

Press Release

Indian Pharmaceutical Alliance's 5th India Pharmaceutical Forum highlights Patient Centricity and Integrated Quality Management

- *Dr VG Somani, Drugs Controller General India releases IPA guidelines on Market Complaints*
- *An exclusive CEO Panel on Patient Centricity and Integrated Quality Management*

Mumbai, February 28, 2020: Patient Centricity and Integrated Quality Management was the theme for this year's India Pharmaceutical Forum, organized by the Indian Pharmaceutical Alliance (IPA) in Mumbai. Now in its 5th edition, the event brought together manufacturers, regulators, academia and other relevant stakeholders together facilitate discussions resulting in meaningful and actionable outcomes. **Dr VG Somani, Drugs Controller General India** delivered the Keynote Address and released the IPA guidelines on Market Complaints.

"Indian Pharmaceutical Forum (IPF) is a pioneering initiative of IPA that lays a strong foundation for quality culture and capability building. Quality is fundamental to our industry and would help to take India to next level. This Forum is a unique platform which brings together all stakeholders comprising of Indian and global regulators, government policymakers, industry, academia to move forward the quality agenda. This year's theme Patient Centricity and Integrated Quality Management will be pivotal for our journey on quality," said **Mr. Sudarshan Jain, Secretary-General, Indian Pharmaceutical Alliance**

Mr. Nilesh Gupta, Managing Director, Lupin Ltd. said, *"There have been quite many changes in the Pharmaceutical market globally and in India. While the US is still the largest market of generic drugs in the world, India too has risen to the challenge. There are a host of opportunities, which come with their own unique challenges. All the members of the IPA came together to discuss and exchange information to build best practices. This reinforces the Indian Pharma Industry's commitment to quality management."*

Mr. Satish Reddy, President, Indian Pharmaceutical Alliance and Chairman, Dr. Reddy's Laboratories Ltd. said, *"The US has been under increasing pressure for exports; however, it is still the largest market for us. There has also been an increasing focus on China to tap into the emerging market of generics. With India being a major player in the generics market, we need set the global benchmark in quality. We need to create an industry culture where people do the right thing and speak up if anything wrong happens."*

Mr. Dilip Shanghvi, Managing Director, Sun Pharmaceutical Industries Ltd. said, *"These are exciting times for the Pharma Industry. Research and Development as well as innovation will be key areas of focus. Going forward, we need to hybridize and get talent from other industries to shore up quality in the pharmaceutical industry."*

Mr. Pankaj Patel, Chairman, Cadila Healthcare Ltd. said, *"Where we are today is because of our capability to make the best generics. The Pharma industry now should work towards bridging unmet*

medical needs. Innovation will be the key driver for the Pharma industry going forward and make India the pharmacy of the world.”

Ms. Samina Hamied, Executive Vice Chairperson, Cipla Ltd. said, *“It is important to educate and train people about quality culture across the value chain. There needs to be increased focus on quality and robustness of design. The Indian Pharma Industry has to be on a journey of continued improvement of quality systems. For this, we need to overcome the existing cultural inertia.”*

The CEO Panel on Patient Centricity and Integrated Quality Management by the CEO’s of Lupin, Dr. Reddy’s Laboratories, Sun Pharmaceuticals, Cadila Healthcare, and Cipla reflected thoughts on the Indian pharmaceutical industry’s current standing and the path ahead.







About 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

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