

Govt mulls campaign to restore Indian pharma's image

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NEW DELHI: The government plans to create a special entity in partnership with private firms for a 'Brand India Pharma' campaign, with an aim to refurbish the battered image of Indian drug exporters overseas after recent setbacks in the US and Europe. Experts say the special entity is expected to bring the spotlight on Indian pharma in a positive way.

"We welcome the campaign proposal as there is an urgent need to effectively address the perception of the Indian pharma, which has been compromised due to overzealous global media's reporting on the non-compliance of a few companies," said Kiran Mazumdar Shaw, CMD, Biocon.

"We would encourage any initiative that helps revive the 'Made in India' brand," said Ranjana Smetacek, director general, OPPI, an industry body.

The special purpose vehicle is expected to come into being within the next few weeks. "The campaign should send out the message that a majority of domestic pharma companies are in compliance with global best practices," Shaw said.

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