The Indian pharmaceutical industry’s success has been built on the foundations of its distinctive capabilities in key areas of the value chain, such as manufacturing, product development and process innovation.

**Supporting state-sponsored health coverage programs and a focus on chronic healthcare could enable universal drug access**

- **Mahatma Bharat Yojana** is estimated to benefit 10 crore vulnerable families.
- It will provide the poor households with affordable access to healthcare facilities.
- An opportunity for the industry to help India’s underserved masses with affordable drugs.

**Pursuing opportunities in newer product classes such as biosimilars, gene therapy and specialty drugs**

- Indian pharmaceutical industry’s success is mainly due to production of generic drugs.
- Driving innovation in generic drugs, gene therapy and specialty drugs can help Indian pharma industry to grow.
- Biosimilar markets could exceed USD 60 billion by 2030, if the industry captures even 10% of this market, it can grow by 13%.

**Capitalizing on its rich demographic dividend – India has a large skilled, yet cost-efficient workforce**

- Over 2,25,000 pharmacy students graduate in India as compared to US i.e. 17,000 pharmacy students.

**Leveraging the patent cliff, with drug sales worth USD 251 billion going off-patent**

- Patents for branded molecules with cumulative global sales of over USD 251 billion are expected to expire between 2018 and 2024, which will open new opportunities for the industry.
- The industry needs to formulate a sharp molecule strategy with superior regulatory and in-market execution excellence which can help the Indian pharma industry.

**A footprint in underpenetrated international markets could increase exports**

- Increasing exports to large and traditionally underpenetrated markets such as Japan, China, Africa, Indonesia and Latin America.
- Through government interventions and trade-relations support it will enable market access for Indian pharmaceutical companies in these markets.

**Leverage India’s strengths in IT and ITES – optimize new avenues such as OTC**

- OTC policy is a great opportunity for domestic markets.
- The policy is strong enough to overcome the shortages of doctors in India by enabling and empowering patients and chemists to take care of commonly occurring ailments.

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References: IPA Vision 2030 report