

DRL to develop products for integrated markets

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INDIAN drugmaker Dr.Reddy's is looking at developing products in a fashion that could not target any particular market but meet the needs for both highly regulated as well as less regulated markets. The development of a products will look at addressing the needs of a clutch of markets.

"Differences remain between highly regulated and less regulated markets in terms of manufacturing, packaging and labeling requirements and the intensity of regulatory oversight, as well as the complexity of patent regimes. While the degree of regulation in certain markets may impact product development, we are observing increasing convergence of development needs throughout both highly regulated and less regulated markets," the company said.

Eventually, at the early stages of product development the company would not target a particular market, but will instead target the product towards a clus-



Planning ahead

■ At the early stages of product development the company would not target a particular market

■ It will target the product towards both highly regulated and less regulated markets

■ Domestic market for the company, accounted for around 15 per cent of the global generics segment

ter of markets that will include both highly regulated and less regulated markets. "With the integration of all the markets where we are selling generic pharmaceuticals into our global generics segment, our front-end business strategies in various markets and our support services in India are increasingly being developed with a view to leverage our global infrastructure," the report stated.

On the other hand, the domestic market for the firm, accounted for around 15 per cent of the global generics segment's revenues

in the year ended March 2014 While, the key therapeutic categories include gastro-intestinal, cardiovascular, pain management and oncology, Dr.Reddy's is also increasing presence in the niche areas of dermatology, urology and nephrology.

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