



EVOLVING HEALTHCARE STARTUP ECOSYSTEM



Oracity life sciences

- Nagpur, Maharashtra based Oracity Life sciences LLP is a manufacturing unit in pharmaceutical sector .
- Founded in 2016 they specialised in products like starter material for pellet formulation.
- They also manufacture granules, tablets, dry suspensions, range of ready encapsulate pellets and ready to compress (MUPS) pellets with immediate as well as modified release system.

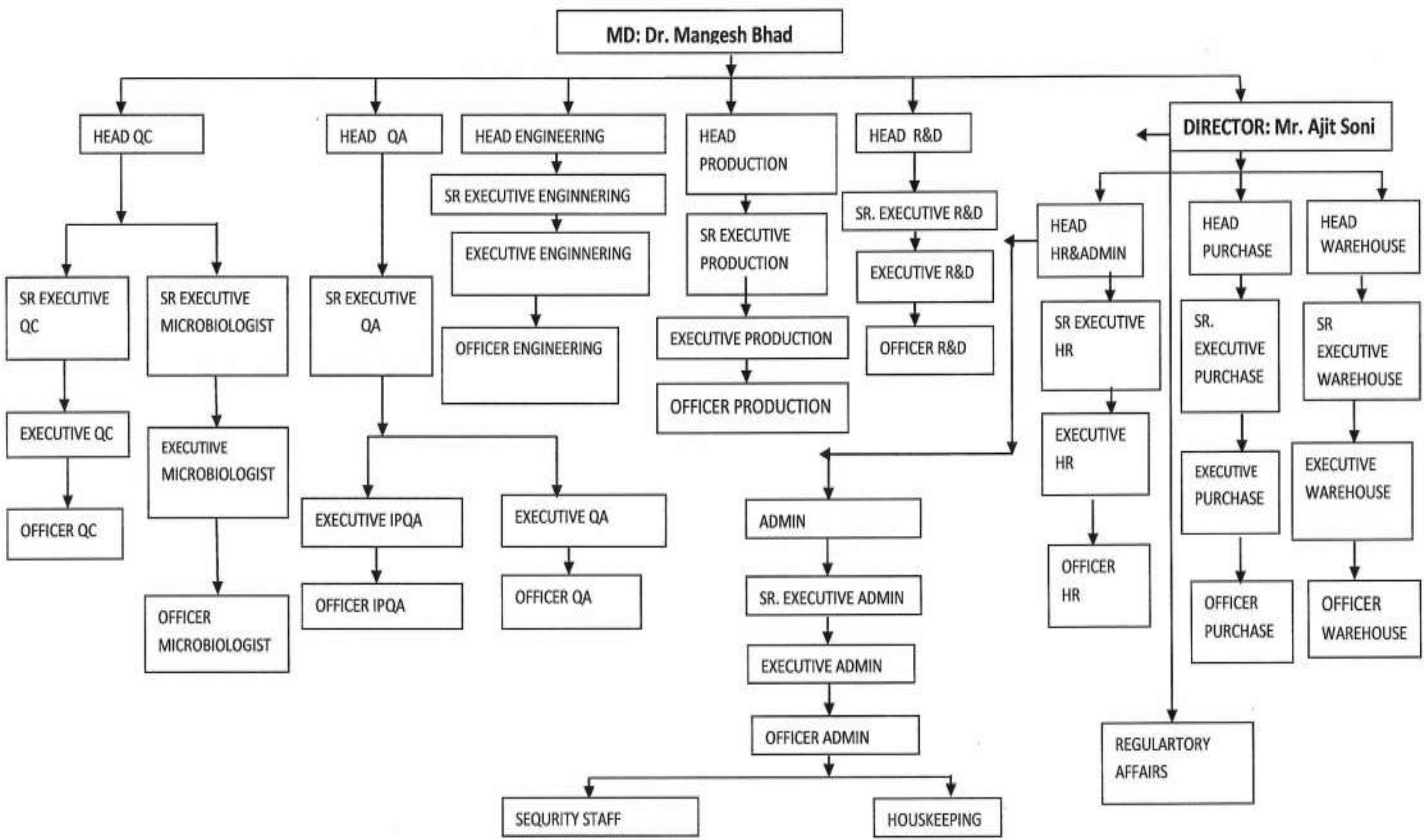
MISSION

To serve Pharma industry with innovative, effective and quality semfinished and and finished formulation. To b a responsible manufacturer by maintaining transparency in documentation.

VISION

Our aim is the pursuit of excellence in manufacturing the best quality of semfinshed and finished formulation and to serve a community as such,

ORGANIZATION STRUCTURE



BRIEF PROFILE OF THE INDIAN PHARMACEUTICAL MSME'S

- Indian pharma industry about 60 percent of the manufacturing is contributed by MSME's with an annual turnover of approximately \$9 billion.
- The industry is extremely fragmented with approximately 24,000 units in MSME;s sector accounting for 70 percent of production by volume and 50 percent by value on Ex-factory basis.
- Pharma exports of \$25 billion and MSME's contribute to about 50% of exports
- Major challenges faced are lack of proper industrial infrastructure, compliance with environmental laws, regulatory stringencies, financial constraints, to make its presence known amongst its global competitors, lack of awareness about regulatory compliance of various regions, stringent quality norms, ever changing technology in the drug making procedures, meeting international standards requirements.

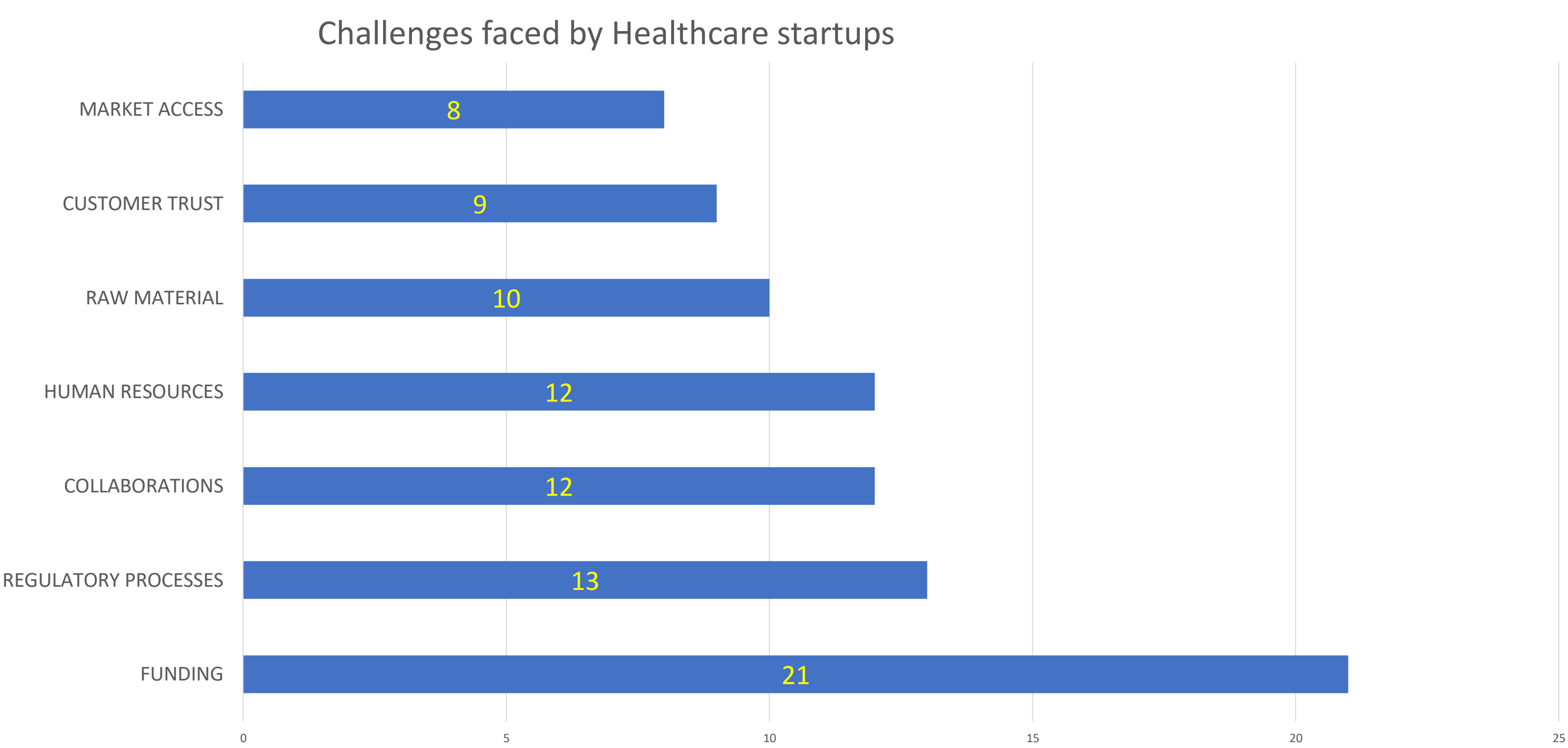
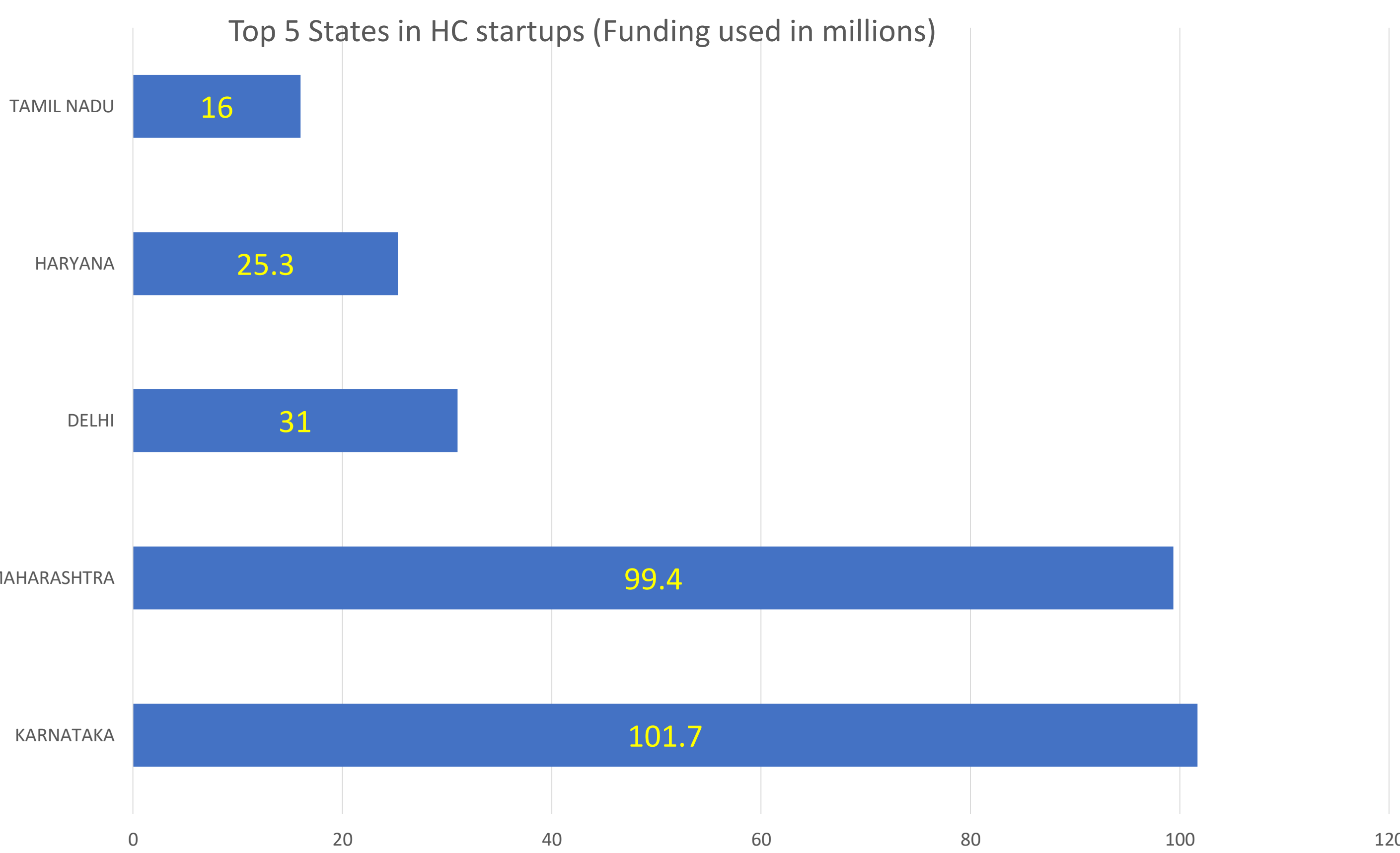
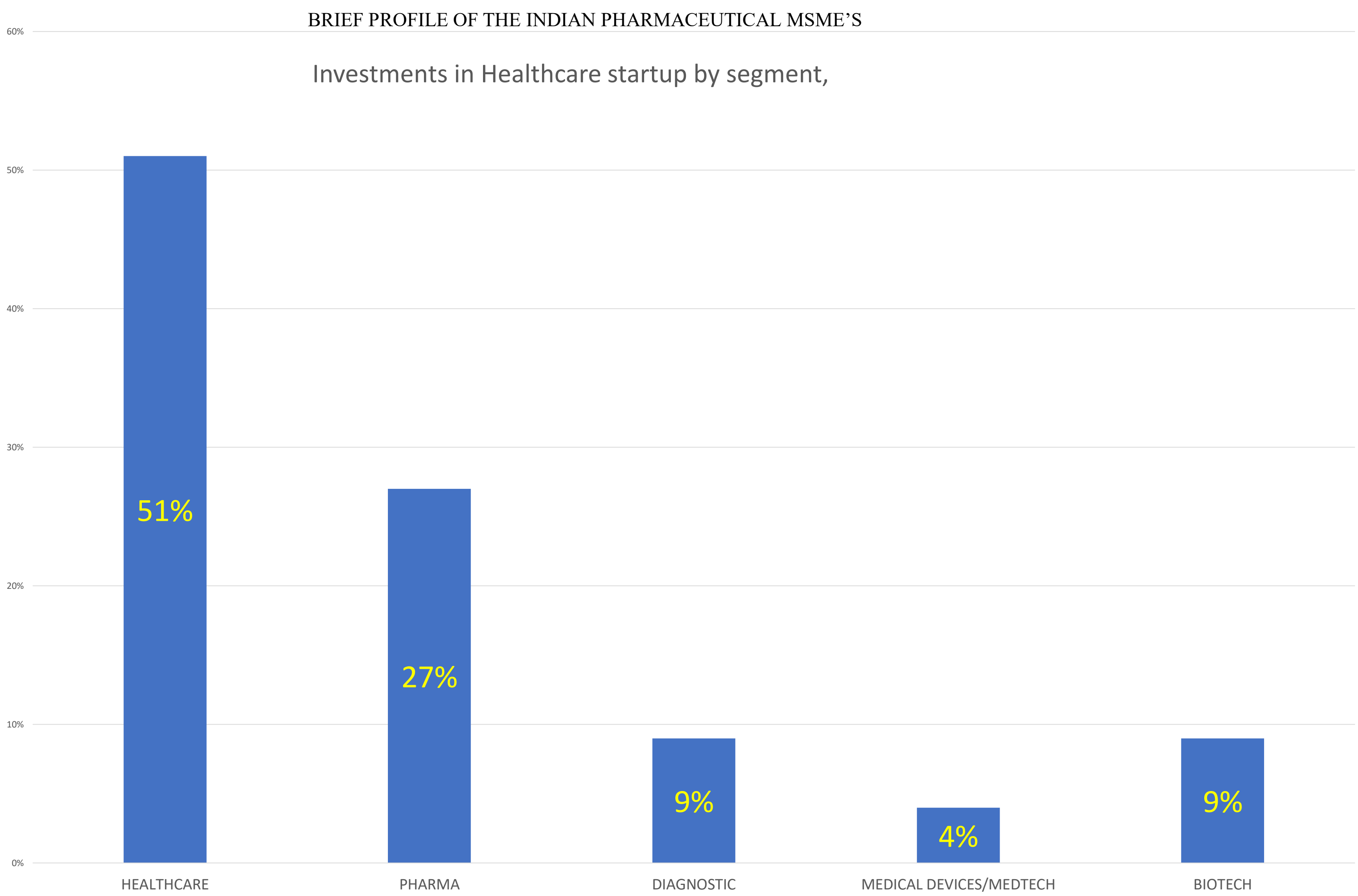
KEY FINDINGS

- India ranks 145th among 195 countries in terms of HC quality and accessibility. The IHC sector stands at \$372 billion. Indian government spends 3 percent of the GDP on HC
- In the newly introduced union health budget a total of 1,06,654 crores has been allocated to health for 2023-24.
- Indian health care ecosystem is projected to produce a revenue of \$516m in 2023 revenue is expected to show an annual growth rate (CAGR 2023-2027) of 10.36%, resulting in a projected market volume of %766.40m by 2027.
- In 2021, there were 2000 healthcare startups in India which raised the amount of \$804m during FY 18-22 .

OBJECTIVES

- To study and collect information about Healthcare startups in India
- To explore the challenges and startup market in future course of action
- To understand healthcare small and mid sized pharma companies, mid size manufacturing companies for pharma– machines & ingredients/ formulation manufactures, API company, equipment manufacturers related to HC sector

ANALYSIS OF THE STUDY



OUTCOMES

The subjects which are a part of curriculum were applied based on the knowledge which gave a wide explanation on subjects like research methodology , epidemiology , financial management, pharmaceutical marketing and organization behaviour & their applications.

CONCLUSION

- The HC sector if flourishing rapidly within the Indian prospect, both in terms of revenue and increasing market share.
- This emerging segment has given rise to several growing HC startups in India. They cater to varied HC segments, book appointments, sell medicines online, and operate as a commercialized unit of venture.
- HC industry in India is reported to be one of the fastest growing sectors backed by India's rising employment, health knowledge, and access to insurance, but also by the rise in lifestyle and stress related illnesses.

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SWOT ANALYSIS

STRENGTH - High product quality. - High production capacity - Transparency in documentation	WEAKNESS - Facility - Less experienced work force - Limited budget
OPPORTUNITY - New partnerships - Increase product portfolio	THREATS - Other competitors - Regulatory compliances