

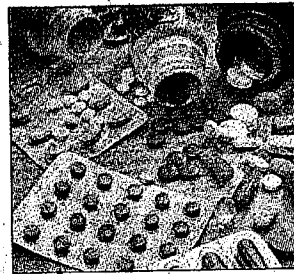
Indian, US generic firms form body for affordable care

Washington, June 26: Indian and US Companies making high quality, low-cost generic pharmaceuticals announced the launch of a 'Coalition for Affordable Care' on Wednesday.

This is to take head on big American pharmaceutical giants, which in the recent past had launched a strong anti-India campaign against efforts of such companies to provide affordable health care not only to people in India, but also in the third world countries.

Coalition for Affordable Care, run by recently formed India First Group, has constituents like the Indian Pharmaceutical Alliance that comprise of such prominent companies as Sun, Lupin, Dr Reddy's Labs, Zydus Cadila and Ranbaxy, who are busy developing new drug discoveries and health treatments for their product pipelines.

The group alleged that forces backed by Big Pharma, including the most powerful special interest business lobby in the US, PhRMA, chaired by Pfizer's Ian Reid, the Global Intellectual Property Center of the US Chamber of Commerce,



and National Association of Manufacturers, continued their campaign to downgrade the reputation of these Indian pharmaceuticals.

This was in order to maintain their market share and destroy competition, the Coalition for Affordable Care said in a media statement, adding it aims to counter anti-Indian, negative advocacy campaigns in this regard. "Over the past year, there has been a concerted effort underway in Washington to bash India and cast India in the poorest light — on matters of intellectual property protection, on matters of quality, on matters of business credibility.

"Entire investigations have been launched by the US government spurred on by the Big Pharma Lobby," said India First Group's Ron Somers.

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