussion was held on 'Fuelling innovation in MedTech R&D' in which the panellists discussed on how the new technologies are reshaping medical devices as medtech is fast evolving in the therapeutic area, instead of being restricted only to diagnostics. Since these devices are developed using AI-based algorithms aimed at improving access, affordability and accuracy, Medtech companies need to develop the right strategies to remain relevant for tomorrow while regulatory bodies need to enable the latest breakthrough innovations, the panel opined.

Another important panel discussion on 'Smart Manufacturing and supply chain – Moving up the value chain' the panellists from big pharma companies like Sun Pharma, Dr Reddy's highlighted the need for investments into technologies that can enable pharma manufacturing and supply chains becoming smarter and relevant for future compe-

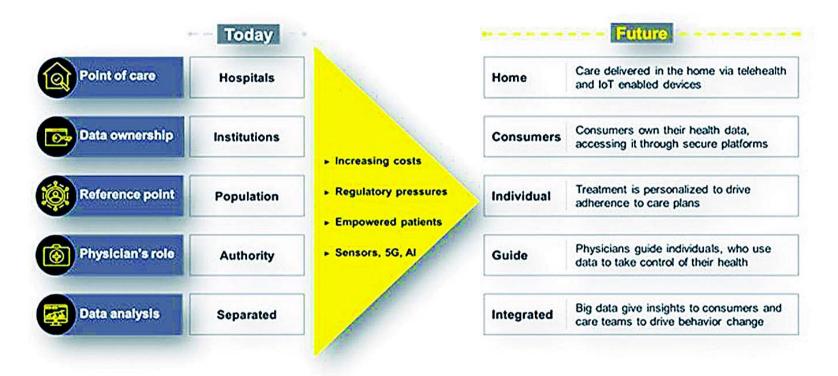
tence. Addressing the concerns of Indian pharma companies regarding increased scrutiny and rising warning letters and form 483s, Dr Sarah Mc Mullen, Deputy Director, US FDA India Office said that the companies should be open and transparent with the regulatory in providing the adequate information and comprehensive response within a stipulated period of 15 days from the observations found to address their concerns. As part of BioAsia 2020, Intel announced its 'Intel AI Applied Research Centre' in Hyderabad and Rao officially inaugurated its centre from the dais of the global convention. The minister also handed over land allotment letters to five companies - Jagore Life Sciences, Majik Medical Solutions, Arni Medica, Trident Technologies and Pulse Pharmaceuticals, which are going to set up their units in MedTech Park in Hyderabad.

EP News Bureau



# Reinventing the Indian pharma business is no longer a choice but an imperative: EY report

Over 60 Al algorithms were approved by the US FDA between 2018-2019 for varied applications ranging from imaging to diagnosis and monitoring to treatment



Traditional model of health is evolving rapidly; Source: EY analysis

s Indian pharmaceutical companies prepare to shift from supplying commodities to supplying innovations, technology is altering the way healthcare is imagined and delivered, according to an EY report, 'Today for tomorrow: realising the potential of Life Sciences 4.0', released at BioAsia 2020.

The accelerated technology and scientific advancement in the Fourth Industrial Revolution, or Life Sciences 4.0, is changing the traditional model of health. The combination of smart devices and sophisticated AI-based algorithms has made it possible to remotely diagnose, monitor and treat disease, leading to a shift in health care delivery from hospitals and clinics to patients' homes. People are now comfortable using wearables and sensors to track their health and fitness. Data generated from these devices empower individuals to make their own health choices and fuels a shift from disease treatment to better management, and ultimately disease prevention.

With the increasing focus on personalisation, there is a shift from a one-size-fits-all model of care, where treatments are developed for the entire population, to tailored interventions. This is becoming the reality in the oncology and rare disease space, where individualised cell and gene therapies (ICGT) are manufactured from a patient's own tissue. Because the delivery of ICGT treatments requires new manufacturing, delivery and information management processes, companies need to plan and ensure the entire product value chain is aligned to deliver such innovative individualised therapies at scale in

Sriram Shrinivasan, Global Generics and National Health and Lifesciences Leader, EY, says, "Life Sciences 4.0 is all about the ability of the life sciences companies to strategically move from one stage of business maturity to another at the right time and with the right capabilities. Indian companies may be behind their global peers, but they have the advantage of learning from

global failures and successes. Executives in most of the companies understand the urgent need to embrace digital. Those that differentially invest in data-centric technologies and change management to accelerate the business impact will be best positioned to reap the reward. As organisations plan their digital agendas, it is important to bridge the gap between a technology's potential and its successful delivery. Companies need to develop an exponential mindset that leverages technology for business model reinvention and empowering the workforce."

Pamela Spence, EY Global Health Sciences and Wellness Industry Leader, "We are in the midst of moving from population care to personalised care. The future value in healthcare lies in how organisations can unlock the power of data to fuel innovation to deliver better-personalised health outcomes. It is also access to skills rather than total ownership of skills that will become important as we see the emergence of fluid ecosystems operating across industries to deliver health benefit."

#### Potential of digital and data to reinvent the entire business value chain

evolving healthcare ecosystem is creating new opportunities for life sciences companies to capture future value through the development of personalised products

#### Role of technologies across the value chain **Artificial Intelligence** AR/VR Wearables and Online platforms Blockchain sensors Secure research transfel Secure health data Capture real-world data for Identify new Improve trial participant better trial design collection and sharing targets/indications and Increase efficiency in R&D Improve patient adherence improve success rates Enhance molecule analysis identity and access Help in continuous passive Create new therapeutic modalities Improve site selection and patient recruitment Improve trial quality and patients' safety at Leverage digital endpoints in clinical trials Predict trial risks, cost and Improve clinical trial design Enable monitoring and Educate patients and Educate/train patients, Maximize productivity of sharing of data, remotely physicians • Identify patient physicians, medical representatives medical representatives Capture real-world data to **Develop digital assistants** demonstrate and understand influencers/micro-S&M Provide immersive influencers (chatbots) customer behavior experience to customer Enable customized physician and patient engagement Create patient Provide preventive care by Create virtual care communities continuous, passive Enable bi-directional sharing of information companions Preventive/predictive maintenance; automated demand/ supply planning; Improve workforce Online pharmacies Track and verify drug Track and manage remotely Direct-to consumer improved quality control efficiency quality Label management Improve workforce efficiency Enhance employee delivery of medicines Automated synchronization and scenario simulation SC&M training experience Provide remote assistance and safety Supply chain safety information exchange Chain of custody for Monitor assets in real-time Prescriptive analytics and individualized therapies to on-site workers

Source: EY analysis

and services and end-to-end solutions.

As life sciences companies prepare to launch new business models, the core expectations of each business function continue to shift. Each business function should operate at optimal efficiency and quality today and should be competent to enable the future growth of the organisation. Additionally, all business functions should be integrated with each other to allow real-time sharing of data and insights. Digital technologies, such as artificial intelligence, augmented reality/virtual reality (AR/VR), and wearables sensors, blockchain, etc., have the potential to transform all business functions.

Notably, as global pharma's senior management continue to realise the significance of successful digital investments, they are reorganising to fill a perceived talent gap. Since 2016, about 70 per cent of the

#### Digital technologies, such as artificial intelligence, augmented reality/virtual reality (AR/VR), wearables and sensors, blockchain, etc., have the potential to transform all business functions

top 10 biopharma companies have appointed chief digital officers (CDOs) to their organisations, demonstrating the overall organisation's commitment to the effort.

#### **Digital strategy** implementation and way forward

According to an EY analysis based on responses from the survey with 20 industry experts of top Indian domestic and multi-national pharma companies, most Indian companies are already beyond the digital inertia stage. They understand the necessity to adopt digital technologies to remain relevant and competent in the

The survey also revealed that stringent regulatory environment, change management and unavailability of usable data are the top challenges in implementing digital.

- ▶ 70 per cent of respondents consider stringent regulatory and compliance requirements as the top challenge when implementing digital
- ▶ 57 per cent of the leaders believe that change management can be very challenging in implementing a digital change
- ▶ 43 per cent of the respondents cited inaccurate data as

a hindrance to implementing the digital programme.

Regulatory action associated with using new technologies and the complexity of getting fresh approvals can discourage companies from implementing technologies, especially those which are disruptive and lack a long track record. The second most cited challenge was 'change management'. While an organisation's top management may want to implement a digital change, disbursing information about the benefits to the lowest possible level, particularly in large organisations, is difficult. Further, data inaccuracy is another concern. While life sciences companies have access to abundant data, it is a challenge to find an authentic source that provides accurate data. Unavailability of skilled workforce and lack of consensus between business, strategy and technology teams were also flagged as key hurdles.

Despite the challenges, companies in India have started taking small, experimental steps towards their 4.0 journey. Currently, these activities are mostly fragmented. Those that define a practical strategy for implementing digital across the organisation to meet current challenges and future growth are likely to get a competitive edge.

The EY report explores a practical approach to design a digital strategy that meets the business needs today and is agile to address evolving industry and organisational needs tomorrow.

# How Pharma 2020 will unfold?

Dr RB Smarta. Chairman and MD, Interlink Marketing Consultancy, gives an insight on how innovation will drive healthcare and pharma in 2020 and beyond

"IT IS this absence of functioning industrial society, able to integrate our industrial reality that underlines the crises of our times." How aptly it has been said by Professor Peter Drucker during World War II. Should the economic dimension of industrial society takeover or submerge in the political and other dimensions of the country or focus on essential issues?

Looks to me this is an issue today when as a country our industry outlook is undergoing a lot of transformation.

As the industry is going through transformations due to a number of disruptions and reforming itself continuously since the last two to three years, there is a lot which we must learn from these years. In fact, since 1971, the industry is incidentally getting disrupted after every 8th year. Let us look for a major disruption in 2021-2024. The industry has been always finding out its path during all disruptions.

Now that speed and rigour are high, regulatory reforms are coming almost regularly and the industry is gearing up to deal with them. Besides, lots of disruptions have come from economic, social and political fronts. Hence, I always call the pharmaceutical industry as a socio-politico-economic venture as it needs to deal with the life of society!!

The pharma industry is a disruptive industry like music, films, etc. The beauty of disruptions is that they always provide a way of innovation.

#### Innovation — a key for the next three years

For any organisation, innovation is a distinctive capability which yields competitive advantage and helps performance. Many organisations do not take the leap forward due to constraints of mind, cost and other related matter of uncertainties which affect risk-taking abilities. In fact, all those disrupted industries have created varied capabilities and innovation with commercial gain.

Can our industry innovate at this moment? Is it the right time to redefine and repurpose our industry? In fact, it is a matter of necessity now. Let's look at a little historic perspective from the last three years and gather some insight so that it is important to identify which factors are driving pharma industry growth. Is there a possibility of innovation and has this possibility of being explored and exploited?

#### Seven engaging insights

Seven insights on the basis of deep analysis of industry have come on the floor which can aid innovation in each factor ar-



rived from insight. These insights are synthesised from the immediate past and future possibilities. These insights can be fully utilised for a variety of innovations. Depending on the strengths of a company, it can be further customised to provide leveraging growth factors for 2020-21 as well as for the remaining next two years.

These seven engaging insights are focussed on creating better health outcome with specific leveraging growth factors which are in-built in each factor. For example, in the case of marketing opportunities, leveraging can be done by identifying health-conscious patient groups and it can be matched with individual product/service portfolio. This is more so for speciality therapies or even for specific product areas such as vitamins and minerals, etc.

Those who are industry stalwarts having experience and expertise to gather insights would find out many such possible action areas or leveraging factors for growth. Obviously, this is a challenging task of identifying leveraging factors and innovative on the same through practices or products or people.

#### **Market opportunities**

Various factors such as demographics, psychographic and economic factors present themselves as opportunities for the current pharma market. With an increasing literacy rate and quality of education, the consumers of today are more aware and take efforts into ensuring their well being. The recent trends suggest an increasing consciousness of health and the move towards preventive therapy. This reflects in the massive growth of nutraceutical segments of nearly 15 per cent even while the pharma segment is struggling to achieve double-digit growth. This shift in the attitude of consumers is an opportunity for various stakeholders to engage patients and base their strategies keeping them at the centre. With the increase in the occurrence of lifestyle diseases and the demographic profile shifting towards an older population, there is a great opportunity to be tapped. The impetus on the demand side of the spectrum is aided by rising affordability of treatments with an increase in the per capita income, thus the purchasing power of Indians by nearly 10 per cent.

#### FIG. 1: SEVEN ENGAGING INSIGHTS



#### **Patient-focussed** initiatives

**B**y government

The government initiatives are focussed on reducing the out-of-pocket expenses of the patients by increasing the insurance coverage and ensuring the availability of quality medicines at an affordable cost. In the wake of this goal, the government has launched various schemes such as Avushman Bharat, Rashtriya Swasthya

#### FIG. 2: EVOLUTION OF HEALTH SECTOR- HEALTH 5.0

Health 1.0 Production Health 2.0 Industrializing Health 3.0 Automation Health 4.0 Digitalization Health 5.0 Personalization

Source: PwC report 2017

Bima Yojana (RSBY), National Health Protection Scheme. The Pradhan Mantri Jan ArogvaYojna provides cashless health insurance cover up to Rs 5 lakh per family per year, covering 500 million poor citizens. The Jan Aushadhi Pariyojana aims to provide quality medicines at an affordable cost. Considering the robust growth rate of 24 per cent in the health insurance sector and the expected increase in healthcare spending from the current meagre 1.15 per cent of the GDP to 2.5 per cent of the GDP in the upcoming years, the government is moving towards empowerment of patients.

#### ▶ By healthcare providers

The time is ripe for redefining and repurposing of the pharma industry through the of the healthcare providers. The time for a product-focussed industry is giving way to a more holistic industry which keeps the patient at the centre of its activities. Effective patient engagement at each level of treatment, beginning from diagnostics and providing a continuum of care ensures the empowerment of their patients and becoming the provider of choice. Providers and other stakeholders are also taking into account consumer trends and prescribing nutritional supplements for various lifestyle disorders. As the healthcare industry is moving towards Health 5.0 which refers to personalisation and digital well-being, it recognises the core role of patients as customers.

#### Increasing distribution of medicines

Technological disruptions have marked their presence in the pharma retail industry. The emergence of e-pharmacies has been rapid and they already account for nearly two per cent of the retail market share.



Registered Office: Pharmalab India Private Ltd., n Pharmalab Kasturi, 3rd floor, Sanghvi Corporate Park, Govandi Station Rd, Govandi (E), Mumbai 400 088, INDIA Tel.: +91-22-66 22 9900 | Fax: +91-22-66 22 9800 INDIA PRIVATE LIMITED TECHNOLOGY YOU CAN TRUST CIN No.: U29297MH2006PTC163141 Discover Technological advantages of Vapor Compression for WFI To name a few ... **Simpler Pretreatment Requirement** Softener Carbon Vapor Feed for Filter for Compression Water hardness **Chlorine** Still removal removal 2 No PW generation and distribution Periodic Validation Process Eliminated **Vapor Compression Still** 

According to a report by Frost and Sullivan, the current epharmacy market of \$512 million is set for a staggering growth rate of 63 per cent to reach \$3657 million by 2022, accounting for 10 per cent share of the total retail market. The traditional brick and mortar stores are also on the rise with a CAGR of 15 per cent from the current value of around \$25 billion. This also increases the rural penetration of the distribution of medicines.

#### **Future product pipeline**

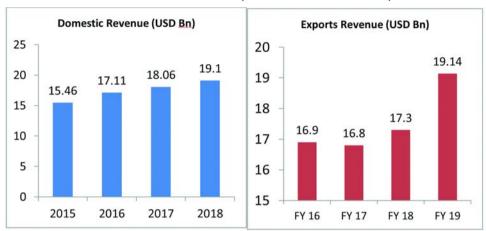
The pharma industry has been relatively active in R&D and new product development from digital transformation point of view. In fact, in the last three years, R&D investment in our industry has grown to 8-13 per cent and nine new major products have been launched last year. In fact, having pricing at a generic level, value creation has been more so from exports and those who have taken advantage of exports to create better value for themselves could invest in a different way towards new product development as well as towards patents. Last three years perspective is witnessing this impressive way of looking at the industry by creating a pipeline of products as a patent cliff worth \$250 billion lies ahead of us in the upcoming vears

A fresh opportunity has also presented itself for the product pipeline through biosimilars. As per a Morgan-Stanley report, as many as nine blockbuster biological products worth \$62 billion are set to go off-patent in the next two to three years opening up a major opportunity for their respective biosimilars.

#### **Improving quality**

The fourth industrial revolution is disrupting the face of all industries, including pharma. Although slow on the uptake, macompanies are now investing in technologies such as Artificial intelligence, machine learning and robotics in India. Various facets of the industry including drug discovery, manufacturing and R&D are being transformed by this cutting-edge technology to ensure quality while increasing

#### FIG 3. INDIAN PHARMA MARKET REVENUE (DOMESTIC AND EXPORTS)



Source: IBEF report, 2019

output and reducing timelines for drug discovery and approvals.

The growth rate of technologies such as robotics in India is 12 per cent, nearly double the global average of 6.73 per cent. This growth also reflects an increase in the manufacturing quality of the Indian pharma industry, making the claims of the book A Bottle of Lies by Katherine Eban, a factsheet of the distant past.

#### Regulatory facilitation

Another factor for increasing affordability of drugs in the Indian market is through regulatory interventions of price-capping. The recent capping on the profit margin for 42 unscheduled cancer drugs at 30 per cent may cause a dent in the revenue of the companies. It is important to develop strategies keeping the regulatory framework into consideration.

#### **Ethics call**

In the rat race of achieving targets and budgets, those having a philosophy of getting results irrespective of process or method or protocol, fall prey to unethical practices to achieve the goals. It needs a structural solution with associations addressing the issue and starting a dialogue between companies. There is a need for developing a mechanism with the help of member companies, association teams and arbitrators inclusive of appointed legal

Surely each engaging insight would give a variety of thoughts which need to be strategically fit with individual strength of the pharma company as a company can innovate on something which could be capitalised through commercial benefits and growth.

#### The real measure of growth

Considering the data on the growth of the last three years of the pharma industry, the industry seems to be poised to grow in a decent way in FY 2021 due to many reasons.

It's very clear from the graph that both domestic and international business have a salience of growth trajectory in FY2021. More granular insights provide major three factors which would give a real measure of growth in FY 2021 and the growth could touch between 12-15 per cent depending on areas of operations of therapy and price criteria.

As a result, three real measures of growth have emerged for FY2021. Growth can be leveraged by taking up a specific focus on any one of the three or all.

#### Speciality therapy areas

With technological advancements increasing our competency to manage critical care, the speciality sector accounts for nearly 15 per cent of the total market. The recent trends suggest a double-digit growth rate of 12-15 per cent for most speciality segments. The growth in the otherwise turbulent pharma industry is predicted to be fuelled by this segment.

#### Vitamins and minerals

As it has been observed through Interlink's study that a majority of the physicians are prescribing nutritional supplements inclusive of vitamins and minerals for curative and corrective measures. In fact, a majority of prescriptions are flowing from lifestyle and also non-communicable diseases.

As these patients are increasing, the bulk has been clearly seen growing even in FY19-20

Currently valued at around \$0.7 billion, this segment is set to grow at 15 per cent with contributions from prescription and OTC markets.

#### **Biosimilars**

Always as an industry, we have been able to successfully tap the opportunity of patent expiries resulting in new revenue areas quickly. The same situation is arising in the horizon for biosimilars. With the \$62 billion patent cliff advantage and strong backing of R&D activities, the Indian biosimilar market is poised for the rapid growth of 22 per cent from the current \$4 billion to \$12 billion by 2025 according to the BIRAC report.

#### **Building marketing assets**

Besides three measures of growth, the additional possibility of added growth is through the creation of marketing assets. Marketing assets mostly focus on heritage brands, patents, quality image of the company, ethics of the company

and obviously the valuation factor of EBITA.

These factors can be further improved by working on each one of these focused areas once again depending on the strength of the company which can add towards the growth of the organisation.

#### **Four possible business** models for pharma

There has been a lot of debate in different industries that demand is existing but perhaps old business models are not working. Example of Uber, Ola are cited as there is a need for travellers to have comfort and travel. This is possible in your own car, however, having a chauffeur-driven car-like Ola and Uber would be sufficient for those who need cars.

Well, logical but maybe not almost convincing for every customer as there are many emotional aspects of the brand, prestige are involved in car buying.

Look at this, this is also an example of disruption and innovation.

Similarly, pharma being a disruptive industry, new few business models have started working. Considering the need of changing business models, I feel they could be centred around engagements ad hospital infrastructure as well as technology.

The need for innovation in the disrupted state of the industry has given rise to different business models being adopted by pharma players.

- 1. Doctor/ healthcare professional engagement model remains the standard traditional model and is expected to boost the growth of Micro, small and medium-sized enterprises (MSMEs).
- 2. Patient-engagement model: For other players such as big pharma, it is time to innovate by adapting patient engagement models. This could be done in the form of:
- a. Subscription model: Non-pharma players such as Google are entering the global healthcare market. Google's start-up 'Forward' operates a wellness clinic like a high-end gym. Users pay \$149 a month

#### **STRATEGY**

and get unlimited genetic and blood testing, weight loss planning, doctor visits and more.

- b. Ecosystem model: Ecosystem model fits well with the 'beyond the pill' concept and is now possible due to the emergence of wearables, ingestibles and implantables.
- 3. Hospital engagement model: There will be new ways of hospital-patient engagement. For example, through better use of social media and technology such as mobile application and wearable gadgets communicating health parameters of a patient with his doctor through online patient portals, without direct patient-doctor contact, can be a norm.
- 4. Insurance engagement model: An increased healthcare spending by the government would result in more volume-wise sales for the hospitals and would allow more population to access private healthcare. Insurance companies need to engage with the government to make the best use of this. Eventually, this will also bring down overall healthcare costs. There is also a need from the insurance companies about better engagement with the public for increased awareness.

As pharma industry in India comprises start-ups, SMEs and MSMEs, Big Pharma and MNCs along with Niche players, each one may have to really look at their strengths and use one of the above business models. In the case of start-ups, they would quickly get through digitisation in wearables and ingestible and also patient engagement. For SMEs & MSMEs, the traditional engagement model with doctors, health care providers, hospitals and government and also innovation in reskilling of teams would prove most useful. Big Pharma can work on any engaging insight and mix different engagement models. MNCs will definitely move towards BI and AI and niche players can further strengthen their patient engagement.

#### How innovation in the pharma industry and business models would assist industry to grow

Looking at the national-interna-

EXPRESS PHARMA 21

tional environment, the focus of each country on health, reducing healthcare cost, reducing country health burden and providing better health solutions, the industry needs to find out its way towards a growth trajectory.

India is poised in different dimensions with the help of innovation and applying business models to grow at a faster rate than the last three years.

Obviously, another wave of pathy agnostic healthcare which is taking root in India as we are rich with Ayurveda, Modern medicine, Homeopathy, etc. So the health industry in

India is poised to a bigger growth in all these dimensions and being a centre of health, pharma industry, in my opinion, would definitely grow on an average by 12-15 per cent. This can be substantiated through innovative actions taken by industry, three measures of growth

and also the use of new business models.

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- 1. IBEF report, 2019
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- 5. BIRAC report, 2019





- Directly compressible
- Extended release
- Synergy with other controlled release ingredients
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# Female workforce in pharma: Knocking on the glass ceiling?

With roughly only one women out of ten professionals constituting the workforce of the Indian pharma industry, it seems that it may take a long while before the sector can claim a healthy gender diversity ratio. However, despite the challenges, women stalwarts are defying stereotypes to create space for more ladies in top leadership in the India Pharma Inc

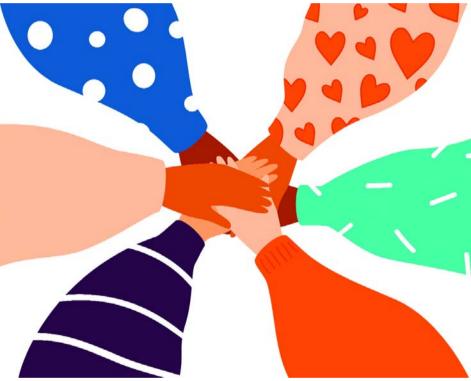
#### Tarannum Rana

ationwide, most industries are guilty of having skewed gender equality ratios and the Indian pharmaceutical industry is no exception. According to a report published by Mercer India, female representation in the pharma industry is just 11 per cent — of the 49.5-millionplus strong. The statistics varv across sectors. While female representation in the manufacturing function stands at 12 per cent, 17 per cent in R&D and 21 per cent in corporate functions. it slopes down to a mere 5 per cent in the sales and marketing function.

The figures are even more dismal when it comes to the percentage of women in top leadership roles. Yes, the industry can boast of a few women leaders — like Biocon's Kiran Mazumdar-Shaw. But the truth is that a lot more numbers need to be added up before the Indian pharma industry can fix the gender gap in its top leader-

Unfortunately, it is nothing less than ironical that while traditionally, women are the main healthcare providers at homes, their representation in an industry that is the backbone of the country's healthcare system is completely disproportionate, especially in top leadership roles. However, interestingly, it could very well be that pharma companies could actually gain by improving their workforce's gender di-

According to a 2018 report



by McKinsey Global Institute, India could add up to \$0.7 trillion — more than 18 per cent to its GDP by 2025, simply by paying attention to the slanting balance of its gender equality scales. Also, it is only fair that companies should represent and reflect their customers and their end-users.

But, what are the challenges that limit women from scaling the ladder to the top in the pharma sector?

#### Stuck with stereotypes?

As Archana Bhaskar, Chief Human Resource Officer, Dr Reddy's Laboratories points out, the Indian pharma industry has been relatively more traditional and conservative with its practices. Dr Gagandeep Kang, Executive Director, Translational Health Science and Technology Institute, talks on similar lines, "Traditionally, male-dominated workplaces are not willing to make accommodation for women whether it is flexibility in working hours, safety or child care in the workplace. Women are not supported, or encouraged, or made to believe that they are capable of handling important, complex responsibilities — that goes against all that we know women can do."

Limitations for many women (to scale up) often begin at home, and from within.

Sandhya Shenoy, Associate Vice President, FDC, points out, "Women have to shake off the mindset that they are less deserving. Society has conditioned us to be content and less ambitious. However, the larger problem exists within. Women have an inherent urge and take it as a moral responsibility to excel at the roles of a daughter, sister, wife and mother. Anything outside these roles does not matter and this includes their careers as well. This has resulted in women paying scant attention to self-development." Furthermore, biases and gender stereotyping in manufacturing industries can lead to a lack of confidence in

women, acting as a barrier to their dreams of being in leadership positions.

These biases may even worsen the operational difficulties that women face due to the nature of their jobs. Tripti Nakhare, Senior General Manager - Regulatory Affairs, FDC, points out that as production activities usually span over irregular shifts, social norms may restrict ladies from working beyond certain hours. "Moreover, Indian law used to prohibit working of female employees beyond permissible hours, i.e. after 7:00 pm/8:30 pm/9:30 pm/10:00 pm in factories and establishments. However, the Act has been amended so we may see a rise in the number as some women may prefer to work in the second shift so as to balance work and home. Sales entails touring which keeps women away from home where they definitely shoulder a larger share of responsibility. Not all families adapt to this. Also, not every place in India is safe for a woman travelling Nakhare points out.

Women leaders may also face resistance more than their male counterparts. Sharing her thoughts on the matter, Antoinette Gawin, President & CEO, Terumo BCT says, "I have not experienced this (resistance by men over women leadership). But, early in my career, there were some touchy situations, driven in part by my age vs my gender. I had my first Executive role at GE when I was 27 and became a VP at 29. That created questions and natural concern. I also went through two pregnancies in that period. Very frightening for those who grew up in an environment where pregnant women 'absented themselves' from the public eye."

In the end, competence always wins. Dr Renu Swarup, Secretary, Department of Biotechnology, Ministry of Science and Technology affirms the notion that a strong leader will be able to successfully lead their team, irrespective of their gender. She adds, "Those team members who are resistant to hard work and change would probably have the same attitude irrespective of the gender of the leader. If you have the confidence, you can deliver."

#### **Dearth of role models**

Ask any women leader in the pharma industry and they will agree that having a female role model, or mentor, can have a significant impact on a youngster's career. But with such debilitated numbers of successful women leaders in the industry, the industry could well be in quite a serious dearth of role models for its young and upcoming. Talking about how role models can influence a young woman by expanding their exposure, Mary Rodgers, 'virus hunter', Principal Scientist and Head, Abbott Global Surveillance Center, says, "In general, I think exposure is a big hurdle because girls don't always have role models who will plant an idea in their heads, whether it's a subject to take in school, a summer class or internship to explore, or having confidence in their own skills, they may not be thinking in the right direction. I was really fortunate to have strong female mentors and role models at every stage of my career, and they each had a major impact on the path I took. From seeking work in a lab as my first job during college to balancing motherhood with the demands of lab work, I have really benefited from seeing how other women have succeeded when faced with these same choices and challenges."

In this direction, Suman Sharma, Director - Sustainable Antibiotics, Centrient Pharmaceuticals, feels that companies should work on mentoring programmes to facilitate interaction between the veterans and the newcomers.

However, there is a severe lack of female role models/mentors and this may reflect on how poorly the industry is able to retain its female workforce, even at the entry-

level. Smita Holey, Associate Vice President – International Business, Cadila Pharmaceuticals notes that fewer women in managerial positions may result in lack of strong network, ultimately causing drop-out of accomplished women professionals from their roles. She ex-

plains, "Having more women in the leadership position will create a safe platform for women professionals, reducing the number of dropouts of accomplished women from the chain. When the change is slow, women feel unheard and undervalued and hence they seek

other opportunities. Working on the societal construct as well as grooming the women workforce can help put more women leaders in the pharma industry ultimately leading to more pharma women leaders. Companies nowadays are making conscious efforts to



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Website

#### LEADERSHIP

highlight their women leaders on platforms such as in media, conferences, business meetings etc. providing a platform for their growth. Such initiatives act as a strong communication point in encouraging future generations." She further pointed out that women are not represented at higher levels and hence, their competencies and strengths go largely unrecognised. Also, she feels that the kind of value that can be added to teams due to the presence of women is undervalued.

All in all, the presence of women leaders as role models can act as a direct intervention to develop future women leaders. This directly affects ladies joining the industry at the entry-level and helps them prepare for the trek up the ladder.

#### Recognise, recruit and retain

Responsibilities at home can easily clash with work, and

more than often, women are compelled to give up the latter. Organisations need to recognise these factors and customise strategies, developing benefits and programmes that help women manage their family and professional responsibilities by offering flexibility. Companies can experiment with different work models like having a contingent workforce, hiring part-time workers and consultant contracts.

Resuming work after childbirth is another factor that puts women in a fix. "Most women give up work at some point of time due inability to cope with the situation of dual responsibility," Nakhare observes. Extension of maternity leaves from three months to six months, she believes, may have helped women to better adjust to motherhood. However, organisations can go a little more steps further to help a female employee resume career after childbirth. Talking about how something as simple as opening up a crèche can help tremendously, Nakhare recollects about her time at Lupin and says, "The biggest boon in Lupin was the crèche facility. These were the years when we started our family. I could take my child with me to work. Having my child close to me was the priority and I was the first staff member to begin using the crèche. I availed of this facility for both my children till they turned three."

#### **Evolving with time**

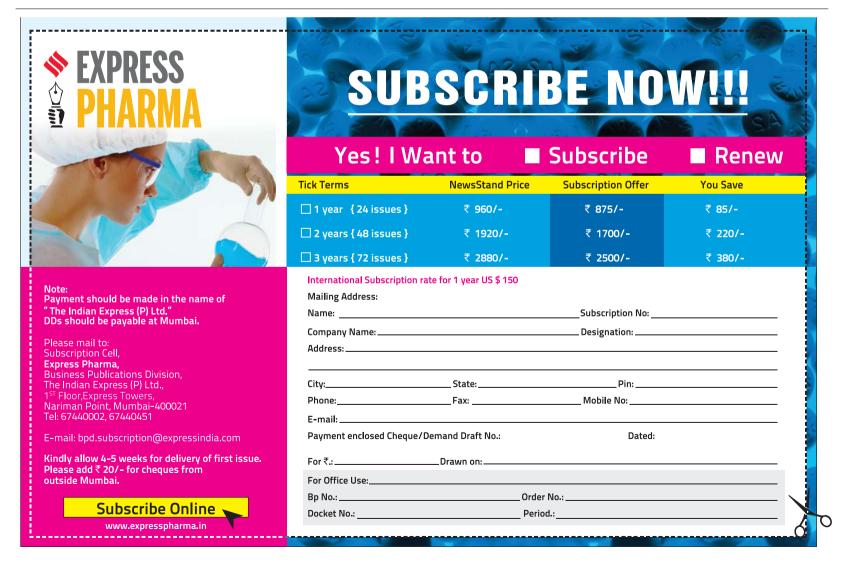
In order to bridge the gender gap that exists in the pharma industry, companies need to actively create a culture that actively advocates diversity and inclusion. A few organisations have already stepped up, showing initiative to address the issue. Recently, Dr Reddy's Laboratories was in news for retaining its spot for the third

consecutive in vear Bloomberg's Gender-Equality Index (GEI). The GEI tracks the financial performance of public companies committed to supporting gender equality through policy development, representation, and transparency. The reference index measures gender equality across five pillars: female leadership and talent pipeline, equal pay and gender pay parity, inclusive culture, sexual harassment policies, and prowomen brand.

Dr Reddy's Laboratories launched the 'SHE story – Increasing women in sales' as a part which 50 women returning from career breaks were given part-time contract roles as Special Hospital Executives (SHE's). They focussed on building relationships with junior doctors while covering one major hospital/ medical institute. Today, Dr Reddy's Laboratories has more than 100 SHE

team members. "Despite challenges, they delivered on their targets and expanded our customer base pan India," Bhaskar informs. To increase the number of women in manufacturing, the company became legally compliant to deploy women in API production as well as in night shifts in plants and redesigned the shifts to make it a five-day work week in our Biosimilar plant.

Dr Reddy's Laboratories also hosts a 'Post Maternity Buddy Program' - under which maternity counselling services are provided to all women employees along with access to a 'buddy mothers' programme wherein mothers can reach out to 'buddies' within the company that can help them with their doubts and queries around pregnancy. company has also launched a mid-management leaders programme called Chrysalis, to strengthen the pipeline of



women leaders.

Cadila Pharmaceuticals also has taken positive steps to promote more gender diversity among its ranks. Believing that one of the best ways to develop women leaders from a young age is to expose them to various aspects of the pharma industry and help them explore opportunities within the organisations, the administration at Cadila has come up with a variety of policies like flexible work timings and highlighting women role models. In the year 2019, for its young leaders' programme, Cadila maintained the gender diversity by hiring 50 per cent women professionals for roles in management, research and engineering. "We also focus on hiring women for higher positions. Selected women employees in the organisation are put on an accelerated growth path to help them assume leadership positions in the near future," a company administration representative states. The company also maintains a blog which features its women leaders frequently as a mode of inspiration for the young and upcoming.

Even government scientific bodies are shifting gears to boost gender equality among their workforce. Dr Swarup shares, "Department of Biotechnology (DBT) has made a concerted effort to encourage the participation of Young Women in Science and Technology. There are numerous opportunities for young women. BioCARE is one such scheme which allows women researchers both employed and unemployed to take up research. We also have special awards to recognise the excellence in research and innovation by women scientists -Janaki Ammal-National Women Bioscientist Award. DBT through its Public Sector Enterprise Biotechnology Industry Research Assistance Council (BIRAC) also supports women entrepreneurs. We have three incubators which specially focus on women entrepreneurs and nearly 10 per cent - 15 per cent startups supporting are women. We also have a WiNER a special Startup Challenge women entrepreneurs to help them to take entrepreneurship research forward and create enterprises."

#### Knocking on the glass ceiling

"There is no reason to believe that pharma is not suitable for women. It might be the case that when the industry was established, women didn't have the opportunity to work in otherwise stereotyped industries such as pharma. Today, I see more and more women making their mark in these industries and breaking the conventional norms. With continued efforts, there will come a time when women will have equal representation in the workforce in pharma," says Holey, identifying the positive transformations happening in the Indian pharma industry.

It looks like the Indian

pharma industry is gearing up to transform into a more gender-neutral sector with more and more women taking up leadership roles. And as Shenoy points out, "There is plenty of room on the top!"

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### FROM THE VETERANS, FOR THE RISING STARS



Work hard. Learn, learn and continue to learn! We should never stop learning - be it from juniors. seniors or peers. Understand each topic, learn to question and be sincere. Develop good interpersonal relations. Be assertive when required. Above all, enjoy working and cherish your womanhood. Multitasking is something we have in our blood, so some efficient time management can help in achieving anything. But, most importantly, take care of your health. Remember, we women are gifted! Go for it!

TRIPTI NAKHARE Sr General Manager, Regulatory Affairs & PDD, FDC



Ignore the naysayers and trust your ability

#### DR GAGANDEEP KANG

Executive Director, Translational Health Science and Technology Institute

Having strong female mentors and role models can be a huge help – whether it is about gaining confidence in your own skills, or learning to balance motherhood with the demands of lab work

#### **MARY RODGERS**

virus hunter, Principal Scientist and Head Abbott Global Surveillance Center



Young women should consider joining this sector, as along with technical expertise, the sector needs an understanding of compassion, love, care and multi-tasking, which I feel, women are naturally good at. This can help the industry transform the customer experience **SUMAN SHARMA** 

Prepare yourself for challenges, acquire new skills and on-job training. Do not hold yourself back.

> **SANDHYA SHENOY** Associate Vice President, FDC

There is only one life

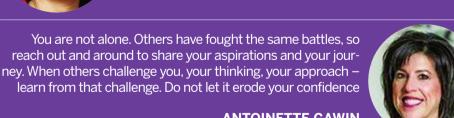
Director - Sustainable Antibiotics, Centrient Pharmaceuticals



If you face an obstacle, don't walk off, Instead, find solutions and keep going on. Just don't give up

#### **ARCHANA BHASKAR**

Chief Human Resource Officer, Dr Reddy's Laboratories



**ANTOINETTE GAWIN** President & CEO Terumo BCT



Be confident and look at your own strength. It will help you to move forward. If you are confident about what you do, if there is enough passion in what you pursue and your commitment and hard work are reflected in your tasks, there is nothing to stop you from moving ahead.

> **DR RENU SWARUP** Secretary, DBT



Women can do wonders in their chosen fields. So never stop dreaming, because dreams do come true! It might seem that women can't rise in the pharma industry but women all over the world are breaking this myth. Pharma industry is one of the most dynamic and exciting industries to be in where you actually work to make a difference in the world. So, don't miss out on any opportunity to be a part of it and be a role model for future generations

#### **SMITA HOLEY**

Associate Vice President – International Business. Cadila Pharmaceuticals



#### INTERVIEW

# 'The stereotype that STEM careers are only for men is changing'

Mary Rodgers, virus hunter, principal scientist and head, Abbott Global Surveillance Center explains to Viveka Roychowdhury how strong female mentors and role models encouraged her during her journey from her first job during college to balancing motherhood with the demands of lab work

#### As a leading scientist and as a role model for women in STEM, do you find more women in STEM today than when you took it up?

Yes, I see more girls opting for careers in science, but we have a long way to go. I was lucky that I received the right encouragement, exposure and access to some wonderful mentors early on in life. I knew that I wanted to be a scientist from a very young age. But what I couldn't decide at first was what kind of scientist I wanted to be - it turned out that my father-in-law (to be) was helpful. We were discussing my plans and I shared that I was majoring in chemical engineering. He said to me, "I don't know, I just don't see you as a chemistry person, you seem more like a biology person." And I said, "Well maybe I'll take a biology class." And he was right, I am a biology person - I'm fascinated by molecular biology. I graduated with a bachelor's in biochemistry from University Wisconsin-Madison and eventually earned my Ph.D. from Harvard in biological and biomedical science. I was in Mumbai recently for a transfusion conference and met many women who were at the helm of scientific institutions. I found this to be very impressive and encouraging.

What were the hurdles and how did you deal with them?



In general, I think exposure is a big hurdle because girls don't always have role models who will plant an idea in their heads, whether it's a subject to take in school, a summer class or internship to explore, or having confidence in their own skills, they may not be thinking in the STEM direction. I was really fortunate to have strong female mentors and role models at every stage of my career, and they each had a major impact on the path I took. From seeking work in a lab as my first job during college to balancing motherhood with the demands of lab work, I have

really benefited from seeing other women have succeeded when faced with these same choices and challenges.

#### Are society's attitudes evolving so that less women give up a STEM career than before?

I think the stereotype that STEM careers are only for men is changing, and it's encouraging to see that a record number of women are getting PhDs in STEM fields. My own son even told me that he "wants to be a boy scientist", which I think means that he thinks most scientists are women. although I'm sure there's some bias there because of his mom. We need to keep this momentum going - for women to choose, strive and thrive in STEM, they need the right exposure in school, right encouragement as they choose their education pathway, and access to additional information as they select their career options.

You have the opportunity to observe women in STEM across countries and cultures. Which countries have you seen the most change in this aspect? I've been working in research related to Abbott's Global Viral Surveillance programme

for five years now, and I haven't seen many changes during that time - I find that amongst our global collaborators, women are present similarly to men.

#### What is your advice to policy makers, corporate boards and the scientific community at large, to improve contributions from women in STEM careers?

It's important for parents, educators and others to expose girls to STEM, and encourage them in every way possible to pursue science and related fields. At home, it's important for parents to gauge their girls' interest and introduce the right reading materials and hobbies to nurture their aspirations. I always tell kids that if they like asking questions, then they might want to consider becoming a scientist - asking questions is fundamentally what we do. At the community level, recognising girls for academic achievements is important. Also, Abbott offers internships giving both girl and boy students the opportunity to contribute to our life-changing technologies alongside engineers and scientists who look like them. For more information on Abbott's  $STEM\ activities, parents\ and$ 

viveka.r@expressindia.com

http://www.abbott.com/women-

teachers can visit -

in-stem/stem-resource-

# cover)



# PPL CONCLAVE 2020

Pharma Packaging and Labelling (PPL) Conclave, in its third edition, witnesses a confluence of pharma leaders and innovators discuss and debate on new-age strategies and holistic approaches to capture value with packaging

#### **EXCLUSIVE COVERAGE**

































#### DAY 1

#### PPI CONCLAVE 2020

- Nelcome ∆ddress **SPECIAL ADDRESS**
- ▶ SelfDose® A self-injection device
- ▶ Innovative, compliance-driven sustainable packaging solutions
- PANEL DISCUSSION: Capturing value through packaging
- Disruptive innovations in packaging
- The combination of serialization and husiness intelligence
- ▶ Improving packing lines efficiencies with suitable coding technologies
- ▶ Capturing value through packaging....Post serialization perspective
- ▶ PANEL DISCUSSION: Parenteral packaging: Evolution and revolutions

#### **PPL LEADERSHIP AWARDS 2020**

- Welcome Address by Viveka Roychowdhury, Editor, Express Pharma
- Address by Chairperson of Jury of PPL Leadership Awards
- Presentation of Awards by the Jury
- Address by Chief Guest
- Vote of Thanks
- ▶ Networking Cocktail & Gala Dinner

# **INAUGURAL CEREMONY**



Yugal Sikri, MD, RPG Life Sciences; Ashok Bhattacharya, ED, Takeda India; AVPS Chakravarthi, Global Ambassador, World Packaging Association: Stewart Campbell, VP & GM-Asia Pacific, West Pharmaceutical Services; Dr Saniit Singh Lamba, MD, Eisai India: Viveka Roychowdhury, Editor, Express Pharma

harma Packaging and Labelling (PPL) Conclave, in its third edition, focussed on the theme 'Capturing value with packag-

This year, experts and veterans at

the event explored the current trends in packaging and assessed their impact on the pharma sector's advancements. They evaluated the role of emerging technologies, novel materials, and holistic designs to attain crucial objectives like supply chain integrity, anti-counterfeiting, reduction in medication errors, patient-centricity, sustainability, regulatory compliance, innovation in drug development, brand identity and customer loyalty.

# **Special Address: Patient-centricity is key to packaging**

hakravarthi AVPS, Global Ambassador, World Packaging Association gave a very insightful and inspiration speech at PPL Conclave 2020.

He opined that as we enter a new decade, the pharma industry will experience a wave of disruption, led by unprecedented opportunities and challenges. For instance, increasing threat of counterfeits, growing regulatory scrutiny, lack of adequate resources and rise in chronic diseases will pose enormous challenges in future. Likewise, changing demographic profiles, globalisation, empowered customers and technological advancements will offer huge opportunities.

Therefore, pharma packaging too will have to continuously evolve to meet growing demands, optimise growth potential and overcome challenges.



AVPS Chakravarthi, Global Ambassador, World Packaging Organisation

Pointing out that gone are the days when packaging was simply about containment and protection, he went on to state that packaging will be the second physician for patients in times to come since it will speak and listen to patients.

He also urged pharma packaging leaders to ensure that patient-centricity is central to all transformations in this sector. He asserted that the ultimate goal should be patient safety and convenience since it the most important important tenet for the pharma sector.

He was also emphatic that packaging professionals should stay abreast of the latest happenings and constant changes in this sector. They need to be stronger and smarter to identify the pain points and scientifically tackle them since the role of packaging in maintaining quality and efficacy of products throughout the supply chain is very crucial.

He also pointed out that platforms like the PPL Conclave are a great way of staying updated and sharing knowledge with peers to propel progress in the pharma packaging industry.



# **SelfDose – A self-injection device**

he presentation by Shraddha Sharma. Marketing Manager, West Pharmaceuticals Packaging India showcased an interesting device - SelfDose. Accentuating that West Pharma aims to be the world leader in the integrated containment and delivery of injectable medicines, she cited SelfDose as an example. She informed that it is a new age self-injection device which enables patients to control drug delivery safely and effectively.

Describing it is a true single source solution that reduces cost, simplifies supply chain and minimises testing, Sharma divulged that the product's features were designed with the help of patient-tested experience.

Elaborating further, she explained that it is a very pa-



Shraddha Sharma, Marketing Manager, West Pharmaceuticals Packaging India

tient-friendly device with a differentiated and ergonomic design to overcome dexterity challenges. Moreover, it has a hidden needle, self-controlled injection rate, disposable single dose system, offers passive needle safety and provides visual feedback for proper administration. She affirmed that SelfDose can help with needle phobia and reduce needle-induced anxiety in patients as well by virtue of its easy-to-use and highly intuitive design.

Sharma also explained that SelfDose overcomes various challenges that auto-injectors pose such as glass breakage, customisation costs and dimensional variability since the device works well with all 1 mL long syringes and requires no extra customisation.

Thus, she promised that as a product designed through formative Human Factor testing, it can significantly improve patient experience. She concluded the session by informing that the product which was launched on May 1, 2018 for Methofill Methotrexate SELF INJECT has already received approvals in the EU, the US and Canada. It has also won several accolades for innovation and medical design at several prestigious forums.

## Innovative, compliance-driven sustainable packaging solutions

PL Conclave 2020 saw a plethora of interesting sessions and presentations. One of them was by Manoj KM, Director - Business Development and International Business, Avery Dennison

Highlighting the mega trends in pharma packaging, he asserted that security, serialisation, track and trace, patient engagement, smaller production lots, sustainability, innovation in packaging, machinery and automation, combination devices for delivery etc., will drive transformations in the this sphere. He also spoke on the role of labelling in pharma packaging for compliance with regulations like EU-FMD, US-DSCSA (track and trace), development of drug delivery devices like PFS, injectables, auto-injectors, trends such as



Manoj KM, Director, Business Development and International Business, Avery Dennison

precise packaging materials, temperature controlled packaging and storage, intelligent labels, patient compliance

also gave

overview about his organisation's offerings for the pharma sector with pertinent product examples to demonstrate that Avery Dennison is aligned with the emerging trends in pharma packaging and labelling. These examples included their FMD portfolio, low mandrel application portfolio, low migration portfolio, company's approach

towards sustainability and an overview of their RFID offerings.

He informed that his company's strategies to achieve its sustainability goals include:

- 1. Developing competitive product portfolio for singleuse plastic packaging, enabling circular economy
- 2. Educating converters and end users as a thought leader on sustainability and packaging recycling
- 3. Engaging in the ecosystem to understand regulation, brand strategies and recycling
- 4. Reducing environmental impact with focus on GHG emissions, recycling and responsible management of films and chemicals

He concluded with an avowal that Avery Dennison aims to be a force for good, adding value to all its stakeholders.

# Disruptive innovations in packaging

amaiah Muthusubramanian, CEO, Packfora LLP drew from his vast experience from FMCG packaging to share valuable insights and lessons at PPL Conclave 2020. He talked about consumer trends, attitudes and behaviour where consumers are increasingly taking control over messages they wish to receive and how lack of credibility is driving consumers away from marketers to more trusted sources for product/brand information.

Pointing out that relentless optimism drives transformation and disruption, he said it will be the same in pharma packaging as well. He also stated that 85 per cent of millennials think that the packaging materials are part of product and brand experience. 24 per cent millennials prefer limited editions and personalised



Ramaiah Muthusubramanian, CEO, Packfora

packaging while 80 per cent of millennials say product packaging is important in their purchasing decision. Thus, the role and impact of packaging has grown manifold. Now, since packaging is a multi-disciplinary science, professionals in packaging

need to have knowledge across the value chain, he advised.

He cited examples to detail how technology is bringing in newer achievements and benefits to packaging. Rooting for sustainable packaging, he said that it should be beneficial, safe and healthy for individuals

and communities throughout its life cycle; meet market criteria for performance and cost; is sourced, manufactured, transported, and recycled using renewable energy; optimise the use of renewable or recycled source materials; is manufactured using clean production technologies and best practices; made from materials healthy throughout the life cycle; is physically designed to optimise materials and energy and is effectively recovered and utilised in biological and/or industrial closed-loop cycles.

Thus, sustainable packaging has to meet tripartite needs and has to be economically sustainable, planet-friendly and meet social obligations. It is therefore important to look at packaging design from a life cycle assessment standpoint and make the right choices.

Speaking on the role packaging can play in creating more sustainable consumption behaviours, It's about making it easy and convenient for consumers to reduce waste, without impacting negatively on product performance - and if possible, actually enhancing it.

# The combination of serialisation and business intelligence

**i**anluca Cocuzzo, Area Sales Manager, Manager, SEA Vision began with an overview of his company's 25 years of experience in the life sciences sector. He informed that SEA Vision has deployed 1500-plus serialisation lines and 6500plus vision systems installed globally, explaining that the company is a software house specialising in the design and development of pharma track & trace and aggregation, vision inspection systems business intelligence software suite

Cocuzzo also mentioned about yudoo, the new pharmadesigned software suite to manage everything. He said that yudoo amplifies the concept of production workflow. The key benefits include improved real production times, discovering criticalities that may occur to



Gianluca Cocuzzo, Area Sales Manager, SEA Vision

other departments and could affect production and take corrective actions. Once the production starts, yuview is the module that helps to monitor the lines, with a synoptic real-time view. Views can be grouped and

drilled down hierarchically by levels such as sites, lines and as-

Elaborating on the term 'asset', he defined it as each entity (device, machine, line, site) or group of entities capable of showing data. He explained that yudesk allows to define the assets existing in a manufacturing site. yudesk is the module to manage all production opera-

He also elaborated on yubi,

the business intelligence module that allows performing the following: custom and historical report management, multi-level data filtering and analysis, complex production KPIs analysis, machine status and downtimes and predictive maintenance. He said that with data analysis techniques and extraction of data processed by packaging lines, SV4.0 transforms 'Big Data' into 'Smart DATA' in a simple, flexible and effective way to obtain right information which reaches the right people at the right time. He said that yubi also helps in predictive maintenance. The status of machines is recorded using sensor technology and automatically checked against templates which indicate a possible fault.

In conclusion, he said that SEA Vision provides tools to its employees to help in advanced decision making.



## PANEL DISCUSSION: Capturing Value with Packaging



(L-R) AVPS Chakravarthi, Global Ambassador, World Packaging Association (Moderator); Ashok Bhattacharya, Executive Director, Takeda India (Co-Moderator); Yugal Sikri, MD, RPG Life Sciences; Shantanu Chowdhury Sr GM, Sun Pharma; Abhijit Chatterjee, Director - Packaging, Lupin; Tripti Nakhare, Sr GM - Reguatory Affairs, FDC, and Viveka Roychowdhury, Editor, Express Pharma.

PL Conclave 2020 emerged as a great platform for pharma packaging leaders, experts and veterans to consult and discourse on the current and future trends in the industry, their growth drivers and the challenges. One of the several pertinent discussions at this forum was on the topic, 'Capturing value with packaging'.

It comprised a distinguished panel including AVPS Chakravarthi, Global Ambassador, World Packaging Association (Moderator); Ashok Bhattacharva, Executive Director, Takeda India (Co-Moderator); Yugal Sikri, MD, RPG Life Sciences; Shantanu Chowdhury Sr GM, Sun Pharma; Abhijit Chatterjee, Director - Packaging, Lupin; Tripti Nakhare, Sr GM -Reguatory Affairs, FDC, and Viveka Roychowdhury, Editor,

#### Packaging teams should collaborate with other teams to devise and design packaging solutions which will serve the current needs of the market effectively

Express Pharma. These experts discussed on proactive approaches to develop more agile, compliant and innovative packaging solutions for delivering significant value to businesses and consumers

The panelists informed that the buzzwords of pharma packaging in times to come will be patient-centricity, authentication, tamper-evidence. track and trace, transparency, digital labels, robotics, AI and IoT, recycling of packaging materials, etc. They also established that packaging has a great role to play as the conduit between the end-user and the producer and explored the significance of improving patient-packaging interactions.

The role of packaging in  $improving\ patient-adherance$ and compliance by effectively communicating and engaging with them was covered in detail during the course of the panel discussion. They were emphatic that packaging should become a value creator, a value catalyst in the hands of patients.

The experts also highlighted how packaging's importance has grown by leaps and bounds in the past decade and advised packaging professionals to keep improving their skills and knowledge to stay relevant in a disruptive age. One of their recommendations was that packaging teams should collaborate with other teams to devise and design packaging solutions which will serve the current needs of the market effectively.

Sustainability was one of the important themes at PPL Conclave 2020. Acknowledging that sustainable packaging is not a choice, but an immediate need, the panelists examined the different approaches and benefits of designing and implementing green packaging or sustainable packaging solutions such as hybrid bioplastics.

The session also highlighted how pharma labelling and packaging is getting reimagined in a big way, with technology playing a starring role in this transformation. They elaborated how technology is helping packaging attain crucial objectives like supply chain integrity, anti-counterfeiting, patient-centricity, user convenience, regulatory compliance, innovation in drug development, etc.

Thus, it was a very insightful discussion with several takeaways for the attendees.

## Improving packing lines efficiencies with suitable coding technologies

andeep Vadakattu, General Manager, Domino Printech made a presentation highlighting the methods to improve packing lines efficiencies with suitable coding technologies at the third edition of PPL Conclave 2020

He touched upon the challenges faced in the pharma packaging labelling and how different label materials affects the finished products. He emphasised that if a label gets rejected, the bottle too gets rejected, leading to losses for the pharma company. So, suitable labelling and coding technologies have important roles to play in optimising OPEX.

Pointing out that there have been several advancements in coding technologies,



Sandeep Vadakattu, General Manager, Domino Printech

he detailed how they are driving better efficiencies and thereby improved transparency as well as regulatory compliance.

He elucidated on the bene-

fits of laser coding offered by Domino Printech and explained about indelible codes, instant and clean coding, flexible messages, high efficiency, minimum maintenance, inventory management and sustainability- economics and environment. He informed why companies also need to install correct laser which should be parallel to the product to be coded without any rolling angle or yaw. They also need to maintain correct focal length which will ensure consistent codes and less rejections.

Thus, Vadakattu's presentation highlighted key factors in labelling and coding, making it very informative and insightful.

He also went on to showcase Domino's offerings in this segment and also informed about the company's global as well as domestic presence.

# Capturing value through packaging: Post serialisation perspective

jay Bapat commenced his presentation by mentioning that though the percentage of issues pertaining to products with high level of impurities and containments, products without active ingredients, with incorrect quantities of active ingredients have come down in recent years, the problem still exists.

He highlighted the WHO report on medication compliance and insisted on adherence to long-term therapies. He also spoke on studies which have shown that compliance improve on commencement of dosage reminders.

Bapat urged the industry to think beyond compliance, try to make a tighter/secured supply chain, ensure safe delivery of authentic material to customers and be a party to customer's satisfaction. He also touched upon on how to



Ajay Bapat, Pharma Packaging Consultant

use data in upcoming compliance requirements, trade requirements, optimising returns and recalls, supply

chain visibility, inventory management, demand fore-

cast and marketing effectiveness.

He also elaborated on the benefits of UIDs which include:

- ▶ Real-time authentication by first-line managers on the spot
- ▶ Gives information about vital secondary and primary sales details with complete tracking details and checks expiry losses
- ▶ Checks on interstate infiltration of goods
- ▶ Checks stockist's level of inventory replenishment
- Assesses the impact on campaigns
- ▶ Alerts on slow-moving products
- Checks on counterfeits

According to him, data also helps pharma manufacturers to have a direct relationship with patients. Bapat also elaborated on actionable intelligence and talked about connected packaging with patient's interactive engagement.



# PANEL DISCUSSION: Parenteral packaging: evolution and revolutions



(L-R) Saravanan Jeyabalan T, Associate Director-Packaging Development, Biocon; Mohan Mone, Pharma Consultant; Dr Sanjit Singh Lamba, former MD, Eisai India, and Soumyanath Mishra, Head-I, Packaging Research Development

he third edition of Pharma Packaging and Labelling (PPL) Conclave 2020 brought together leaders from the pharma fraternity to discuss pivotal topics revolving around pharma packaging trends, challenges and opportunities. One of them was on 'Parenteral packaging: evolution and revolution'.

The panelists in this session were Dr Sanjit Singh Lamba, former MD, Eisai India, Mohan Mone, Pharma Consultant, Saravanan Jevabalan T, Associate Director-Packaging Development, Biocon and Soumyanath Mishra, Head-I, Packaging Research Development. Mankind Pharma. Dr Lamba, the moderator of this session set the context by giving an overview on the evolution of parenterals.

Parenterals packaging has to meet the changing demands of this fast growing segment with newer materials, new-age packaging technology and innovative drug delivery devices, especially as biologicals take centre-stage

Each of the panelists too shared their experience and pointed out critical challenges in the area of parenteral packaging. For instance, they pointed out that batch sizes of products are falling. Moreover, regulations are becoming more stringent. So, parenterals packaging will have to meet these challenges and overcome them with packaging differen-

They were unanimous in their view that parenterals packaging has to meet the changing demands of this fast growing segment with newer materials, new-age packaging technology and innovative drug delivery devices, especially as biologicals take centre-stage.

While on one hand, the industry is progressing rapidly, on the other hand many issues

caused by leachables, extractables, permeability have remained the same. Therefore it is essential to restrategise to deal with these issues more effectively, they advised.

They also discussed on various pivotal aspects in this sphere, including material selection which is a significant factor in parenteral packaging. The experts also examined how the material chosen should ensure stability and safety of the products, ensure patient convenience and safeguard efficacy of the drug.

During the panel discussion, speakers also mentioned that glass which is the most common material used in pharma packaging and elaborated on how innovation in glass packaging can address patient compliance. they also highlighted that over the years, alternative materials like plastics and different kinds of polymers such as COC and COP have also made their presence felt.

Moving on, the discussion also accentuated how emerging technologies like artificial intelligence, machine learning and automation will drive transformations in parenterals packaging.

March 1-15, 2020

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#### **DAY 2**

#### PPI CONCLAVE 2020

#### **Networking Breakfast at Pre-Function**

PANEL DISCUSSION: Labelling trends for the next decade

- DAccelTRA to accelerate generic drug launches
- ▶ Barcode quality for global compliance
- Addressing pharma coding essentials with end-to-end solutions
- ▶ Patient-centric packaging: Case
- ▶ NEWORKING TEA/COFFEE BREAK
- Unconference
- Networking Lunch

# **PANEL DISCUSSION: Labelling trends for the next decade**



(L-R) Rajshri Pardeshi, Manager-Packaging Development & Labelling, Glenmark, Prabir Das, Head of Packaging Service, OSD India, Mylan Laboratories, Gautama Buddha, Pharma Consultant (Moderator), Dr M Khalid Ahmed Khan, Assistant Drugs Controller, Drugs Control Department, Karnataka, Dr Reema R, Safety Labelling Manager, Novartis

f the several interesting debates and discussions at PPL Conclave 2020, one of them was on 'Labelling trends for the next decade.' Moderated by Gautama Buddha, Pharma Consultant, the panellists for this session were Dr M Khalid Ahmed Khan, Assistant Drugs Controller, Drugs Control Department, Karnataka, Prabir Das, Head of Packaging Service, OSD India, Mylan Laboratories, Rajshri Pardeshi, Manager-Packaging Development & Labelling, Glenmark and Dr Reema R, Safety Labelling Manager, Novartis.

The moderator started off by explaining the need for this discussion and accentuating the importance of labelling. He outlined how labels on any pharma product play critical roles in terms of communication, compliance and in building confidence in patients. The panellists chipped in with their insights and spoke on the current trends in labelling and threw light on various uses of labels in pharma packaging. They unanimously agreed that labelling is a multi-purpose function and apart from offering crucial information it provides tamper-evidence, prevents counterfeiting, enhances traceability, enables easy recalls and engages very effectively with the consumers.

Thus it's role expands to encompass regulatory compliance, supply chain safety and security, product information, and authentication.

The panellists also highlighted how in times of stringent regulatory scrutiny, labelling can assist in product traceability and recalls, if required. They also stressed on the need to educate retailers and wholesalers of the labelling requirements that a product should satisfy. For instance, Khan informed that the Karnataka State Drug Control Department conducts workshops for the chemists at every block level and interacts with them to teach them about compliance.

Experts were also of the opinion that

intelligent packaging and labelling solutions can play key roles in ensuring that systems and machines are interconnected and talk to each other for better outcomes. They also pointed out how incomplete and insufficient information on labelling leads to miscommunication and confusion but through digitalisation and automation, it is possible to give out a lot of pertinent information to the stakeholders, even within small spaces. A lot of time, cost and manpower can be optimised with technological advancements.

Thus, the potential of artificial intelligence, machine learning, blockchain, cloud solutions to help the labelling sector provide a lot of value to the stakeholders in the life sciences sector was clearly established during the discussion.

The discussion ended with the panellists agreeing on the need for more understanding and effective implementation of good labelling practices in the pharma



### **AccelTRA to accelerate generic drug launches**

fter the content-rich and meaningful industry insight panel discussion on labelling trends for the next decade, Shraddha Sharma, Marketing Manager, West Pharmaceuticals Packaging India was a speaker at PPL Conclave 2020. Sharma made a presentation on AccelTRA to generic accelerate launches and highlighted key facts about the healthcare industry.

In her presentation, she mentioned that top 50 injectable biologic companies are relying on West and Daikyo and nearly 41 billion components are manufactured annually. While providing an industry insight of the pharma sector, she mentioned that from 2016 to 2018 there has been a 20 per cent increase in ANDAs approved by the FDA.



Shraddha Sharma, Marketing Manager, West Pharmaceuticals Packaging India

According to her, injectable ANDA approvals increased by 67 per cent. Whereas the total injectable ANDA observed a decline of 16 per cent from 2017-18. However, 47 per cent of approved injectable ANDAs consisted of eight companies. Overall, ANDA approvals for the US market continued to increase in 2018 while injectables declined.

Her presentation also touched upon the growing generic markets and its rising filling packaging requirements. Understanding the intensified requirements of pharma companies, she explained the filling timeline, marketing decisions which need to be taken by a pharma company before the product launch and the crucial factor of understating the packaging requirements.

After putting the perspective of the global generic drugs market, Sharma highlighted on their AccelTRA components which are designed to deliver quality, speed and simplicity to meet the unique needs of the generics biopharma market. She also spoke on AccelTRA-RTS/RTU which is specially designed for new launch companies targeting the EU and Row markets. While giving insight about this, she also spoke about AccelTRA Select which is targeted for the US market.

She also informed about that pillars of the AccelTRA Elastomer Components programme is to deliver quality, speed, and simplicity to its generics customers. At the end of her presentation, she also mentioned the West **Knowledge Centre and topics** which will be covered in the

### **Barcode quality for global compliance**

🕇 hivashankar Nagarajan Director, Sandilyam Automation Systems started by with giving a brief introduction about his company. He mentioned that the company has a large client base from multiple user segments, of which pharma is of special importance. Then, he gave a detailed presentation on barcode quality for global compliance. Stressing on global barcode standards compliance and verification he also touched upon the importance of verification, analysis and compliance reporting and GS1 importance to the pharma supply chain.

He also informed that all 2D matrix codes are verified in a similar way, with a common approach outlined in the standard ISO/IEC 15415. Each matrix code will also have a reference decode algorithm defined in the respective symbol



Shivashankar Nagarajan, Director, Sandilyam Automation Systems

specification, as well as a definition of the fixed pattern damage. Nagarajan continued explaining the reference decode which is a basic, repeatable method for attempting to decode the code and it will also define the grid where module centres will be measured. Moving on, he also gave a brief introduction on reflectance measurements which will be made at grid crossing points in order to grade the parameters: modulation, reflectance margin, symbol contrast and fixed pattern damage.

Nagarajan elaborated on the barcode quality which is critical for identification and traceability. He informed that barcode

quality on all prescription and many over the counter (OTC) drugs' primary product 'labels' (which also includes the folding cartons they may be packaged in and unit-dose packaging, including cups, blisters, etc., where offered) has been covered by FDA regulations.

With a minimum bar code

quality grade of 'C' required by both HIBCC and GS1 (and incorporated by reference in the FDA 'bar code rule'), pharma manufacturers have to take barcode quality seriously. In principle, a drug package with less than a 'C' grade barcode can be declared 'mislabelled' and be subject to recall. For this reason, pharma packagers pay pretty strict attention to barcode quality. He further informed that for European Union, medical products - quality, safety and innovation regulations on BARCODE marking and quality compliance and Russian regulations are now recommending mandatory barcoding including compliance to ISO 15415.

While summing up his session, he highlighted the key benefits of implementing ISO/GS1 verification and its long-term

### Addressing pharma coding essentials with end-to-end solutions

harat Jadhav, Product Sales Trainer, Markem Imaje gave an overview of the company's presence and significantly mentioned about the company's diversified business presence. He informed that the company has been operating in India for the last four decades with a manufacturing unit in Delhi. It is a global manufacturer of industrial products focussing on innovative equipment and components, speciality systems and support services in four key areas: engineered system, fluids, refrigeration and food equipment.

Elaborating on the company's offering to the pharma industry, he stressed on the importance of pharma coding and evolving regulatory requirements from regulated and non-regulated markets and solutions offered by his company to



Bharat Jadhav, Product Sales Trainer, Markem Imaje

the pharma industry.

He also gave a brief update on primary and secondary digital coding technologies and solutions offered by his company. While giving a technical insight on current technology adoption by pharma companies in primary and secondary coding he also touched upon coding technology for mono cartons.

Jadhav rationalised the investment in adopting Markem Imaje's products. He stated that it optimises the cost based on volumes by picking the right tech.

His presentation also

touched upon the Industry 4.0 and how the pharma industry is moving aggressively in adopting industry 4.0. Jadhav pointed out that out of 100 per cent only 10 per cent cost of printing code is visible and the remaining per cent costs are hidden which are designated in different cate-

gories like unplanned downtime, risk management and safety, warranty costs, customer perception, replacement cost, training and education etc.

At the end of his presentation, he highlighted the organisation's key performance indicator (KPIs) and its unique solution platform - CoLOS. It is an intelligent data management system tailored for all industries and an integrated solution enabling a company to manage the entire production line with maximum efficiency and accuracy. It is a networked software solution connecting centralised product data, line control systems and operations personnel.

Jadhav mentioned that the company believes that it is an information management system which is the heart of packaging intelligence.

### **Patient-centric packaging: Case studies**

Rajesh Mishra, Head, Packaging Development, Abbott Healthcare gave an overview of Abbott Healthcare. He presented case studies on patient-centric packaging and elaborated on product development challenges and how pharma companies are still struggling with conventional issues like opening the packaging, and induction sealing.

Highlighting the need for underrating patient's requirement and accordingly designing the products, Mishra pointed out that for different disease conditions there are different packaging requirements. For example, elderly, disabled, paediatric, different age group, language, gender and their affordability, access to medication. Emphasising that Abbot Healthcare understands all of these points and products and



Rajesh Mishra, Head, Packaging Development, Abbott Healthcare

services are designed by R&D as per the intended patient's

During the presentation, he mentioned that traditionally,

pharmaceutical packaging has been more product-centric, but in today's context packaging is not only 'Product Centric' but also 'Consumer Centric.'

He also mentioned about the innovation introduced by Abbott Healthcare smart dosing concept for Creon SD and its benefits among pancreatic ex-

ocrine insufficiency (PEI) patients. During the presentation, he also talked about LiDoCon a metered liquid dosing device which is free from spillage, contamination, cleaning while maintaining dosing accuracy introduced by Abbott Healthcare. Moving to the third case study, which was on anal fissure, he explained the current process of dispensing and application of medicaments from tubes which is unpredictable, unsafe, unhygienic and often difficult, however, the company has introduced AcuReApt which is a secondary packaging which provides excellent consumer experience with its reusable multicompartment zipper pouch and communication through Abbott Smartpack digital link.

He also shared that for most of these innovations the company has received awards and recognition.



### PANEL DISCUSSION: Rethinking packaging for oral dosage forms



(L-R) Pradeep Dhargalkar, Pharma Consultant; Barun Kumar Dey, Director – Packaging Development, Dr Reddy's Laboratories; Rahul Bhargava, Pharma Consultant (Moderator); R Chandi Prasad, General Manager-Packaging Development, Aurobindo Pharma; and Ajay Bapat, Pharma Consultant

he last panel discussion at PPL Conclave addressed a crucial topic, 'Rethinking packaging for oral dosage forms.' As one of the most preferred routes to administer medications, it has become imperative for re-examine the current products in oral dosage forms and evolve to meet changing consumer demands.

As a result, packaging too will have to continuously evolve and transform to keep pace with the advancements in this segment and meet the requirements of the present and the future. And, this is exactly

what the last discussion at PPL Conclave 2020 focussed on. A distinguished panel consisting of Rahul Bhargava, Pharma Consultant (Moderator); Barun Kumar Dey, Director - Packaging Development, Dr Reddy's Laboratories; R Chandi Prasad, General Manager-Packaging Development, Aurobindo Pharma; Pradeep Dhargalkar, Pharma Consultant; and Ajay Bapat, Pharma Consultant updated the audience about the evolving trends. and advancements in this arena and discoursed on newer approaches needed for packaging of these medica-

tions

Moderated by Bhargava, the discussion highlighted the role of packaging in enabling dose efficacy, high stability, cost efficiency and patient compliance. The panellists also analysed the impact of automation and digitalisation on the packaging of oral dosage forms. For instance, the experts informed that 43 per cent of patients are known to not complete their dosage and more than half of the medicines end up in the dustbin. But, clever packaging can assist the patient and the manufacturer with patient compliance. Similarly, active and intelligent packaging solutions can ensure proper oxygen and moisture protection while maximising the package's barrier properties and communicating effectively with the patient. The panellists also stressed how crucial is the role of packaging in educating the patient about the product's composition.

The discussion also addressed the need for customisation in pharma packaging and pointed out that factors like geography, socio-economic status and language can play a significant role in packaging

design. So, what may work in Europe may not work for a patient in remote India. Therefore, the experts recommended the packaging fraternity to prepare themselves for small batches and customise their solutions for different types of consumers. The panellists also suggested that pharma companies need to set up a separate cell for customer feedback to help manage customer expectations.

Thus, the discussion was a very interesting one with several takeaways for the audience.

# PPL Leadership Awards 2020 honours gamechangers of pharma packaging

Partnered by West Pharma, PPL Leadership Awards is a one-of-its-kind endeavour. This year the awards were presented across three categories - Leaders, Achievers and Rising Stars



Express Pharma, a leading industry publication from The Indian Express Group recently hosted the third edition of PPL Leadership Awards at Novotel Airport, Hyderabad. Held concurrently with the Pharma Packaging and Labelling (PPL) Conclave 2020, this year too, PPL Leadership Awards honoured the gamechangers of the pharma

In its third edition, PPL Leadership Awards recognised the contributions of 13 professionals for their contributions towards innovation and value in pharma packaging segment

packaging industry.

For the second consecu-

tive year, West Pharma was the partner for PPL Leadership Awards. In its third edition, the awards recognised

the contributions of 13 pharma packaging professionals for their significant contributions towards bringing innovation and driving value in the pharma packaging segment by addressing pivotal aspects such as patient compliance, regulatory requirements, robust supply chain etc. The awards were presented in three categories – Leaders, Achievers



and Rising stars. Dr B Venkateswarlu, Dr Venkateshwarlu B, Joint Director, Drugs Control Administration, Telangana was the chief guest for the awards function.

The evening started off with a Welcome Address by Viveka Roychowdhury, Editor, Express Pharma. She explained the vision behind the initiative, gave brief details about Express Pharma's journey and stressed on how this decade will be one of disruptions. In her speech, she also mentioned that PPL Leadership Awards is a celebration of individuals who have contributed significantly towards furthering the pharma industry's progress through innovation and excellence.

Following her speech, the chairperson of PPL Conclave's Advisory Board and Chair of the Jury for PPL Leadership Awards 2020, Chakravarthi AVPS, Global Ambassador, World Packaging Organisation explained and elaborated on the methodology of the

PPL Leadership Awards and the process of choosing the deserving winners. In his speech he explained the selection criteria and mentioned that deserving candidates/ professionals of pharma packaging get recognised and honoured with PPL Leadership Awards.

Later on, Roychowdhury, alongwith Venkateswarlu, Stewart Campbell, VP and GM-Asia Pacific, West Pharmaceutical Services presented the awards to the winners. Members of the awards jury, Chakravarthi, Gautama Buddha, Packaging Consultant and Rahul Bhargava, Pharma Consultant joined them in honouring the winners. Roychowdhury also felicitated the jury members and the Chief Guest of the PPL Leadership Awards 2020. The evening ended on a high note with a networking gala dinner which allowed the delegates and speakers to interact and share notes with their peers and colleagues in the industry.



### Category: Leaders

- Mr Abhijit Chatterjee, Lupin Laboratories
- Mr Harpal Singh, Glenmark Generics
- Mr Sumit Bahuguna, Dr Reddy's Laboratories

#### **Category: Achievers**

- Ms K Bharathi, Granules India
- Ms Ravikala K, Natco Pharma
- Mr Ramgopal Rao, Aurobindo Pharma
- Mr Sekhar Babu Puli, Strides Pharma
- Mr Seri Narinder, Pfizer India

#### **Category: Rising Stars**

- Mr Kshitij Joshi, GSK India
- Ms Mamta Singh, Dr Reddy's Laboratories
- Mr Prafull Deshpande, Lupin Research Park
- Mr Rajendra Shetty, Abbott Healthcare
- Mr RS Mahajan, RPG Life Sciences

### GLIMPSES OF PPL LEADERSHIP AWARDS 2020



Felicitation of Dr Venkateshwarlu B, Joint Director, Drugs Control Administration, Telangana



Jury members of PPL Leadership Award 2020. (L-R) Chakravarthi AVPS, Global Ambassador, World Packaging Organisation, Viveka Roychowdhury, Editor, Express Pharma, Rahul Bhargava, Pharma Consultant and Gautama Buddha, Pharma Consultant

### cover)

### WINNERS OF PPL LEADERSHIP AWARDS 2020, CATEGORY: LEADERS



Abhijit Chatterjee, Lupin Laboratories



Harpal Singh, Glenmark Generics



Sumit Bahuguna, Dr Reddy's Laboratories



### WINNERS OF PPL LEADERSHIP AWARDS 2020, CATEGORY: ACHIEVERS



Sekhar Babu Puli, Strides Pharma



Seri Narinder, Pfizer India



Ramgopal Rao, Aurobindo Pharma



K Bharathi, Granules India



Ravikala K, Natco Pharma

### cover)

### WINNERS OF PPL LEADERSHIP AWARDS 2020, CATEGORY - RISING STARS



Kshitij Joshi , GSK India



Mamta Singh, Dr Reddy's Laboratories



Prafull Deshpande, Lupin Research Park



Rajendra Shetty, Abbott Healthcare



RS Mahajan, RPG Life Sciences

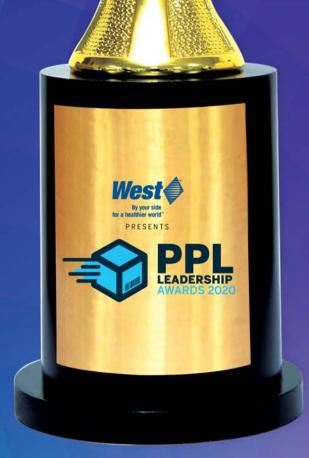






## Congratulations!

Kudos to all the winners of PPL Leadership Awards 2020



### cover)

### NETWORKING GALORE AT PPL CONCLAVE 2020









































### PPL CONCLAVE 2020 - 'THE'PLATFORM TO MEET-AND-GREET PHARMA PACKAGING PROFESSIONALS





























FOSTERING INNOVATION IN PHARMA PACKAGING & LABELLING

# THANKYOU!

The Indian Express Group thanks all our delegates, speakers and partners for the support in making PPL CONCLAVE 2020 a grand success!

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### Some antibiotics prescribed during pregnancy linked with birth defects: The BMJ

They should be used with caution during pregnancy, say researchers

hildren of mothers prescribed macrolide antibiotics during early pregnancy are at an increased risk of major birth defects, particularly heart defects, compared with children of mothers prescribed penicillin, finds a study published by *The BMJ*.

The researchers say these findings show that macrolides should be used with caution during pregnancy and if feasible alternative antibiotics should be prescribed until further research is available.

Macrolide antibiotics (including erythromycin, clarithromycin, and azithromycin) are widely used to treat common bacterial infections. They are often used as alternatives for patients with penicillin allergy.

Previous studies suggest evidence of rare but serious adverse outcomes of macrolide use, especially for unborn babies. The adverse outcomes might be associated with the pro-arrhythmic (heart rhythm problems)



potential of macrolides. Policy advice about macrolide use in pregnancy varies.

To address these uncertainties, a team of researchers based at UCL set out to assess association between macrolide antibiotics prescribed during pregnancy and major malformations as well as four neurodevelopmental disorders (cerebral palsy, epilepsy, ADHD, and autism spectrum disorder) in children.

Researchers analysed data

from 104,605 children born in the UK from 1990 to 2016 with a median follow up of 5.8 years after birth. A further 82,314 children whose mothers were prescribed macrolides or penicillins before pregnancy, and 53.735 children who were siblings of children in the study group acted as negative control cohorts.

Major malformations were recorded in 186 of 8.632 children whose mothers were prescribed macrolides at any point

during pregnancy and 1,666 of 95.973 children whose mothers were prescribed penicillins during pregnancy.

After taking account of potentially influential factors, the researchers found macrolide prescribing during the first three months (the first trimester) of pregnancy was associated with an increased risk of any major malformation compared with penicillin (28 v 18 per 1000) and specifically cardiovascular malformations (11 v 7 per 1000).

The increased risks were not observed in children of mothers whose macrolides were prescribed in later pregnancy (during the second to third trimester).

Macrolide prescribing in any trimester was also associated with a slightly increased risk of genital malformations (5 v 3 per 1000). No statistically significant associations were found for other system specific malformations or for any of the four neurodevelopmental dis-

This is an observational study, so can't establish cause, and the researchers point to some limitations, such as being unable to examine treatment exposure during known critical periods for specific malformations and neurodevelopmental disorders.

However, results were largely unchanged after further analyses, suggesting that the findings withstand scrutiny.

If the associations are shown to be causal, the researchers estimate that an additional four children with cardiovascular malformations would occur for every 1000 children exposed to macrolides instead of penicillins in the first trimester.

"These findings show that macrolides should be used with caution during pregnancy and if feasible alternative antibiotics should be prescribed until further research is available," they conclude.

EP News Bureau

### FDA approves Lundbeck's migraine prevention therapy

Lundbeck's Vyepti belongs to a class of drugs called monoclonal antibodies (mAb) that are laboratory-produced molecules engineered to serve as substitute disease-fighting antibodies

THE US Food and Drug Administration approved Lundbeck's migraine prevention therapy, which the Danish drugmaker acquired through its near \$2 billion deal for Alder BioPharmaceuticals in 2019, the company

For Lundbeck, the approval opens doors to a lucrative but competitive market dominated by already approved rivals from Amgen, Teva Pharmaceutical Industries and Eli Lilly and Co.

Lundbeck's Vyepti belongs

to a class of drugs called monoclonal antibodies (mAb) that are laboratory-produced molecules engineered to serve as substitute disease-fighting antibodies.

Vyepti, also known as eptinezumab, inhibits calcitonin gene-related peptide (CGRP), which plays a key role in causing migraine pain.

Eptinezumab is administered through a 30-minute IV

The top three leading CGRP inhibitors from Amgen, Eli Lilly & Co and Teva Pharmaceuticals Industries are all administered by injections.

Amgen's therapy was the first to be approved for the US market in May 2018, but rival Lilly has fought to gain more favourable insurance coverage by offering discounts.

The drug would also be competing with Allergan's Botox, which is a migraine therapy, besides being a blockbuster antiwrinkle injection.

As Lundbeck enters the

crowded market, it hopes to carve a niche for itself through its dosing frequency - quarterly, instead of monthly like most of the CGRP inhibitors. Teva's Ajovy can also be given to patients through a triple dose administered quarterly.

As the drug will be administered at medical facilities, doctors overseeing the process will receive a procedure fee, said SVB Leerink analyst Marc Goodman. This could give eptinezumab an edge over its rivals as it provides an incentive to doctors, Goodman added. Currently, doctors administering Botox receive a procedure fee. Lundbeck is conducting a late-stage study to support the drug's faster acting profile, with results expected later in the

Goodman eptinezumab will be priced at \$2,000 per year and forecasts sales of \$700 million by 2030 in the US.

Reuters

March 1-15, 2020

### INFRASTRUCTURE

#### INTERVIEW

# We have created a niche in the pharmaceutical, analytics and R&D

Messe Muenchen India always strives to create a holistic and remunerative exhibiting experience for both the exhibitors and the attendees. The aim is to bring globally renowned buyers for the exhibitors and create an enriching experience for visitors by designing conferences, forums and seminars on relevant and trending subjects. **Avisha Desai**, Group Project Director, analytica Anacon India & India Lab Expo reveals more to **Express Pharma** 



How big is Messe Muenchen's focus on the pharma sector? How many exhibitions do you organise for the life sciences industry in India?

Messe Muenchen India has a portfolio of shows that cater to the life sciences industry in India — analytica Anancon India and India Lab Expo With analytica Anacon India and India Lab Expo in their 15th edition, we have created a niche in the pharmaceutical,

exhibiting experience for both the exhibitors and the attendees. Our aim to bring globally renowned buyers for the exhibitors and create an enriching experience for visitors by designing conferences, forums and seminars on relevant and trending subjects. We are constantly reinventing ourselves to keep up with changing times and the latest technologies in the industry.

Our aim to bring globally renowned buyers for the exhibitors and create an enriching experience for visitors by designing conferences, forums and seminars on relevant and trending subjects

analytics and R&D. The trade fairs bring in global leaders and facilitate a platform for home-grown companies to showcase to an international audience.

How does Messe Muenchen strive to be different from similar events and its own previous editions each time?

We at Messe Muenchen India, always strive to create a holistic and remunerative

### How big is this year's event and what are your expectations?

We had two successful shows in Mumbai and Hyderabad last year with over 400 exhibitors in both cities. This year, we have exceeded the exhibitor count with an 80 per cent return rate of the participants in Mumbai.

The 15<sup>th</sup> edition of analytica Anacon India and India Lab Expo will showcase more than 1000 innovations spread across approximately 5000 sq metre of exhibition space.

### How many exhibitors and other delegates are expected at this event?

For the 15th edition of analytica Anancon India and India Lab Expo in Mumbai, we have roped in more than a 100 exhibitors. Over 400 VIP buyers are expected at the three-day event along with 5000+ visitors.

### Which are the countries participating in this event?

So far, we have confirmed participation from delegates in Germany, Italy, Japan and China but considering the current situation in China, it is too early to confirm their participation.

### Give us a brief note of conferences, symposia's and seminars during the event?

This year, we have organised JAIMA Technology
Showcase. The showcase will exhibit the latest innovations from leading companies in Japan and India. We will also host the highly anticipated Buyer-Seller Forum, wherein buyers will get an opportunity to conduct pre-fixed meetings with selected exhibitors.

The forum is one of the popular features that lay the foundation for potential business alliances.

EP News Bureau



### **B&R organises 'Innovation Day' event in Pune**

Catering to the theme 'Partnering for smart factory', Innovation Day 2020 witnessed informative workshops, presentations, panel discussions and fascinating demos

**B&R INDIA** recently organised its sixth 'Innovation Day event in Pune, which addressed various aspects of how B&R is continuously adding value to Indian manufacturing, Catering to the theme 'Partnering for smart factory', Innovation Day 2020 witnessed informative workshops, presentations, panel discussions and fascinating demos.

B&R's focus on offering customer-centric, technologically advanced solutions is in step with the needs of Indian industry's needs for smart machines and factories. During his engaging keynote, Jhankar Dutt, Managing Director, B&R India spoke about B&R's partnership values and the evolving era of Industry 4.0. New technologies are continuously changing the manufacturing landscape, and B&R takes pride in being a preferred automation partner for OEMs and factories. Our integrated, future-ready automation solutions enable machine builders and factories to become globally competent, highly productive, efficient and profitable,' he elucidated.

David Hemetsberger, Strategy Manager for India, B&R spoke on 'Quantifying Return on Investments', where he focussed on business values and provided a road map for Indian machine builders to move forward in the fast-paced environment. "Globally, machine builders face similar challenges. It is important for manufacturers to take that first step towards implementing the latest technology. Innovators and early adopters are more likely to experience better business outcomes, lead the technology race and become trendsetters - ultimately improving their revenue and market position," he informed.

Vishwanath Joshi, Head of



NPD & Application, Nichrome India, presented the topic 'Changing customer landscape in packaging industry.' He spoke on changing customer requirements, including an increasing variety of products, higher filling precision, international standards and compliances, different materials, faster machine delivery and the benefits of a one-stop solution. In order to respond to these demands, Joshi pointed out the need for a transition from an automation vendor to an automation partner.

Nikhil Baste, Director, Technoshell Automations, addressed the importance of advanced technologies to build cutting-edge machines in order to maintain and improve global competitiveness. He further mentioned the manufacturing industry is undergoing change with new technology, automation and digitalisation being key drivers for success. "We have been working with B&R for over 15 years, and they have always helped us achieve higher machine performance and flexibility, manage SKU proliferation and deliver higher OEE and reliability. B&R has helped us maintain our leading position in the printing and packaging industry and deliver best-in-class machines to our global customers," he said.

Samir Limaye, Business Head of Wimco and Committee Member of The Institute of Packaging Machinery Manufacturers of India (IPMMI) spoke on the topic 'Economy Industry & IPMMI Association.' Limave explained the important role industry associations can play in helping OEMs adopt the latest technology. Another interesting highlight of this year's event was a success story presented by Mayuresh Pimpalkar, CEO, Kokban Automation. He spoke briefly on the Industrial IoT and how an edge controller can be deployed in infrastructure automation projects to acquire, evaluate and process data for unprecedented levels of efficiency and productivity.

A panel of industry experts discussed the topic 'Making flexible manufacturing a reality,' which was moderated by Pooja Patil, Corporate Communications, B&R India. The prominent panellists included Atul Patwardhan, Functional Head - Corporate Engineering, PARI: Mayur Raut, Production Manager, L'Oréal Ramesh Chauhan, VP, Sandhar Technologies: Subrata Karmakar, President, ABB Robotics; Tanay Sil, Business Development - Industry, B&R India.

The discussion initiated with the importance of batch size one and mass customisation in manufacturing, from consumer goods to F&B to automotive ancillary. It has been observed that consumers prefer individualised products and are willing to pay a premium for them. This has placed a demand for factories to be able to manufacture variants based on consumer needs and requests. This has provided a paradigm shift in manufacturing lines in order to optimise production as well as be competitive in the market

The panellists highlighted today's connected users and their rapidly changing demands. Meeting them requires a flexible, scalable production line able to accommodate small batches of different products, which at times could be down to batches of one. Flexible manufacturing lines enable factories to produce smaller batches economically. In such next-generation factories, machines, devices and systems can be reconfigured quickly inexpensively to changeover without hampering the production process. This allows mass customisation and enables quick responses to market changes.

The panellists presented case studies illustrating how flexible manufacturing enables manufacturing companies to meet market demands for increased efficiency, throughput, availability and product quality.

Innovation Day 2020 offered thought-provoking discussions, presentations, and interactive sessions with B&R industry experts as well as live demos and hands-on technical workshops. The audience got an idea of how B&R adds value to machines and factories and empowers their global competitiveness.

Innovation Day 2020 provided a clear picture of how B&R adds value to machines and factories and empowers their global competitiveness.

EP News Bureau

### Polmon celebrates silver jubilee in Hyderabad

The company marked the occasion with an evening dedicated to honouring its longstanding stakeholders — associates, vendors, customers



#### POLMON INSTRUMENTS recently celebrated its silver ju-

bilee in Hyderabad. The company marked the occasion with an evening dedicated to honouring its longstanding stakeholders - associates, vendors, customers. The gala that took place in a leading convention centre in Hyderabad was attended by close to 1000 members including key clients, partners, associates and their family members.

The company had organised several activities at its offices in the city and branches across India, throughout the year.

The event started off with a carnival in the afternoon. The invitees, Polmon associates and their family members were regaled with engaging games and delicious snacks. A special photo booth with quirky props was set up and the pictures were later handed to them in a frame specially made for the oc-

The evening gala started with an invocatory welcome dance by three tiny tots, children of Polmon associates. In her welcome address, Usharani Manne, Director, Finance & HR, Polmon, shared snippets about the journey of Polmon from a two people company to a 350strong group, the ethos of the company and the rigorous adherence to principles and discipline that set it apart.

During her speech, she called for the unveiling of the new logo of Polmon. An AV, 'The Pride of Purpose - The Polmon Story', encapsulating the journey of the company, the pride of working with it and the joy of associating it was screened. The narrative, running in the words of the participants - the management, Anand Manne, Usharani Manne and Anvesh Manne, senior employees, vendors, customers made the film engaging and endearing.

The management honoured 49 associates who had clocked a tenure of ten to 25 years with the company. For a company of 350 associates, it is a matter of utter pride that so many professionals have made Polmon their home for two and a half decades. Polmon also honoured three-star contributors, Dharma Ravindra Reddy, GM, Instruments, Srinivas Raavi -GM - Automation and Survadevara Siva Seshu, DGM, Instruments Sales & Marketing for their committed excellence and professionalism. Director Jyothy Manne joined in the felicitation ceremony.

Anvesh Manne, Director, Polmon Instruments in his speech, spoke about Polmon's readiness to take on the future and the strong foundations it is built on, which give it the propensity to stay undeterred on its path of innovation. "With its strong R&D approach, Polmon today is truly ready for a global foray," he said. In this age, when the average survival span of an organisation has come down to less than two decades. Anvesh said, he was proud delighted to see Polmon celebrating its silver jubilee.

Chief Guest TVVSN Murthy, MD, SMS Life Sciences, congratulated the management on their silver jubilee and recounted his 25-years' association with Polmon. He described it as a most fruitful one, based on mutual respect and trust. He took the opportunity to honour Anand and Usharani Manne with a memento.

Anand Manne, MD, Polmon Instruments addressed the gathering and shared his experiences and insights into the 25vear journey of Polmon. Founded in 1992 with two employees and a strong innovative spirit, Polmon has grown into a vibrant organisation competing

with the best of players in terms of innovation, R&D and regulatory compliances, he said. What sets Polmon a notch above is the ability to look into the future and prepare for it today in order to be ready to deliver the right solution at the right time, he shared.

A prize distribution ceremony for all the various sports activities and quiz conducted during the year was also on the agenda. The rolling trophy for cricket, Polmon Premier League was handed over to the winning side by Director, Anvesh Manne.

The evening proceeded with a musical extravaganza by a well-known city troupe. It was interspersed with dance interludes by Polmon associates. The guests were treated to a lavish buffet spread at the conclusion of the cultural event.

EP News Bureau



### Compact doors: Low maintenance door, provides good security

INSULATED SECTIONAL overhead doors are manufactured to suit individual openings for all types of commercial and industrial buildings where the need for energy conservation is desired. These are most commonly used for warehouses, commercial buildings, industries, logistical applications, etc.

#### What is an overhead door?

Overhead doors are made of several jointed panels that roll up on tracks above the access or across the ceiling. These doors come with different rail systems depending on the building and the space available. The tracks can either go straight up above the doorway, with a bend towards the ceiling or they can follow the roof pitch. The overhead door is primarily used as a service door but also very popular as a garage door.

#### Sectional door

The overhead door currently is the bestselling door on the market. It is known by different names such as sectional door, section door or garage door.

#### History of the overhead door

In the late 70s and early 80s of the last century, overhead doors were introduced as an alternative to non-insulated rolling shutters. Because they consist of insulated sandwich panels overhead doors have excellent insulating qualities. Another advantage was the ability to fill the doorframe with glass panels and the installation of a wicket door. Furthermore, overhead doors are very stable and suitable for relatively large door sizes.

#### The compact door as an alternative service door

The compact door can be regarded as an overhead door because the door panels are stored 'overhead' when the door is open. From the outside, it even looks like another overhead door, but all the difference is made on the inside. The main advantage





is that the compact door is a folding door. This means that it saves a lot of space.

Due to the universal rail system a compact door always fits and doesn't require complex structures. Architects have a lot more freedom in design this way and the saved space can be used for other important things. The compact door doesn't have maintenance prone counterbalance springs. Moreover, the engine is installed on the self-supporting system of the door so it does not require structural adjustments.

### Advantages of the compact

Depending on the situation there are many advantages in the use of a compact door to the sectional door, in buildings where crane tracks are used, for example. Compact doors do not block the daylight coming through skylights or windows above the doorway. The extra space above the doorway can be used as storage space or for the extra height that is needed for a car lifting platform right behind the door or a sprinkler system, a heater over the door or piping and tubes. The possibilities are virtually endless.

Rather than rolling or sliding like conventional doors, the overhead stacking door stacks at the top of the opening. This gives a huge benefit in terms of headroom requirements over a traditional sectional door and still provides excellent levels of insulation. The door also provides good security due to an automatic anti-lift locking system. It is a quiet and low maintenance door, requiring minimal structural support.

Overhead stacking door offers superior resistance to all weather conditions; along with offering security and excellent insulation. These qualities, combined with simple and efficient operation makes them a popular choice for external doorways on temperature-controlled build-

An overhead door has a plurality of unconnected panels. Each panel has a top and bottom edge interlocking retention geometry and end caps. The end caps engage dual track guide assemblies to completely separate the panels as the door is raised.

Sectional doors have the advantage of having no areas of cold bridging to satisfy building regulations for new buildings. Also available are insulated vision windows or architectural glazed and aluminum panels which are a popular choice for vehicle workshops, allowing plenty of daylight into the working area.

The doors have a motorised

operation with a variety of control methods. The doors can also be fitted with integral personnel doors to facilitate pedestrian traffic with minimal energy loss.

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### **APROL: For efficient engineering**

### **Martin Reichinger**, Business Manager - Process Automation, B&R, gives an insight on B&R's APROL automation platform

PROCESS manufacturing companies face ever increasing pressure to get new products to market quickly. Frequently, however, making a new product requires extensive reprogramming. With an open, object-oriented automation platform, plant operators are able to significantly reduce the time and cost involved in making the necessary changes.

Process control engineers are under pressure to adapt mechanical and software systems to changing production volumes and new products and recipes in a shorter and shorter time. It's the only way process manufacturing companies can keep pace with the demands of their market. Their aging process control systems, however, generally consist of hardware and software components from various manufacturers. On top of that, the changes often have to be made without interrupting operation and sometimes require contributions from engineers in different locations - a challenging situation for everyone involved.

### Object-oriented engineering reduces complexity

"Object-oriented engineering has proven to be an effective tool for mastering these challenges," says Martin Reichinger, who heads B&R's process automation business unit. This approach allows you to design flexible systems with a low error rate.

In object-oriented software engineering, measurement and control elements such as sensors are each assigned a unique identification number, or tag. "Each data point only has to be defined once and is then available throughout the entire system," explains Reichinger. If the tag of a measurement and control element is changed, the change is automatically applied in all the core components of the process control system – including the

alarm, graphics, reporting and trend systems.

Since each function is encapsulated in an object or module, changes to a function only have to be made in one location and are applied everywhere in the system. Not only does this speed up the programming process for new developments, but also for any changes that are made to it down the road.

#### **Ready-made blocks**

The B&R APROL automation platform is based on the concept of object-oriented engineering. The Process Automation Library (PAL) contains more than 100 standardised control modules that provide all the most important functions of a process control system, such as version management, security login, audit trail, change control and much more. The library also includes modules for advanced process control, model predictive control, performance monitoring, condition monitoring and asset monitoring. All of these functions are fully programmed, field tested and ready to simply be added in and configured. This saves developers valuable time.

"When it comes to software blocks, quality is just as important to us as functionality," emphasises Reichinger. New and modified blocks are subjected to strict quality control in the form of unit tests, integration tests and field tests. Only when they have successfully completed all these steps are they ready to be included in an APROL release. When software is updated at a plant, the integrated Download-Manager ensures that system consistency is maintained even while updating the individual controllers, operator stations and runtime servers.

#### **Protect your know-how**

Users are also able to incorporate their own technological know-how by modifying existing control modules or developing entirely new ones. "A USB flash drive with encrypted data transmission ensures copy protection," says Reichinger. This prevents unauthorised access to the intellectual property these custom modules contain.

Customer-specific blocks are kept in separate user libraries. The libraries also include GUI faceplates, as well as all alarm and trend definitions. "Graphic modules and solution blocks can be created simply via drag-and-drop," adds Reichinger, highlighting the efficiency of library-based engineering.

### **Global project engineering**

Larger production plants typically have numerous engineers collaborating on a project. APROL is organised so that the configuration data for all objects is stored on a central engineering server – one of the core components of the automation platform. There's no need to worry about access conflicts, because as soon as one engineer begins editing a certain part of the project, all others are restricted to read access only.

APROL also allows engineers to work on a remote computer instead of the engineering server. Known as offline engineering, this allows parts of the project to be developed in China or India while the project manager coor-



dinates things from Germany. "A well-structured workflow ensures consistency, even when individual tasks are delegated," says Reichinger.

When you get to the heat of commissioning, you can easily have 20 or more engineers on site. "If they're all working in parallel, conflict handling becomes essential," says Reichinger, "and that's another challenge that can be mastered with the APROL engineering server." The integrated change control feature, for example, documents all the changes made to each part of the project. A convenient version management feature makes it possible to revert parts of the project to an earlier version, which speeds up development and commissioning considerably.

### Full consistency down to the field device

In addition to providing highly efficient engineering, APROL is also easy to link with existing process control and SCADA systems. Supervisory-level communication is handled via fieldbus controllers and gateway servers that are also able to serve as OPC UA clients and servers."The platform is open to all the major fieldbus technologies," explains Reichinger, "and with integrated FDT/DTM technology and HART modems integrated in AI/AO modules, APROL creates a completely uniform automation system from the field level to the management level."





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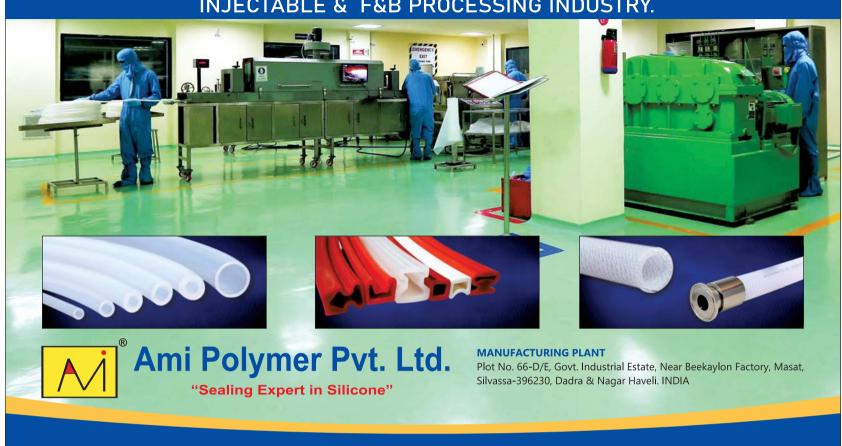
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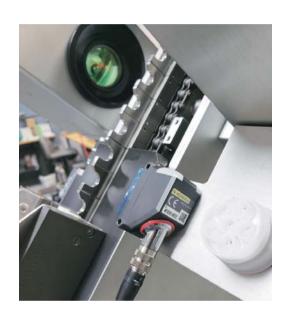
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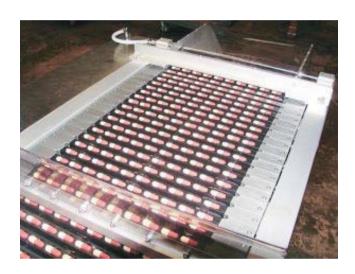
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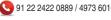


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## FORMULATING A LEGACY OF POLYMER INNOVATIONS















## INSTACOAT 4.6



\*Actual tablets coated with Instacoat 4G

### 'High Performance Aqueous Film Coating System'

- 50% process time savings when compared with traditional cellulosic coatings
- · Excellent color uniformity and film adhesion



