GLOBAL TRENDS OF PHARAMCEUTICAL INDUSTRY (LUPIN Ltd)

-KIMAYA YOGESH SAVE
IIHMR-U/02/2022-24/0395

Table of contents

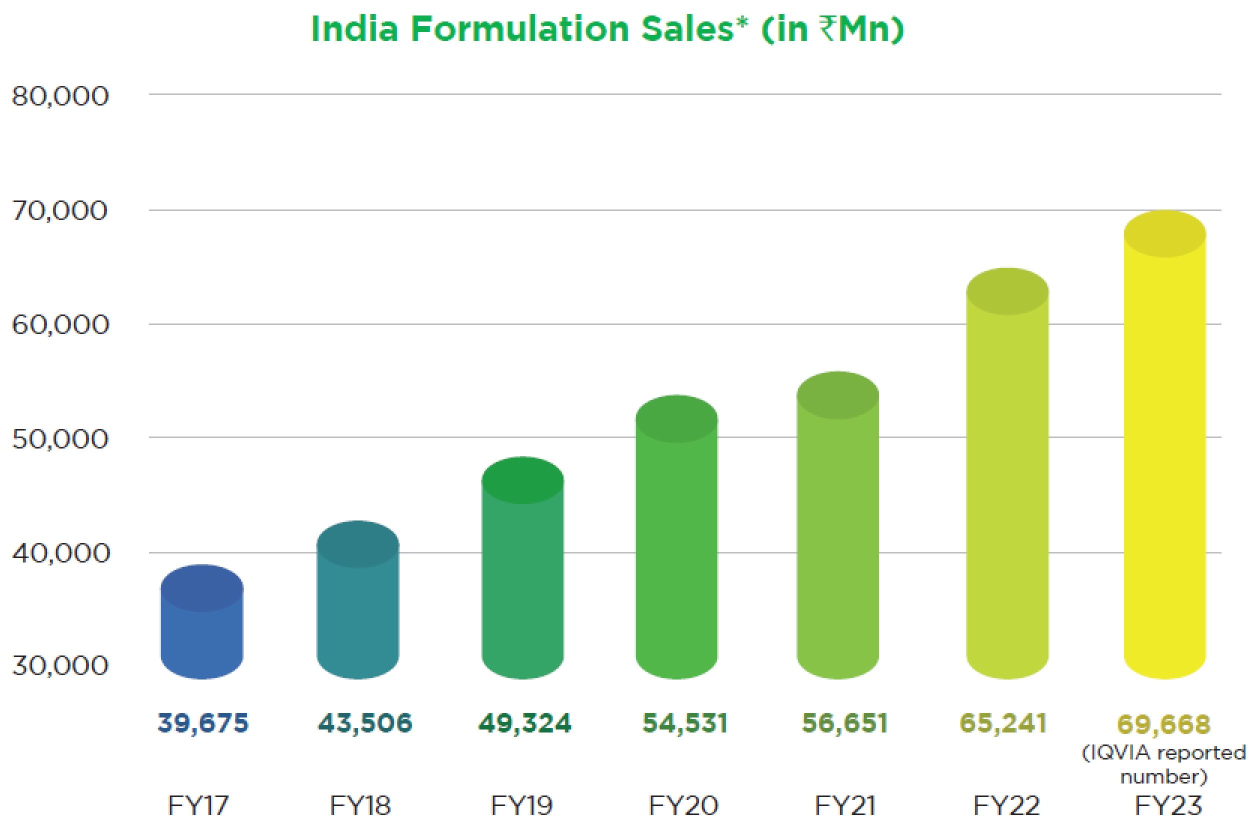
INTRODUCTION

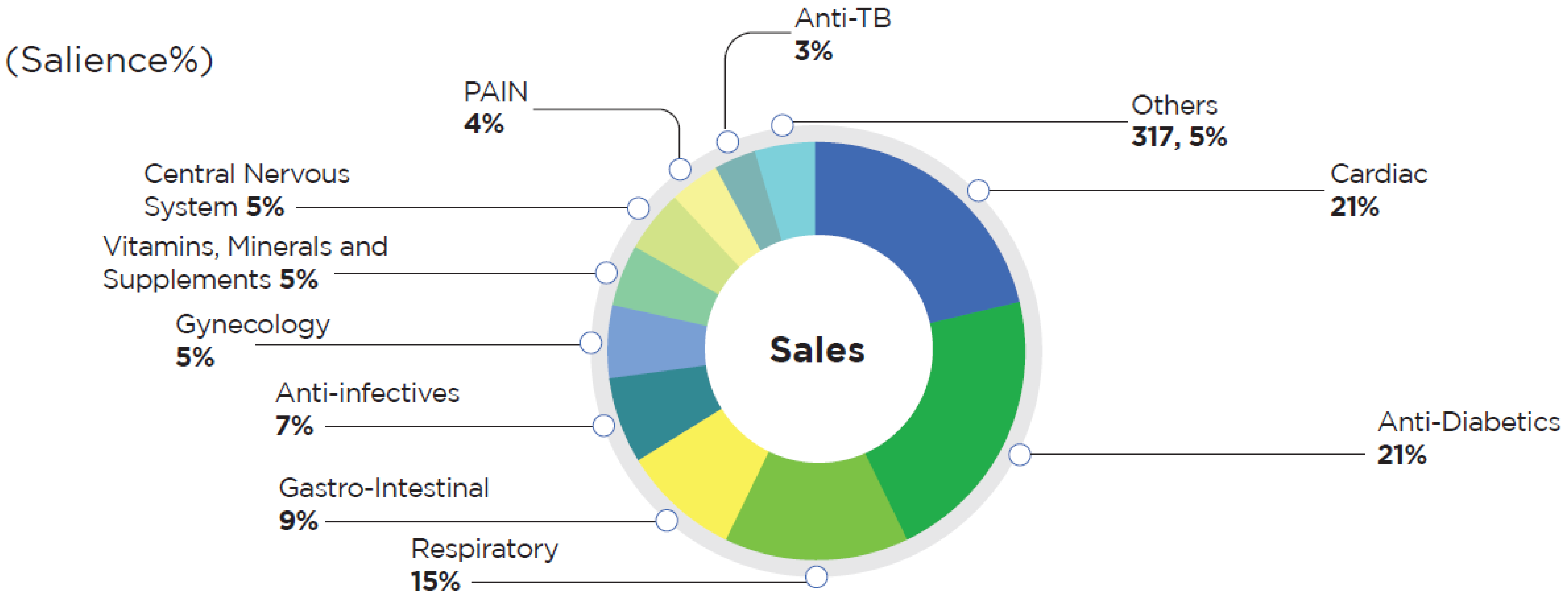
The pharmaceutical market is projected for growth at a compound annual growth rate (CAGR) of 4.5%, between an estimated value of $1.3 trillion in 2022 to a valuation of $1.9 trillion in 2027, in accordance to the 2023 January publication of IQVIA Market Forecast. Global drug expenditures are expected to exceed pre-pandemic forecasts in 2020 and 2027, mainly due to greater spending on COVID-19 vaccines and treatments, as well as impacts on various healthcare domains. Drug use globally peaked in 2022 after a notable rebound in 2021 as the market emerged from the pandemic

- 6th Rank In Indian Pharma Market
- Lupin now has Eight brands in the Top 300 brands category of the IPM

1. Gluconorm-G
2. Ajaduo
3. Budamate
4. Tonact
5. Huminsulin
6. Ondero
7. Ivabrad
8. Rablet-D

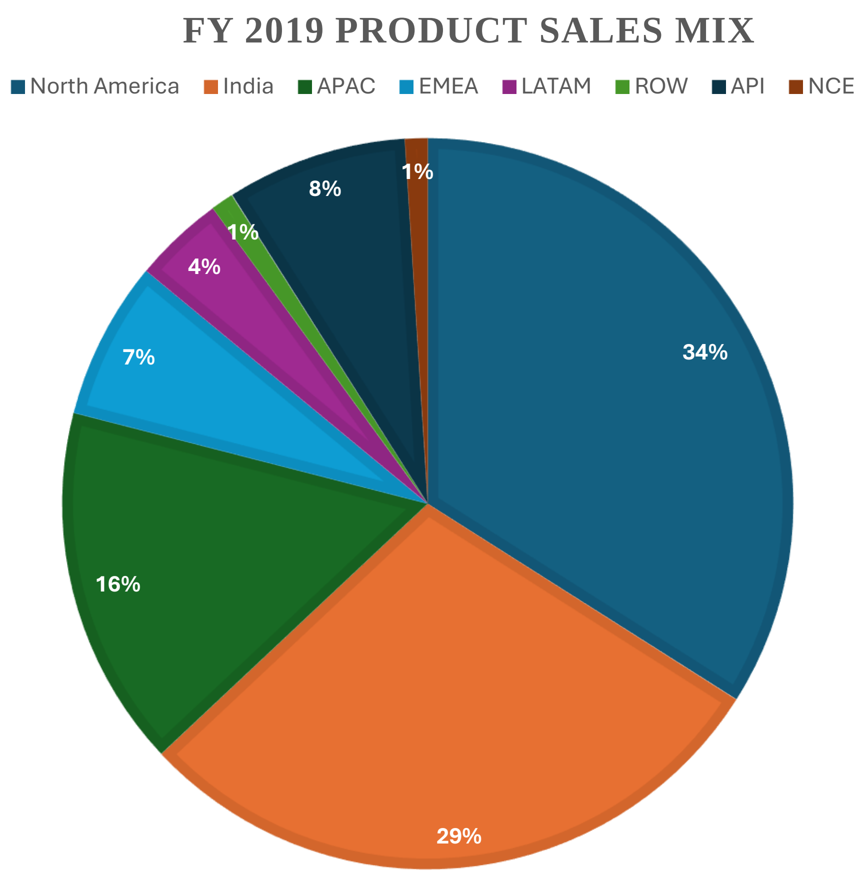
INDIAN PHARMACEUTICAL MARKET

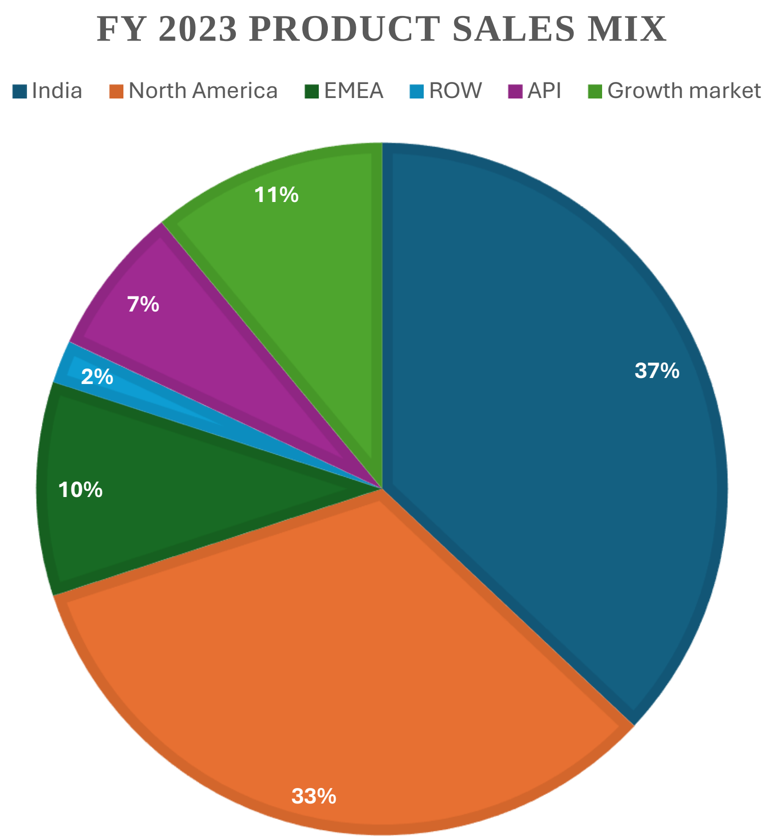




Source: IQVIA MAT March 2023 (MIDAS)

PRODUCT SALES MIX





Therapy wise ranking

Therapy	Rank	Market Share
Anti-TB	1	58.7%
Anti-Diabetic	3	8.2%
Cardiology	3	6.2%
Respiratory	2	5.8%
Gynaecology	9	3.7%
Neuro/CNS	6	2.8%
Gastro Intestinal	11	2.8%

COMPLICATIONS

- Failure to Stabilize Price Trajectories
- Geopolitical Fragmentation
- Competitive Risk and Pricing Pressure
- Inability to Maintain Steady Price Trends
- There's been pressure on prices, particularly in the US. How is Lupin addressing the current scenario?
- How are you managing with the US FDA's constantly shifting regulations?
- What has been the company's achievement in the branded generics region, especially in India and emerging markets?

STRATERGIES

- Strengthen leadership in market
- Expand basket of complex generics in U.S and other markets
- Continue to priortize regulatory compliance
- Excellence in execution
- Building a sustainable future

OPPORUTINITES

Strategic expansion into the specialty drugs market

Leveraging technological advancements for efficient R&D

Increasing market share in key emerging markets

Exploring strategic partnerships and acquisitions for growth

Analysis and Recommendations

THANK YOU