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Cancer drug sales grew fastest in CY13 on new therapies

**Palwani
Mumbai, June 15**

SALES of cancer drugs grew fastest among all therapeutic categories in CY2013 with the availability of several new therapies helping to increase awareness and purchases. Cancer drugs, also known as anti-neoplastics, registered a growth of 24.1% in CY13 to ₹998 crore but analysts believe the market remains under-penetrated. Pharma sales across the 19 therapies that constitute the market, however, grew at just 6% in CY2013, well below the 14% rise in CY2012 as the combination of a higher base and adverse policies impacted business.

Hari Natarajan, vice-president, business intelligence at AIOCD Pharmasofttech AWACS, said the market for cancer medication had expanded while biosimilars were gaining ground. "Many therapies, especially the 'runab's'—a type of

cancer drug — are being launched," Natarajan pointed out adding that while biosimilars are relatively new segment, they're clocking increasingly higher sales. Anti-diabetic medications a type of diabetes drug — were the second fastest growing segment last year reporting a rise of 14.2%, although this was way lower than the 22% seen in CY12. "There were several 'gliphtins' — a type of diabetes drug — launched in 2012 which created a huge base," IDFC Institutional Equities analyst Nithin Agarwal Agarwal explained. The market share of gliphtins is rising steadily with CY2010 sales of about ₹8-10

crore growing to about ₹13-15 crore in CY2013 and Natarajan believes the base created by gliphtins has now normalised. Several anti-diabetes molecules have, however, come under price control

such as metformin, a basic diabetes therapy, which has been added to the national list of essential medicines (NLEM).

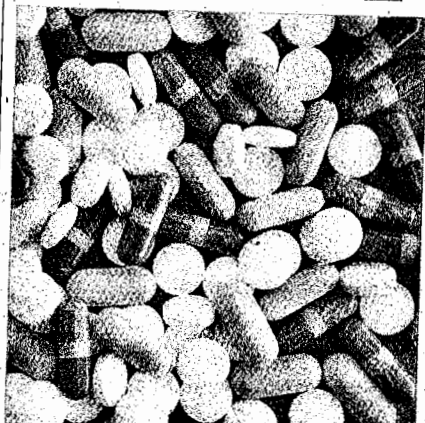
The growth of the cardiac therapies segment, the second highest-grosser in CY13, more than halved to 8.5% due to the lower contribution of cardiac drugs with statins or purely statin drugs to the mix. Pure-play cardiac drugs comprised 82.1% of the cardiac segment with the combination of statins and statin drugs vying for the rest of the market share.

Analysts believe the low base post July last year together with the normalisation in distribution as also impact from price increases taken from April onwards should help pharma sales grow 8-10% in the current year. However, they caution that a rebound to the levels of 10% plus growth seen in FY13 may not happen soon.

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QUICK REMEDIES

Therapeutic groups	Dec 2013	Dec 2012	Growth (y-o-y %)	Dec 2011	Growth (%)
Anti-infectives	12,560	12,386	1.4	11,094	11.6
Cardiac	9,084	8,365	8.5	7,165	16.8
Gastro intestinal	8,320	7,891	5.4	6,814	15.8
Vitamins/minerals/nutrients	6,487	6,204	4.6	5,305	16.7
Respiratory	5,772	5,323	8.4	4,818	19.5
Anti-diabetic	5,316	4,685	14.2	3,818	21.9
Pain/anaesthetics	5,289	5,080	4.1	4,642	9.4
Gynaecological	4,689	4,519	2.9	4,086	10.6
Neuro/CNS	4,626	4,262	8.5	3,760	13.4
Diabetes	3,994	3,628	9.8	3,138	15.9
Optical/Ophthalmics	1,333	1,220	9.3	1,076	13.4
Vaccines	1,236	1,130	4.8	994	16.6
Anti-neoplastics	1,087	1,130	-3.8	985	14.7
Source: AIOCD-AWACS	998	804	24.1	739	34.0
MAT: Moving annual total					9.0



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