Brand India Pharma Campaign: Taking Indian Pharma to Next Level

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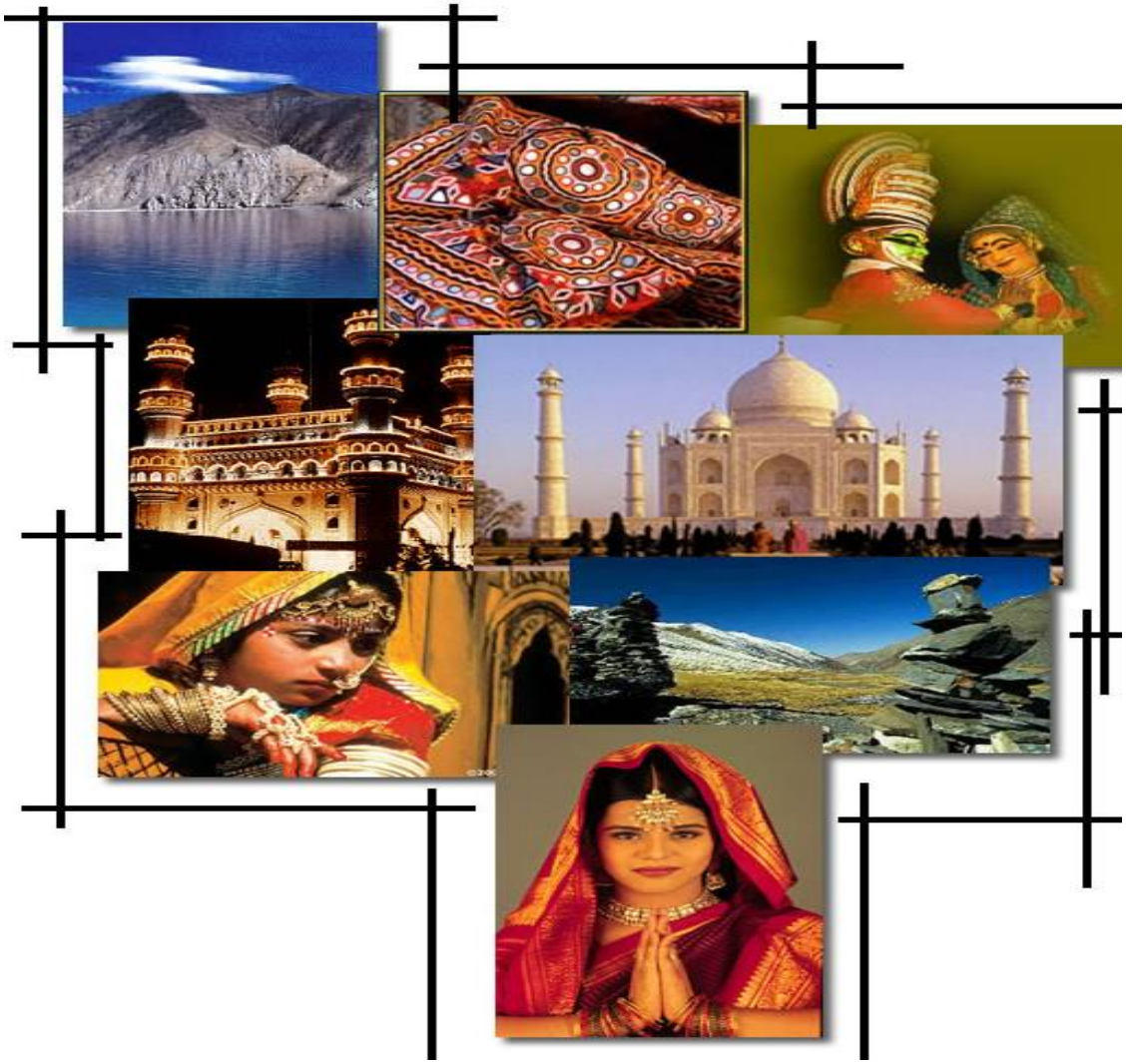
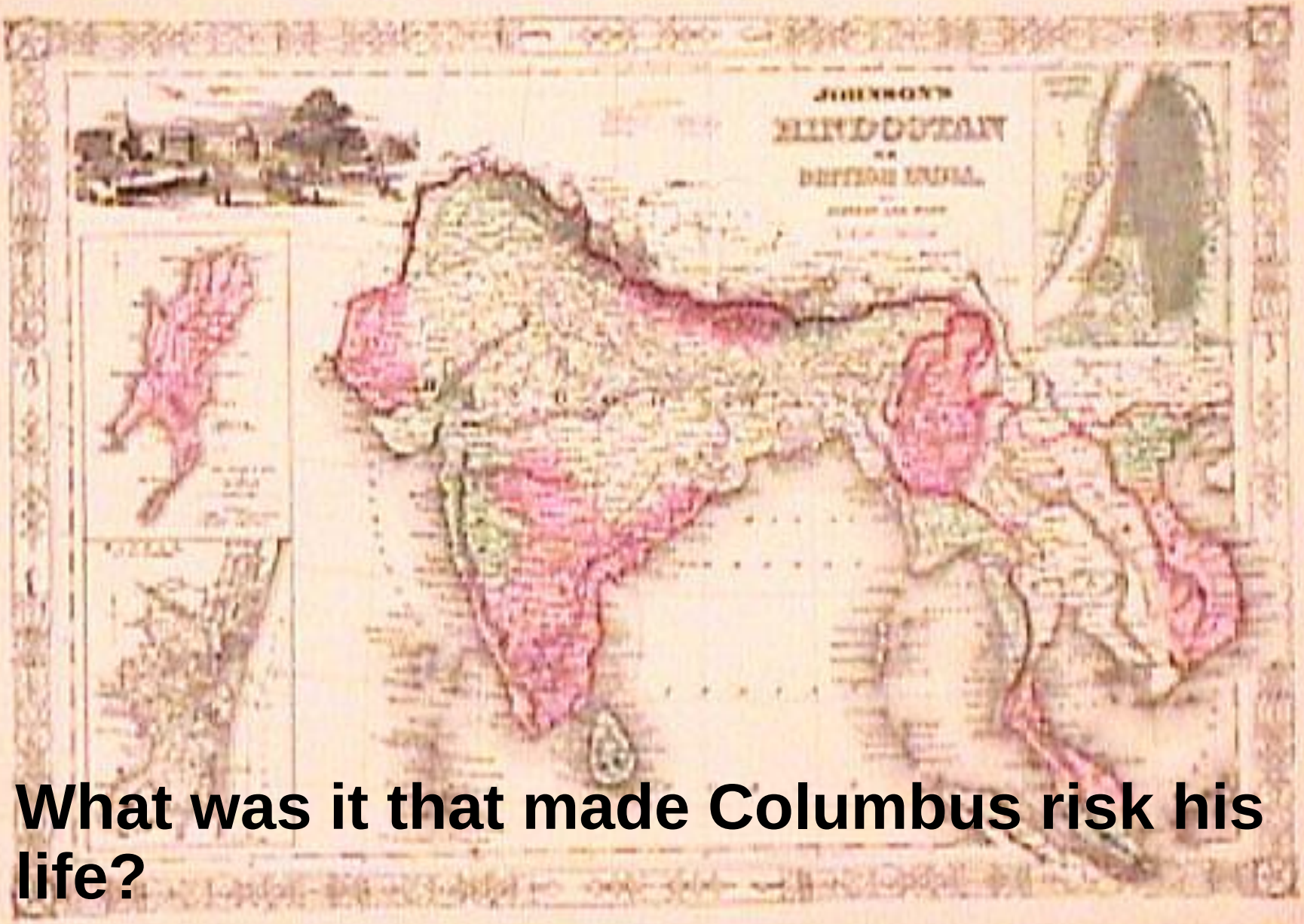
Discovering an Incredible India…



Five centuries ago, Christopher Columbus sailed out to quench western thirst…



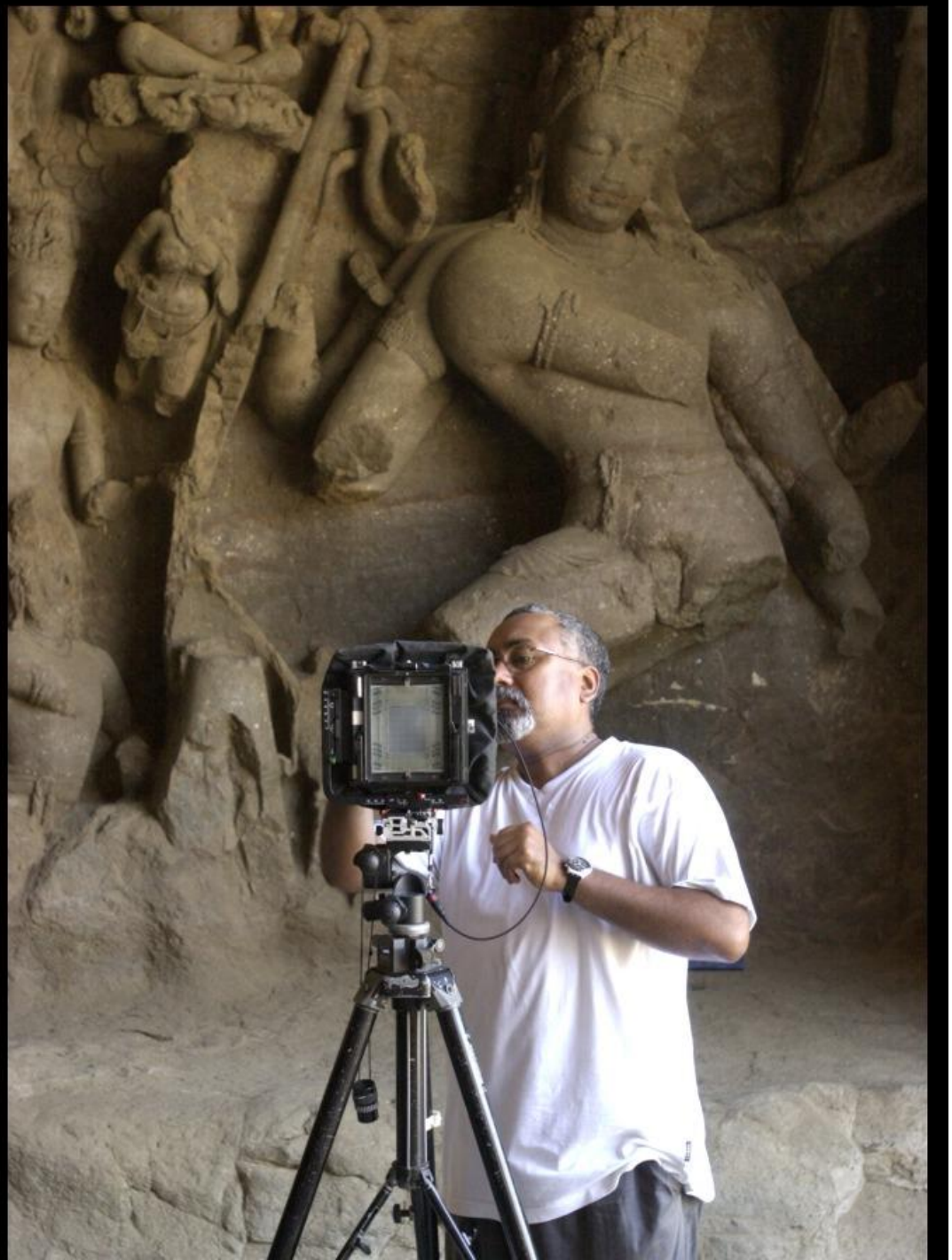
What was it that made Columbus risk his life?

It was a thirst for the exotic…
a thirst for a land called India

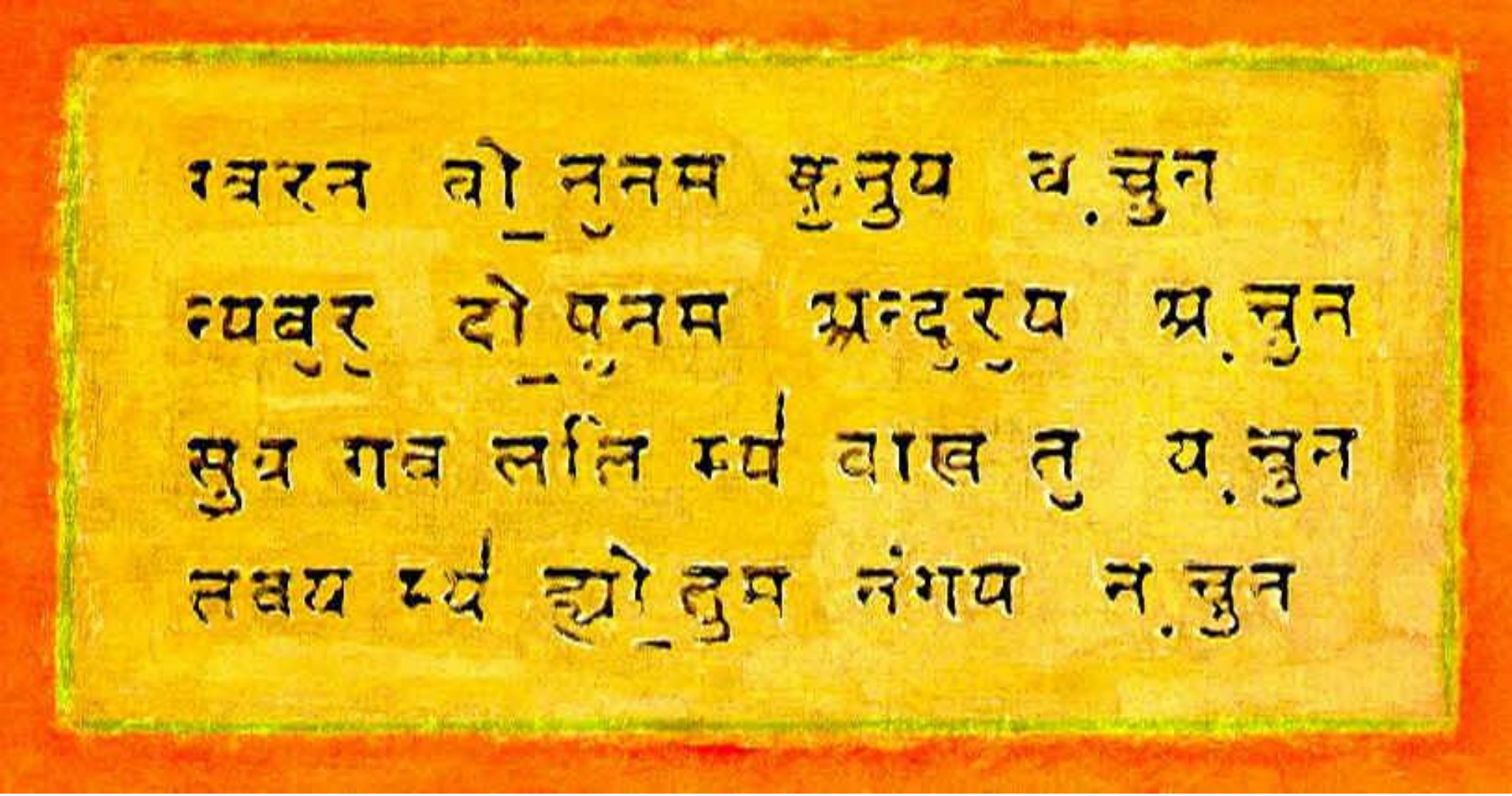
A country that has a truly glorious past…

Mohenjo Daro is the world's oldest civilization

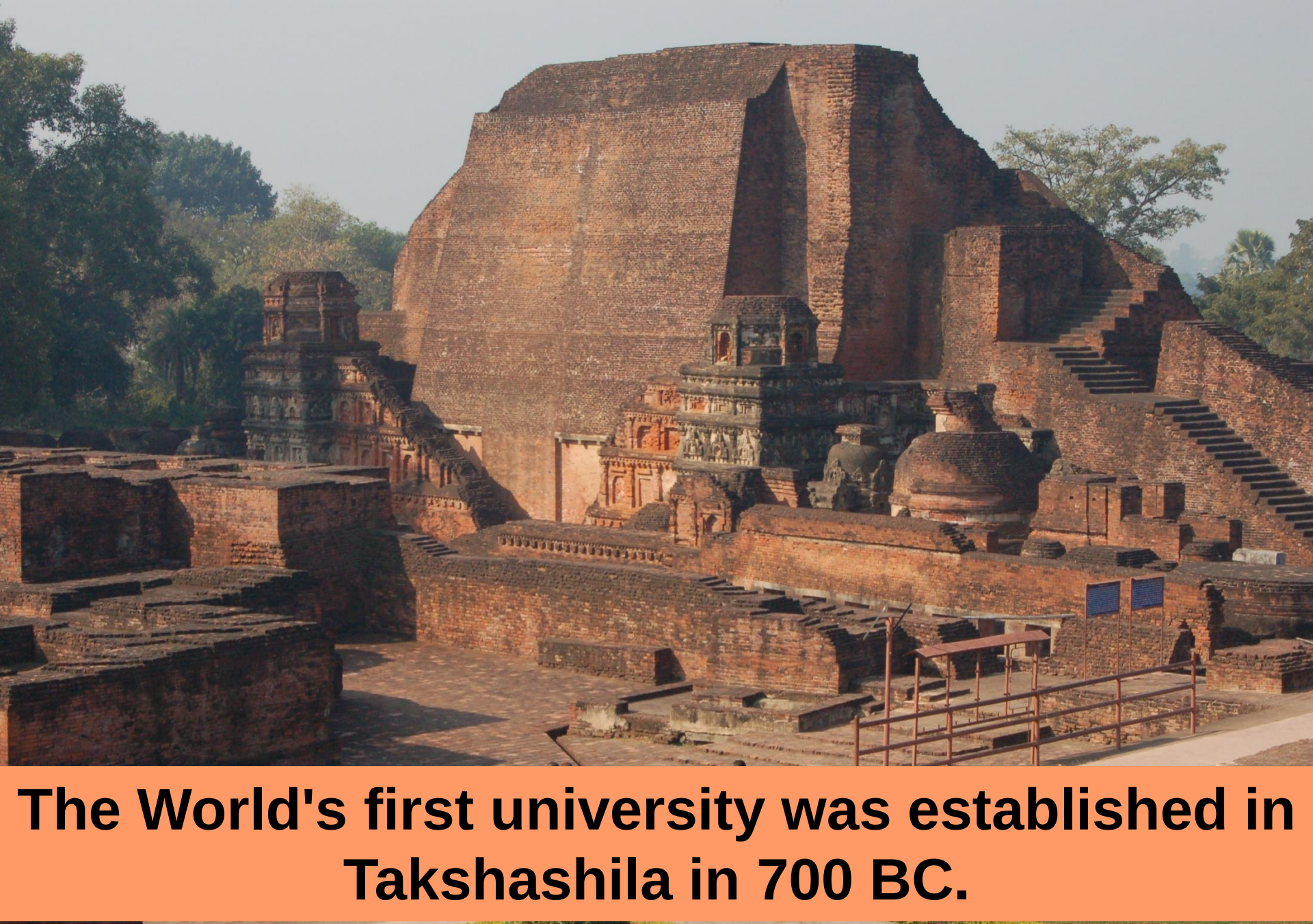
The Taj Mahal is one of the most beautiful monuments on earth



India is also at the forefront of intellectual and cultural activities

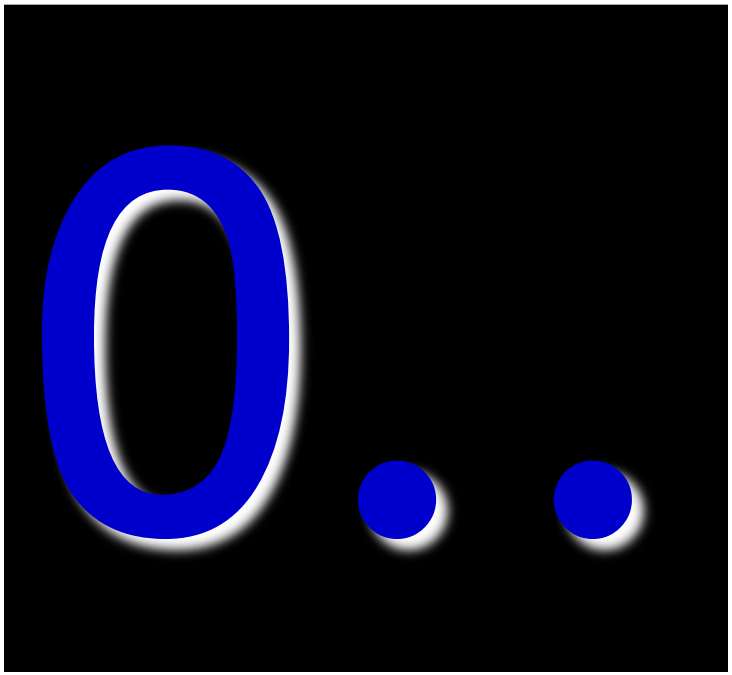


Sanskrit, the world's oldest language evolved here



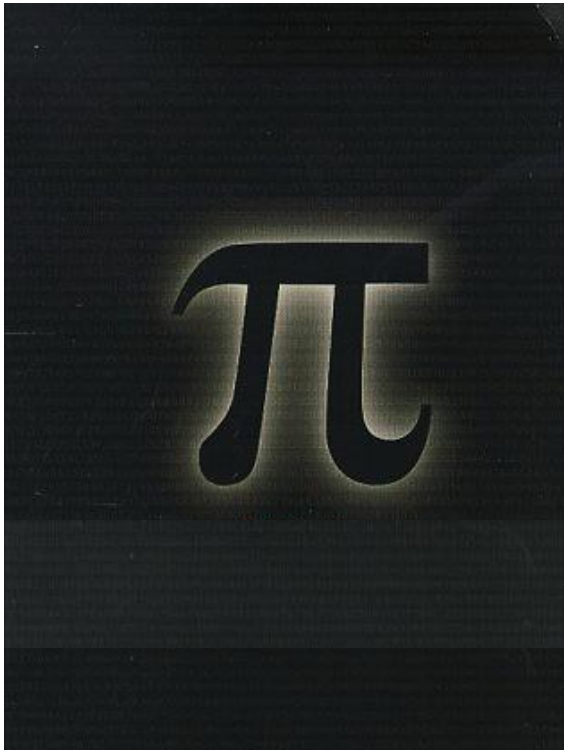
The World's first university was established in Takshashila in 700 BC.

India has given the world religions like Hinduism & Buddhism



Aryabhatta was the scientist who invented the digit zero.

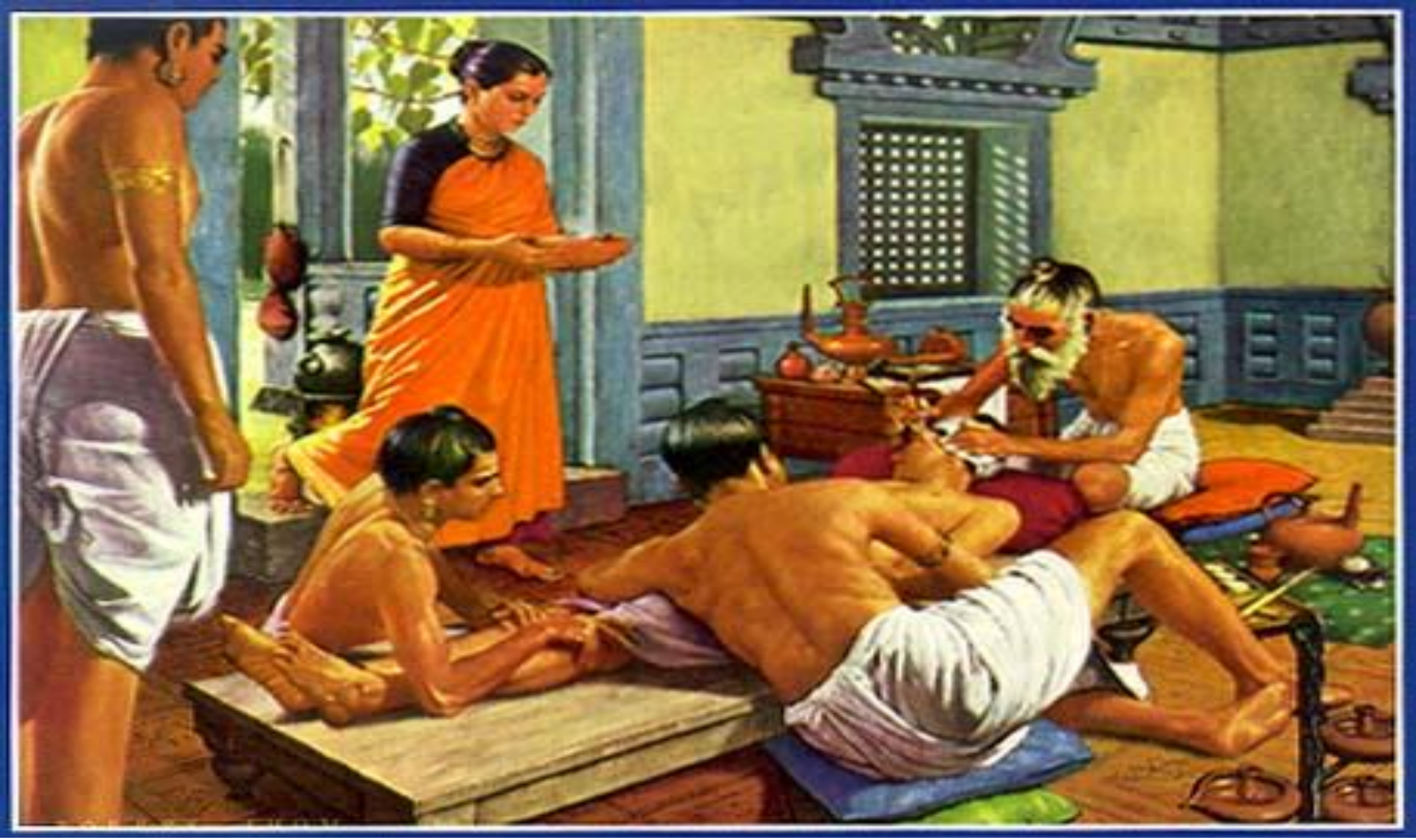
The value of "pi" was first calculated by the Indian Mathematician Budhayana, in the 6th century.



Algebra, Trigonometry and Calculus were studies which originated in India.

The ‘place value system' and the 'decimal system' were developed in 100 BC in India.

Ayurveda, the oldest form of medicine originated in India

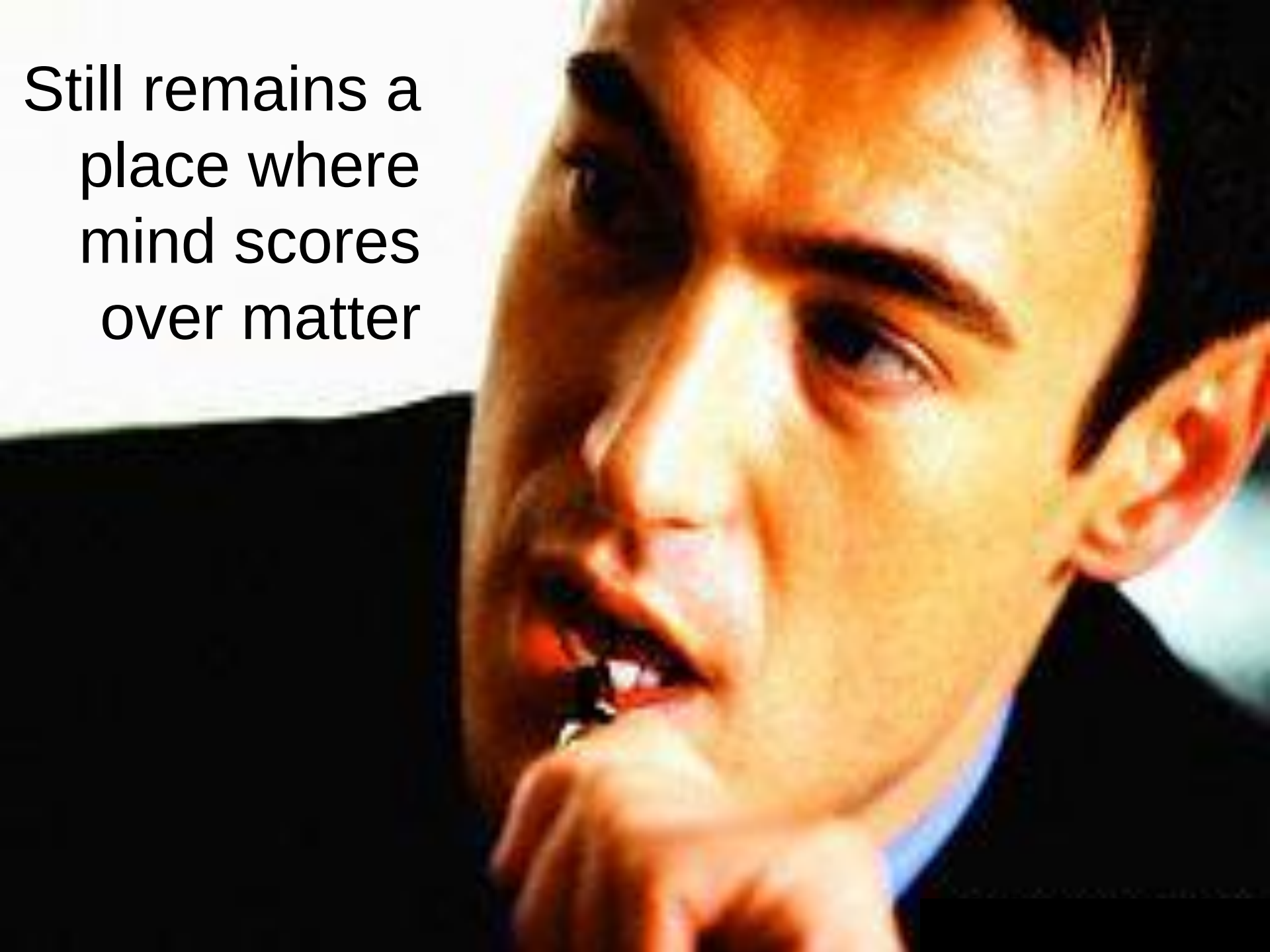


Surgery was first practiced in India

Chess was invented in India

Truly it is a glorious land that Columbus had set out to find…

Still remains a place where mind scores over matter



India’s current GDP is 4.7% and India is among the largest economies in the world

India produces enough food grain, which when stacked could reach the moon and back

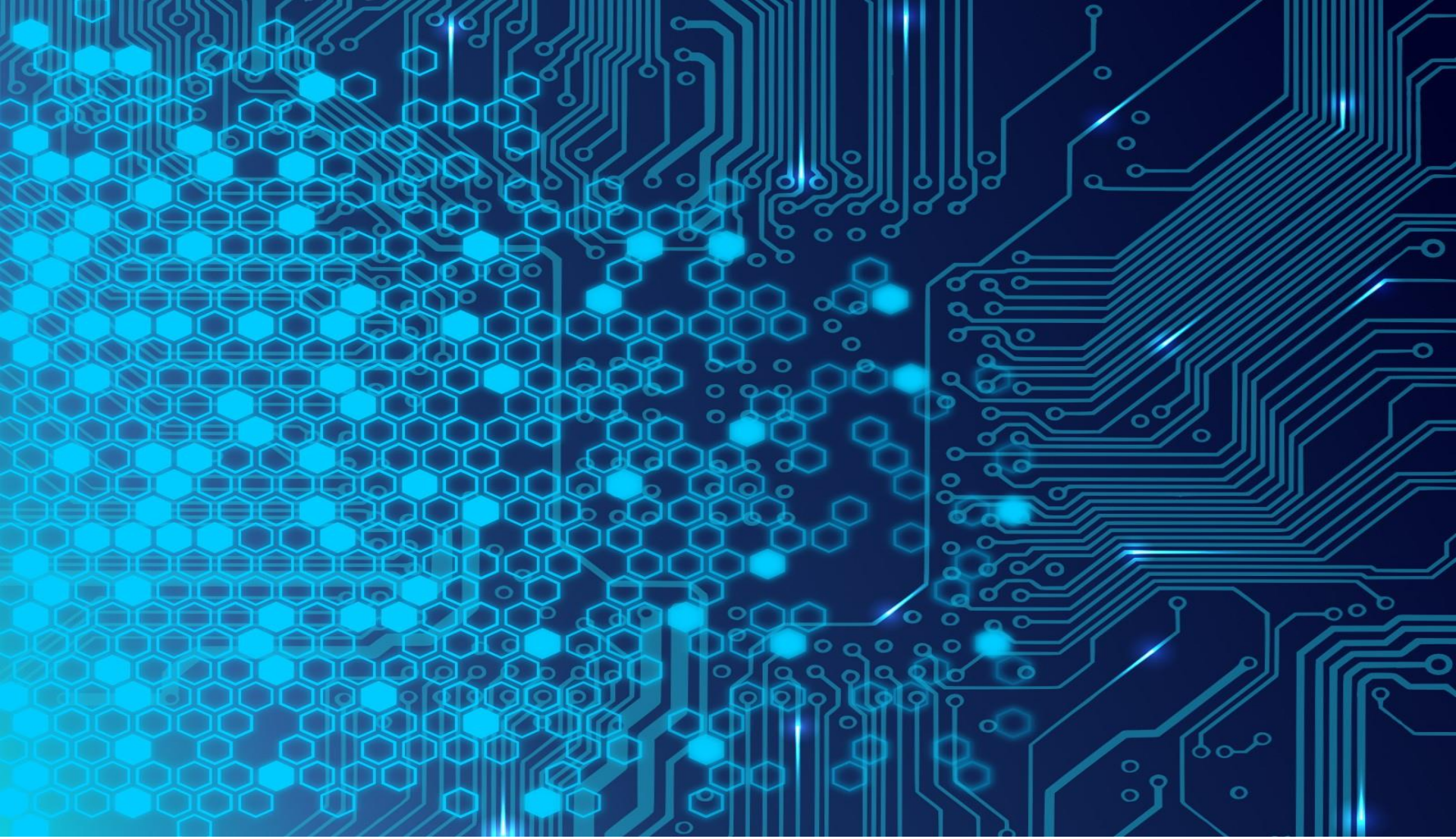
And is the…

Largest Consumer of Gold

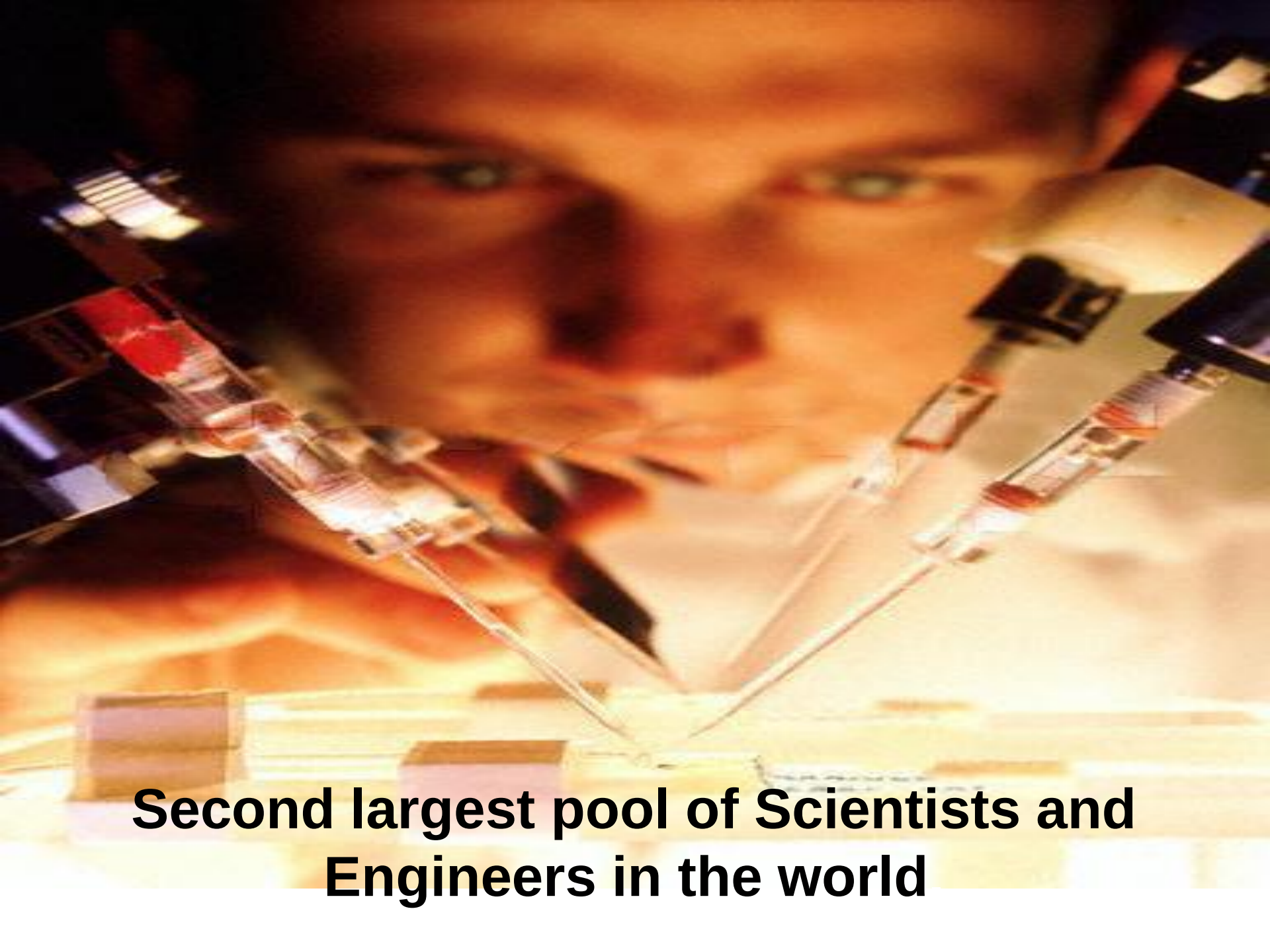
Largest Producers of Milk & Tea

India has the largest postal network in the world

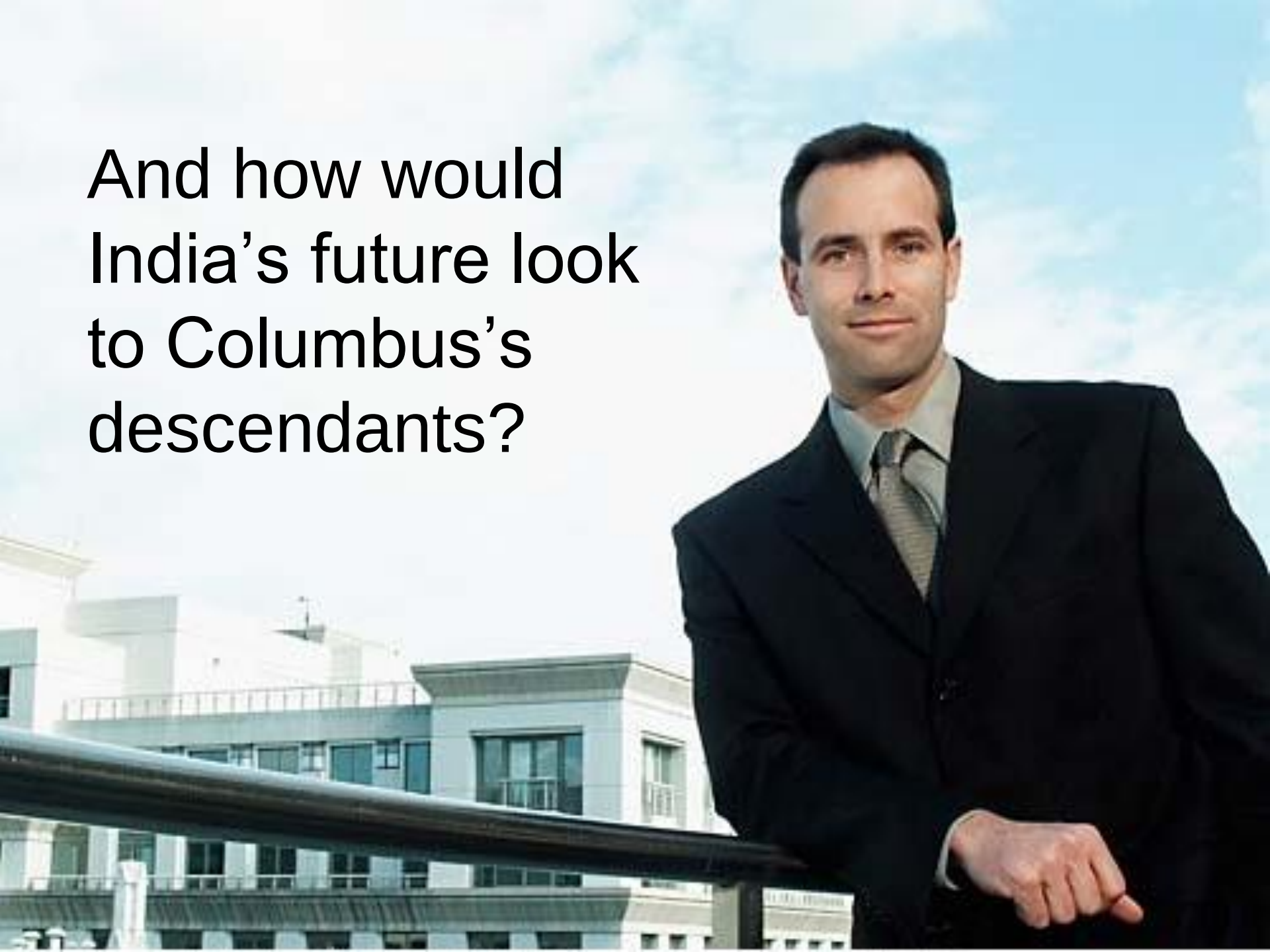
Indian Railways are the largest railway network



Along with US & Japan,
India is the country to have built a super computer indigenously.



Second largest pool of Scientists and Engineers in the world


And how would India’s future look to Columbus’s descendants?

They would see India, an economic powerhouse in the making

That is slated to be the third largest economy by 2050 - a Goldman Sachs report

The greatest natural resource that India has is its people.

And as in the past and the present, it’s the people and their ‘intellectual capital’ that is going to cause this change

Indians continue to make great contributions even today

INDIA
Pharmacy of the World

It’s Time to move to Brand India Pharma Campaign:

Taking Indian Pharma to NEXT LEVEL!!!

3 Shifts…

1. Shift in Markets due to Demographic evolution towards Emerging Economies

2. Shift from Patents towards Generics…

3. Shift from Cure to Prevention style due to lifestyle diseases

3 Key Focused Strengths for Brand India…

1. Accessibility (Omni presence)
2. Affordability
3. Quality

3 Key Questions…

1. Are Indian efforts aligned towards 'Pharma Vision 2020', where Government of India aims to make India a global leader in **end-to-end drug manufacturing**?

2. Can India bring **Access Economy** (like cell phones) in world through **Affordability** in Pharma?

3. Can India as a Brand inclusive of Regulators Support, Clarify & Protect Brand India **Quality**?

In life you have either Reasons or Results…

INTERLINK

BUSINESS + | PEOPLE + | KNOWLEDGE +

THE BUSINESS PERFORMANCE CONSULTANCY

Enabling Corporates to succeed in competition!

Let's Invite Distinguished Panel…

- **Shri Sudhanshu Pandey**

IAS Joint Secretary, Ministry of Commerce, Govt. of India

- **Mr. SV Veeramani**

Chairman and Managing Director, Fourrts (India) Laboratories Pvt. Ltd

- **Mr. Vikas Dandekar**

India Bureau Chief at PharmAsiaNews

- **Mr. Paul Lalvani**

New Delhi

- **Dr. K. Bangarurajan**

Deputy Drugs Controller, DDC(I), Central Drug Standards Control Organization (CDSCO), West Zone, Mumbai