



Press Release

**Indian Pharmaceutical Alliance launches “Mission Medicine - Delivering Life”**

***~a digital campaign saluting the unseen heroes who ensured uninterrupted supply of medicines to every household~***

**Mumbai, June 19, 2020:** Indian Pharmaceutical Alliance (IPA), that represents 25 research-based pharmaceutical companies in India, today announced the launch of their digital campaign “*Mission Medicine - Delivering Life*”. The campaign brings to light the human stories of the contributions made by people engaged in the pharma sector amidst the pandemic and subsequent lockdown.

COVID-19 has posed unforeseen challenges to countries across the world. Despite the challenges, there are several people who, at a great risk to their lives, have been working determinedly to arrest the spread of the virus. “*Mission Medicine - Delivering Life*” highlights the role of people who have been engaged in ensuring an uninterrupted supply of medicines. Narrated through a series of videos, the stories shed light on the challenges faced by the pharma employees – right from manufacturers to logisticians and pharmacists as a result of the lockdown. The campaign emphasizes the pharma industry’s commitment to patient-centricity and accessibility.

**Mr. Satish Reddy, President, Indian Pharmaceutical Alliance (IPA)** says, “*The COVID -19 pandemic has thrown unprecedented challenges at us. However, I believe that it has also given the pharmaceutical industry, an opportunity to rise to the occasion and to ensure the supply of quality medicines uninterrupted to people across the world. The entire supply chain of the pharmaceutical industry has been continuously working to provide medicines during the lockdown period and beyond. Notably, in these difficult times, India has supplied millions of doses of HCQ to almost 55 countries, which shows our industry and its people's commitment. Through this campaign, we would like to recognize the contribution of all those involved in the supply of medicines.*”

**Mr. Sudarshan Jain, Secretary General, Indian Pharmaceutical Alliance (IPA)** added, “*Through the campaign, we want to communicate the commitment of the industry and those involved to brave odds and ensure an uninterrupted supply of all medicines so that people continue with their ongoing medication; not only in India but for the world as well.*”

India, as the pharmacy of the world, supplies medicines to many countries across the world, including US and UK. While the global lockdown caused disruption to the supply chains, the Indian pharma industry toiled hard to ensure adequate supply of raw materials to assure stockpile of medicines to meet the domestic and export demand.

The campaign, stitched together by the creative team of D Yellow Elephant, focuses on bringing to fore the contribution of those who ensure the regular supply of medicines even in the toughest of times, such as during this pandemic.



**Daniel David, Creative Director, D Yellow Elephant**, adds that to creatively bring alive the role of the Indian pharmaceutical industry in ensuring accessibility to quality medicines, *“It seemed only natural to step into our own homes and ponder over the role of that little medicine box that, technically, is used to only store medicines. However, the key idea was to metaphorically associate that little box to a greater reflection of the deep-seated sentiments of care, concern and love in the Indian family.”*

The campaign commenced today on **June 19** and will run across all official social media channels of IPA - [YouTube](#), [LinkedIn](#), [Twitter](#), [Instagram](#) and [Facebook](#).

View IPA’s Digital Film here: <https://www.youtube.com/watch?v=ERzrrxZNgfI>

**CREDIT ROLL:**

- **Client:** Indian Pharmaceutical Alliance
- **Creative Agency:** D Yellow Elephant
- **Creative Director:** Daniel David
- **Production:** Nitin Sharma, Imagination Inc
- **Voice-Over:** Piyush Mishra
- **Music:** Anurag Ware
- **Creative Team:** Sushant Dhere (Art), Madhuri Prabhu (Servicing)
- **Account Management:** Ritika Dutt, Bharat Ramakrishnan, Vitesh Kotian, Nidhi Makwana

**About Indian Pharmaceutical Alliance (IPA)**

Indian Pharmaceutical Alliance represents 25 research based national pharmaceutical companies. Collectively, IPA companies account for over 85 per cent of the private sector investment in pharmaceutical research and development. They contribute more than 80 per cent of the country’s exports of drugs and pharmaceuticals and service over 57 per cent of the domestic market. For more information, visit [ipa-india.org](http://ipa-india.org)

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