



FOR RESPONSIBLE HEALTHCARE

DAY 2

11-13 February, 2017
Bangalore International Exhibition Centre, Bengaluru

Responsible Healthcare

PROJECTING INDIA as Investment Destination

The concurrent events—INDIA PHARMA 2017 and INDIA MEDICAL DEVICE 2017—were inaugurated yesterday at the BIEC. Both events in their 2nd edition itself have grown tremendously in the number of attendees and exhibitors. This is owing to the strong commitment of the GoI along with the Industry and stakeholders to enhance India's pharmaceutical and medical device sectors.

The concurrent shows, organized by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, GoI in association with FICCI, were inaugurated in the presence of Siddaramaiah, Chief Minister, Karnataka; Ananthkumar, Minister of Chemical & Fertilizers and Parliamentary Affairs, GoI; DV Sadananda Gowda, Minister for Statistics and Programme Implementation, GoI; Mansukh L Mandaviya, Minister of State Road Transport & Highways, Shipping, Chemicals & Fertilizers, GoI; Nirmala Sitharaman, Minister of State for Commerce and

Industry, GoI; and other ministers from Karnataka.

Calling the dual conference as PHARMA KUMBH, Ananthkumar, stated, "Today, India contributes to 20 percent of global generic medicines market exports in terms of volume, making the country the largest provider of generic medicines globally and expected to expand even further in coming years. The conferences are an excellent opportunity for the Indian Pharmaceutical & Medical Device Industry to showcase their products to the Indian and International Healthcare

community, which is critical in our endeavor to make India self-reliant in the health & pharma sectors."

Addressing the audience, Siddaramaiah, Chief Minister, Karnataka, averred, "These exhibitions and conferences are being hosted consecutively for the second time in Karnataka. This gives us an opportunity to emerge as the desired destination for investments under the pharma sector and make the state a center point for pharma and healthcare in the country."

Sitharaman expressed that she was happy to learn about pharmaceutical industry regu-

lators attending the shows from various countries such as The USA, EU, Australia, Japan, and parts of Africa.

Current scenario

Mansukh Mandaviya, Minister of State Road Transport & Highways, Shipping, Chemicals & Fertilizers, GoI, voiced, "India's medical technology sector is currently sized at around \$6 billion with a CAGR of around 15 percent projected for up to 2020 and the market is poised for a strong upward trend."

Leveraging event opportunities

This sunrise industry is expected to reach \$55 billion by 2020. In order to see this through, the government and industry need to work hand-in-hand. Agreeing with this sentiment, Jai P Prakash, Secretary, Ministry of Chemical & Fertilizers, Department of Pharmaceuticals, GoI asserted, "As a major supplier of affordable and quality medicines to the developed and developing world, the Indian pharmaceutical industry plays a crucial role in ensuring healthcare outcomes."



Source: ARC Advisory Group

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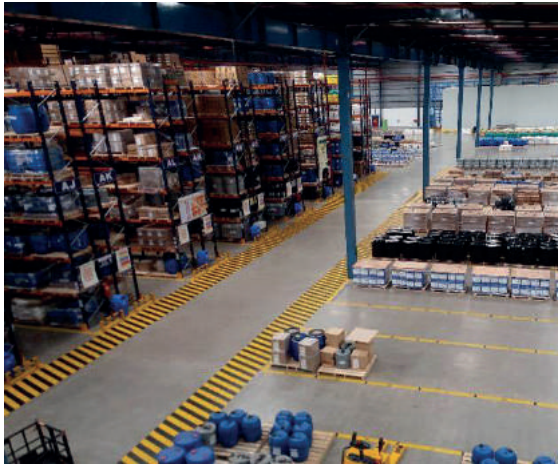
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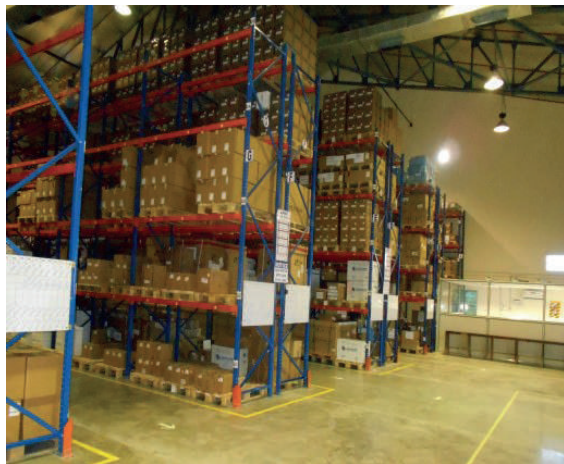
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*ACTUAL SITE PICTURES

Accolades

Felicitating Innovation

INDIA PHARMA 2017 and INDIA MEDICAL DEVICE 2017 brought to the forefront several innovations in the pharma and medical equipment sector. To celebrate the achievements of companies in these sectors, an award ceremony was held on February 11, 2017, at the BIEC grounds. The winners are as follows—



CATEGORY OF AWARD	WINNER
Overall India Pharma Excellence Award	Lupin Ltd
India Pharma Leader Award	Dilip Surana, CMD, Micro Labs Ltd
India Pharma Company of the year Award	Glenmark Pharmaceuticals Ltd
India Pharma Bulk Drug Company of the year Award	Lupin Ltd
India Pharma innovation of the year Award	Dr.Reddy' Laboratories Ltd
India Pharma Research and Development Achievement Award	Sun Pharmaceuticals Industries Ltd
India Pharma Corporate Social Responsibility Programme of the year Award	Lupin Ltd
India Medical Devices Company of the year Award	Meril Life Sciences Private Ltd
Indian Pharma Export Company Of the year Award	Camus Pharma Pvt Ltd
India Pharma Bulk Drugs Export Company of the year Award	Camus Pharma Pvt Ltd
India Medical Devices Export Company of the Year Award	Meril Life Sciences Pvt Ltd
India Pharma PSU of the Year Award	Karnataka Antibiotics and Pharmaceuticals Ltd



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Venues:
Hall 1: TWTC Exhibition Hall 1
Hall 2: EXPO Dome @ Taipei EXPO Park
Hall 3: TWTC Exhibition Hall 3
Hall 4: Taipei Nangang Exhibition Center

Pain Management

Taking away the Pain!

Non-invasive solutions for treating chronic pain.



Today, the market has several solutions on display but not all are backed with scientific research. Dr Sindhura Mettu, Medical Director, Rithwik Pharma Pvt Ltd, states, "Bringing awareness about the difference between scientifically approved devices and the ones that are sold at cheaper prices with promises of efficacy where there is no scientific data is a major challenge."

The company looks forward to the INDIA MEDICAL DEVICE event as it sees it as a platform where young innovators and established

companies can highlight their devices backed by scientific data and educate the general population.

Innovative solutions

Dr Mettu asserts, "Our company has come up with a line of 'Non-invasive NeuroModulation Therapies' which have wide variety of applications." The company is showcasing two products—the Chronic Pain (CP) Relief Wand: for the management of chronic pain related conditions of the nerve, muscle and arthritic disorders; and the 'CES-ULTRA': which is 'Cranial ElectroStimulation Therapy' another designed to treat conditions like insomnia, stress, depression, anxiety and PTSD.

Rithwik Pharma Pvt Ltd
www.rithwikpharma.com
Hall 2, Booth 85

Logistics

Making Supply Chain Profitable

Parekh Integrated Services Pvt Ltd (PISPL) is in the business of providing high-quality logistics services that give its customers a competitive advantage in the Indian market.

Established in 1981, PISPL is a one-stop-shop logistics and supply chain service provider in India offering a wide range of services (details of which are listed below) to the medical devices sector.

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www.pispl.in

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Call Order Processing <ul style="list-style-type: none"> Centralized order management center Web Portal for order processing 	AR Management <ul style="list-style-type: none"> Collection and banking Centralized cell for AR follow ups Balance confirmations and reconciliations 	Statutory & Regulatory <ul style="list-style-type: none"> Government formalities – Drug License, Sales tax, Excise, Customs and other statutory laws
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Material Characterization

Enhancing Pharma R&D

Malvern Instruments offers solutions that maximize productivity in all stages of product development. The company is all set leverage on INDIA PHARMA 2017.

India's pharmaceutical sector will touch \$45 billion by 2020. The government's initiatives have helped both the traditional pharma and biopharma sectors more than

double in size over the past three years. Michael Caves, Business Development Manager, Malvern Instruments, believes that the development of pharmaceutical research centers is also helping the industry increase its focus on innovation, with more and more Indian companies taking the lead on developing new medicines for both widespread and rare diseases.

Ideal platform

The company believes that events such as INDIA PHARMA increase the levels of knowledge, communication and understanding within the sector, with the international nature of the event also allows ideas to flow into the industry from outside. This year, the company is looking to interact with delegates from the industry, understanding their concerns and problems, and offering solutions to maximize their productivity at the event.

Malvern Instruments
www.malvern.com/en/
Hall 1, Booth 23



Michael Caves, Business Development Manager, Malvern Instruments

LSR Technology

Drug Delivery System

Innovative transdermal and subcutaneous delivery systems.

The transdermal and subcutaneous drug delivery market is growing dramatically owing to the fact that these drug delivery systems are more convenient for patients and health care professionals to use than conventional systems for administering drugs. Device manufacturers are investing in R&D and design strategies to support the transdermal drug delivery industry, value expected to reach \$21.7 billion by 2018 according to the Micromarket Monitor.

With the sophisticated developments in micro needle patches, injectors and pre-filled syringes come increasing opportunities for using Liquid Silicone Rubber (LSR) technology to enhance the per-

formance of these devices, ensure biocompatibility, meet industry regulations and facilitate the high-volume manufacturing.

The company is bringing its expertise in LSR technology with the medical device and life sciences industry in India. In addition, Trelleborg Sealing Solutions India will offer an array of the newest seals, LSR and rubber molded components, silicone and plastic tubing, O-Rings, gaskets and bearings used in medical devices and biopharma in India.

Trelleborg Sealing Solutions
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Hall 2, Booth 47



Leaders Meet

Changing for the Better!

One more conference of note that was held as a parallel event was the CEO Round Table in the presence of Ananthkumar, Minister of Chemical & Fertilizers and Parliamentary Affairs, Government of India.

A closed door CEO Round Table conference comprised CEOs from the pharmaceutical and medical device sector. Issues surrounding taxation, development of medical device parks, and the need for handholding, and ways to become globally competitive were discussed with the Minister.



Unique Perspective

Leveraging Different Views

INDIA MEDICAL DEVICE 2017 held a panel discussion on Health Technology Assessment (HTA) for Med Tech as part of its (parallel) conferences.

An immersive conversation with the panel brought about the various factors that need to be taken in to consideration for HTA. The panelists gave their respective views on the necessities of conducting an HTA and how it is beneficial for different organizations.



Competence Development

Joining forces to enhance skill

A joint session was held at the INDIA PHARMA 2017 and INDIA MEDICAL DEVICE 2017 titled 'Sector Skill Challenges'.

A panel discussion was held on the challenges of developing the skill sets especially required in the pharma and medical device sectors. Panelist from industry and academia came together to discuss and highlight the different ways in which this gap could be addressed by collaboration between industry and academia.



Technical Research

Building a better framework

One of the parallel technical sessions being held at the INDIA PHARMA 2017 event was titled 'Roadblocks and Opportunities in Indian Clinical Research'.

The technical discussion was an informative look on the current scenario of research in India. Everything from government initiatives on improving the way clinical research is to be conducted to improvement of quality standards was discussed. Of special interest was the discussion on how skill development can be incorporated in this sector.



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Market Overview

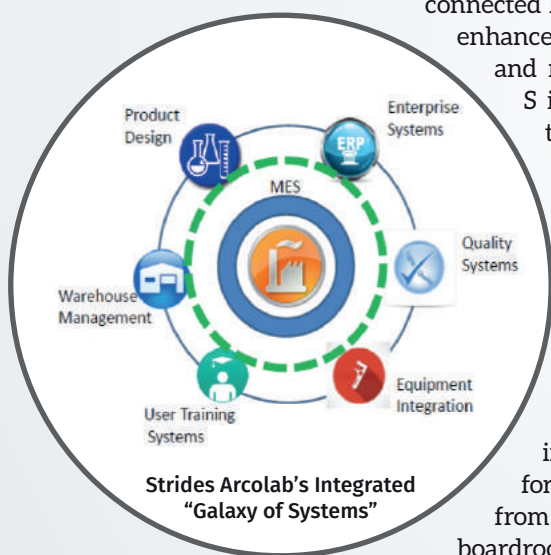
New Technologies Will Be the Game Changers

India's pharmaceutical sector, traditionally based largely on manual operations, is now adopting new automated operational technology (OT) and information technology (IT) to remain competitive in a connected world.

Considering India's continuing strength in the IT services space, pharmaceutical companies should leverage this local expertise to modernize operations and implement new Industrial Internet

of Things (IIoT)-related technologies and approaches such as smart sensors, Big Data, predictive analytics, and cloud computing. In addition to helping improve the patient experience through connected healthcare, these could enhance R&D, manufacturing, and regulatory compliance.

Significantly, the successful implementation of these technologies requires the convergence of multiple skill sets, industries, and domains. To leapfrog to the next level, the pharmaceutical industry must aim for end-to-end systems from the plant floor to the boardroom, across the supply chain, and—ultimately—out to the end consumers.



Deploying technology in the pharmaceutical sector

The pharma sector in India needs to take a closer look at both new operational technologies (such as wireless sensors and automation) and new information technology (ERP, EAM, MES, SCM, IoT, etc.)

Increased automation can help the pharmaceutical industry make more efficient usage of energy and raw materials; improve safety in working conditions; enhance regulatory compliance, and improve both product quality and consistency. Information technology brings in the much-needed interconnectivity between equipment, operations, and people. India's IT and pharmaceutical sectors are closely linked. While lower cost competitors are emerging in this space, India remains a favored destination for IT outsourcing; while India's pharmaceutical industry is the world's third

largest in terms of volume. Today, India's pharmaceutical industry is implementing technology for process management, data analytics, content management, identifying cost-effective therapies, and to engage with the healthcare providers and customers.

In a digital world, pharmaceutical companies must deploy these types of next-generation technologies to streamline and improve their manufacturing and business processes. They need to strive for real-time transparency of their R&D; smooth sales and operations planning in the supply chain; as well as meet new standards and expectations in efficiency and agility. The IT-OT (operations technology) convergence is now becoming a reality.

Source: ARC Advisory Group

Industry Facilitator

Paving way for innovation

Incubation Centre IIT Patna (IC IITP) is the Country's first government funded medical electronics incubator.

IC IITP is a INR 47.10 crore project associated with the 'MAKE IN INDIA' initiative with funding from Ministry of Electronics and Information Technology, Government of India and Bihar Government. The Foundation stone for IC IITP was laid by Hon'ble Prime Minister Narendra Modi and Hon'ble Chief Minister of Bihar Nitish Kumar on July

25, 2015. The Incubation Centre is nestled within the pristine and sprawling 500-acre campus of IIT Patna, Bihar.

Encouraging ideas

Incubation Centre IIT Patna aims to be the leading technology business incubator for development of products and intellectual property (IP) in Electronics System Design and Manufacturing and Medical

Electronics. The IC IITP is well-equipped with cutting edge technology that is particularly suitable for Electronics and Medical Electronics start-ups. This centre provides state-of-the art and end-to-end laboratories for electronic system design, PCB design and prototyping, micro fabrication, testing and calibration and product prototyping & mechanical packaging.

Startup companies can also access fully furnished office space, conference rooms and communication facilities. Innovators are well mentored to shape their idea into useful product by experts from Industry, IIT and AIIMS Delhi. IC IITP provides access to various consultants like Intellectual property right, finance & accounting, collaborators in various industries and other aspects.

The two years Incubation program at the IC IITP is designed to support start-ups and entrepreneurs, for idea validation, product development, building and testing prototypes and early stage scaling

of innovations. A seed fund of up to INR 10 lakh along with opportunities to connect with various investors also is provided.

Endorsement

Akshay Saxena, Co-Founder and Chief Marketing Officer, Bionic Hope Pvt Ltd says "We had a dream to do something in the Medical electronics devices sector. However, being a technology oriented team, we lacked direction on how to approach product development in the prosthesis sector. With guidance from experts from AIIMS and professors from IIT and the advanced equipment at our disposal, we are able to make significant progress in the Incubation Centre IIT Patna".

Have you an idea! Incubation Centre is open to accept proposals throughout the year. Startup companies and innovators can send their proposals for incubation to manager_ic@iitp.ac.in.

For further discussion, visit at **Hall 2, Booth 9.**

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