

Sun Pharma poised to go up in US mkt rank

POLE POSITION Company set to become leader in generic dermatology segment once Ranbaxy deal gets approval

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NEW DELHI: Mumbai based drug maker, Dilip Shanghvi-led Sun Pharmaceutical Industries is all set to consolidate its position in the United States.

The company, which is in the process of acquiring control of Ranbaxy Laboratories from Japanese drug maker Daiichi Sankyo, will become the leader in the generic dermatology segment in US and capture the third position in the branded dermatology segment after the acquisition is finalised.

The \$4-billion (₹24,000 crore) deal announced in April that is currently awaiting few regulatory clearances, will boost Sun's revenues from US market by about 40%.

"Ranbaxy's anti-acne drug Absorica is one of its major drugs and currently generates annual sales of over \$150 million (₹900 crore) and the acquisition of Ranbaxy will phenomenally boost Sun's business size in US market and will further enhance

SUNRISE IN THE WEST

- Sun Pharma will also acquire the third position in the branded dermatology segment
- Its US revenues in 2013-14 stood at \$1.6 billion posting a 43% growth
- It established itself in the segment after the acquiring US drug firm Dusa Pharma in 2012



■ Dilip Shanghvi

combined revenues by around \$2.2 billion (₹13,200 crore)," said people familiar with the financials and plans of the company. Last financial year, Sun Pharma's revenues in US market stood at \$1.6 billion (₹9,600 crore), posting a 43% growth.

The company now plans to leverage its newfound leadership position to establish greater speciality presence in the US, according to a source. Sun Pharma's spokesperson, however, declined to comment.

US had always featured

among top geographies for the company. It established a strong presence in the segment after the acquisition of US dermatology firm Dusa Pharmaceuticals in 2012 for ₹1,249 crore.

"Sun Pharma, with the recent acquisitions of DUSA, URL Pharma and Ranbaxy Laboratories, has now become strong in the US region, with the geography accounting for 60% of its sales in financial year 2014," said Sarabjit Kour Nangra, pharma analyst, Angel Broking.

Company