



శ్రీ వేపచేదు విద్యా పీఠము

VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

IP and Industry News

Chief Editor: Dr. Sreenivasarao Vepachedu, Esq.

### Issue 85 Contents:

Indian Pharma  
Big Pharma  
Some important strategies for successful companies  
Stem cell treatments threatened by European patents ruling  
Older Drug Just as Good  
Generic Alzheimer's Disease Medication  
Pfizer's Deal with Dr. Reddy's  
Biomarkers

### **Indian Pharma**

Zydus Cadila has entered the exclusive club of Indian pharmaceutical companies with a turnover of \$1 billion. It is now the fifth biggest pharma company in the country. The other top four companies are Cipla, Ranbaxy, GSK and Piramal Group. The pharmaceutical giant's journey to billion dollar turnover began in 2007, soon after it crossed its goal of posting a turnover of \$400 million. The company has now set its sights even higher and is aiming at an annual turnover of \$3 billion by 2015. Zydus Cadila is the third Ahmedabad, Gujarat-based firm to be part of the club of companies with \$1 billion turnover. The other groups in this elite club are Adani Enterprises Limited with a turnover of \$ 2.57 billion, and Torrent Power with a turnover of \$1.31 billion.

The Indian domestic pharma sector continued its strong show in 2010 and recorded a 16.5% growth during January-December. While Cipla topped the list with the highest market share, cough medication

Issue 85	5113 <i>Kali Era, Khara Year, Chaitra month</i> 2069 <i>Vikramarka Era, Khara Year, Chaitra month</i> 1933 <i>Salivahana Era, Khara Year, Chaitra month</i> 2011 AD, April
----------	---



శ్రీ వేపచేదు విద్యా పీఠము

VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

### IP and Industry News

Corex (Pfizer) was the largest-selling brand in the organized retail market. Among the largest growing drugs for the year was Abbott's insulin Human Mixtard, which rose 27% to become the second largest-selling brand, displacing painkiller Voveran ( [Novartis](#)) with a 6% growth. 2010 was also the second successive year of strong growth for the industry. The Rs 46,787-crore pharma market has been on an upswing over the last four years with a growth of 13-17%, buoyed by a strong demand, improved spending on healthcare and rising middle class incomes.

During 2010, Corex, the largest selling drug, recorded annual sales of Rs 205 crore. Pain-killer drug Voveran (Novartis) lost the second position to Human Mixtard (Abbott). The fourth slot is occupied by cough syrup Phensedyl (Piramal), while GSK's Augmentin was the fifth largest-selling drug during the year. Revital from Ranbaxy continues to be the largest selling nutraceutical product, along with Liv-52 from Himalaya. Becosules (Pfizer) gained substantially, moving from 11th to 8th position on the list. Antibiotic products Monocef (Aristo), Taxim (Alkem), Zifi (FDC), Mox (Ranbaxy) and Azithral (Alembic) were among the largest selling products.

Cipla maintained the top slot with a 5.21% market share. This is mainly because revenues of Abbott and Piramal Healthcare are yet to be combined, and figure separately. There were two new entrants to the top 10 club- Pfizer and Abbott, pushing Lupin and Aristo out. Lupin has been displaced to the 11th from 9th position and Aristo from the 10th to 12th position. Almost all companies recorded a growth of over 10% for the year. Among the companies, Mankind grew at the fastest pace of nearly 34%, followed by Abbott 26% (excluding Piramal which grew by 11.4%), and Zydus (18%). [http://articles.timesofindia.indiatimes.com/2011-01-25/india-business/28363469\\_1\\_corex-voveran-pharma-sector](http://articles.timesofindia.indiatimes.com/2011-01-25/india-business/28363469_1_corex-voveran-pharma-sector)

### **Big Pharma**

Sanofi CEO Chris Viehbacher notes in an article that big R&D centers can end up consuming resources without being as productive as they should be, pointing out that while the industry spent almost \$100 billion on R&D last year, only about 22 new drugs secured [FDA](#) approval.

Issue 85	5113 <i>Kali Era, Khara Year, Chaitra month</i> 2069 <i>Vikramarka Era, Khara Year, Chaitra month</i> 1933 <i>Salivahana Era, Khara Year, Chaitra month</i> 2011 AD, April
----------	---



శ్రీ వేపచేదు విద్యా పీఠము

VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

### IP and Industry News

#### Some important strategies for successful companies

- Do your research, know your markets
- Have good innovators and train them in IP
- Link your research and development (**R&D**) to market niches
- Position your IP strategy around the market, not the product
- Present your IP portfolio such a way that others can see its value
- Meet regularly with an IP strategist so they are aware of upcoming R&D and market feedback.

#### Stem cell treatments

The European court of justice ruling on stem cells could halt therapies for blindness, brain diseases and other conditions. Work on revolutionary medical treatments for incurable diseases is in danger of being wiped out by a European court ruling on embryonic [stem cells](#), according to leading scientists. Pioneering therapies for blindness, devastating brain diseases and other intractable conditions could grind to a halt, or move elsewhere, if the court decides to ban European patents on discoveries that involve the cells, the researchers warn. Senior academics, [including Sir Ian Wilmut, the Edinburgh scientist who cloned Dolly the Sheep](#), said funding for research, including crucial support from companies to turn laboratory breakthroughs into clinical treatments, would collapse if researchers lost the rights over their inventions. [The European court of justice](#) is considering whether to impose a ban on research using human embryonic stem cells on the grounds that it represents an immoral "industrial" use of human embryos. The advocate general assigned to the case, [Judge Yves Bot, has published a recommendation to introduce the ban](#), a position that will now go before the court's grand chamber for deliberation. Only rarely has the court not followed the recommendations of its advisers.

Issue 85	5113 <a href="#">Kali Era, Khara Year, Chaitra month</a> 2069 <a href="#">Vikramarka Era, Khara Year, Chaitra month</a> 1933 <a href="#">Salivahana Era, Khara Year, Chaitra month</a> 2011 AD, April
----------	--



శ్రీ వేపచేదు విద్యా పీఠము

VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

### IP and Industry News

Meanwhile, the Obama administration can continue using federal tax dollars to fund human embryonic stem cell research, a U.S. appeals court ruled in April, overturning a lower court decision and handing a victory to the White House. A federal judge ruled last year that the U.S. National Institutes of Health guidelines on such research violated the law because embryos were destroyed in the process and it put other researchers working with adult stem cells at a competitive disadvantage for federal grants, and granted an injunction against such research funding. The U.S. Court of Appeals for the District of Columbia Circuit vacated the injunction.

#### **Older Drug Just as Good**

An older drug helps wet macular degeneration just as much as a newer, more costly drug, a study says. This disease gets worse quickly and can lead to blindness. The drugs are injected directly into the eye. Patients received a monthly shot of ranibizumab (Lucentis), which costs \$2,000 a shot, and bevacizumab (Avastin), which costs \$50 a shot. A year later, people who got their shots once a month had similar gains in vision, no matter which drug they received. And as-needed Lucentis preserved vision nearly as well as monthly Avastin or monthly Lucentis. The New England Journal of Medicine published the study online.

#### **Generic Alzheimer's Disease Medication**

Wockhardt Ltd. has received tentative approval from the US FDA for marketing 5 mg and 10 mg [tablets](#) of Donepezil HCl, which is used for treatment of Alzheimer's disease and dementia. Donepezil is the generic name for the brand Aricept, marketed in the US by Eisai in partnership with [Pfizer](#). The company would be launching the product in the US market on May 28 this year. According to IMS Health data, the total market for this product in the US is around \$2.5 billion. Donepezil is amongst the most widely used drugs in treating Alzheimer's disease, incidences of which are rapidly increasing the world over due to a steady increase in aging population.

Issue 85

5113 [Kali Era](#), [Khara Year](#), [Chaitra month](#)  
2069 [Vikramarka Era](#), [Khara Year](#), [Chaitra month](#)  
1933 [Salivahana Era](#), [Khara Year](#), [Chaitra month](#)  
2011 AD, April

Copyright ©1998-2011

[Vepachedu Educational Foundation, Inc](#)



శ్రీ వేపచేదు విద్యా పీఠము

VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

### IP and Industry News

#### **Pfizer's Deal with Dr. Reddy's**

Dr. Reddy's Laboratories Ltd., [India](#)'s second-largest drugmaker, will be allowed to sell a generic version of Wyeth's antidepressant drug starting June 1 following an agreement with the unit of Pfizer. Pfizer last year sold \$1.7 billion of Effexor, which was Wyeth's best-selling antidepressant drug until 2008, before cheaper generic version were released. [Wockhardt Ltd. \(WPL\)](#) will also start sales of generic version of the drug from June 1 after getting approval from the U.S. Food & Drug Administration.

#### **Biomarkers**

GVK Biosciences (GVK BIO) announced that it has extended its Clinical Biomarker Database (GOBIOM) license to the Biomarker Qualification Group of the US Food and Drug Administration (USFDA). The GOBIOM database which has the latest and updated information on all the biomarkers reported in various clinical and preclinical studies will be of enormous use to USFDA in its Biomarker Qualification Process. The GOBIOM database is a comprehensive collection of all the clinically evaluated, exploratory and preclinical biomarkers associated with different therapeutic areas reported in global clinical trials, clinical and preclinical studies. GOBIOM contains information on 12,000 biomarkers comprising of Biochemical, Genomic, Imaging, Metabolite, Cellular and Physiological markers with multiple data points covering experimental, analytical, clinical and statistical data with their qualifications under different medical interventions.

#### **Opioid REMS from FDA**

On Tuesday, April 19, 2011, after years of debate and several public meetings, FDA released the final Risk Evaluation and Mitigation Strategy ("REMS") it will require for all extended-release opioid medications. The final REMS was issued as part of the White House's multi-agency plan to reduce prescription drug abuse. [http://www.fdalawblog.net/fda\\_law\\_blog\\_hyman\\_phelps/2011/04/fda-releases-opioid-class-wide-rems.html](http://www.fdalawblog.net/fda_law_blog_hyman_phelps/2011/04/fda-releases-opioid-class-wide-rems.html)

Issue 85	5113 <i>Kali Era, Khara Year, Chaitra month</i> 2069 <i>Vikramarka Era, Khara Year, Chaitra month</i> 1933 <i>Salivahana Era, Khara Year, Chaitra month</i> 2011 AD, April
----------	---



శ్రీ వేపచేదు విద్యా పీఠము

VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

IP and Industry News

*Notice: This material contains only general descriptions and is not a solicitation to sell any insurance product or security, nor is it intended as any financial, tax, medical or health care advice. For information about specific needs or situations, contact your financial, tax agent or physician.*

*Source: The primary sources cited above, New York Times (NYT), Washington Post (WP), Mercury News, Bayarea.com, Chicago Tribune, USA Today, Intellihealthnews, Deccan Chronicle (DC), the Hindu, Hindustan Times, Times of India, AP, Reuters, AFP, womenfitness.net, about.com, mondaq.com, etc.*

Copyright ©1998-2011

Vepachedu Educational Foundation, Inc

*Copyright Vepachedu Educational Foundation Inc., 1998-2010. All rights reserved.*

**Om! Asatoma Sadgamaya, Tamasoma Jyotirgamaya, Mrityorma Amritamgamaya, Om Shantih, Shantih, Shantih!**

**(Aum! Lead the world from wrong path to the right path, from ignorance to knowledge, from mortality to immortality, and peace!)**

Issue 85

5113 Kali Era, Khara Year, Chaitra month  
2069 Vikramarka Era, Khara Year, Chaitra month  
1933 Salivahana Era, Khara Year, Chaitra month  
2011 AD, April

Copyright ©1998-2011

Vepachedu Educational Foundation, Inc