

Local firms shift focus to new therapeutic drugs

TRUSHNA UDGIRKAR

Hyderabad

INDIAN pharma companies, targeting exports worth Rs 80,000 crore this year, need to shift focus from long-duration research on blockbuster molecules to distribution of short-duration innovations, according to GV Prasad, chairman and CEO of India's biggest drug maker by sales Dr Reddy's Laboratories.

He said the drugs and medicine industry was already moving away from

new molecules to introducing newer drugs in therapeutic areas.

The pharmaceuticals sector has not been gung-ho about innovating new molecules, mainly because it requires deep pockets and also the results may or may not be pleasing even after several years of research and development.

"There are several challenges in developing drugs at the right price point," said Manni Kantipudi, CEO at GVK Bio.

Turn to P8

Induwan