



Dissertation at Praveen Laboratories Pvt.Ltd.

Global Market Opportunity Analysis for Clopidogrel Bisulphate (API)

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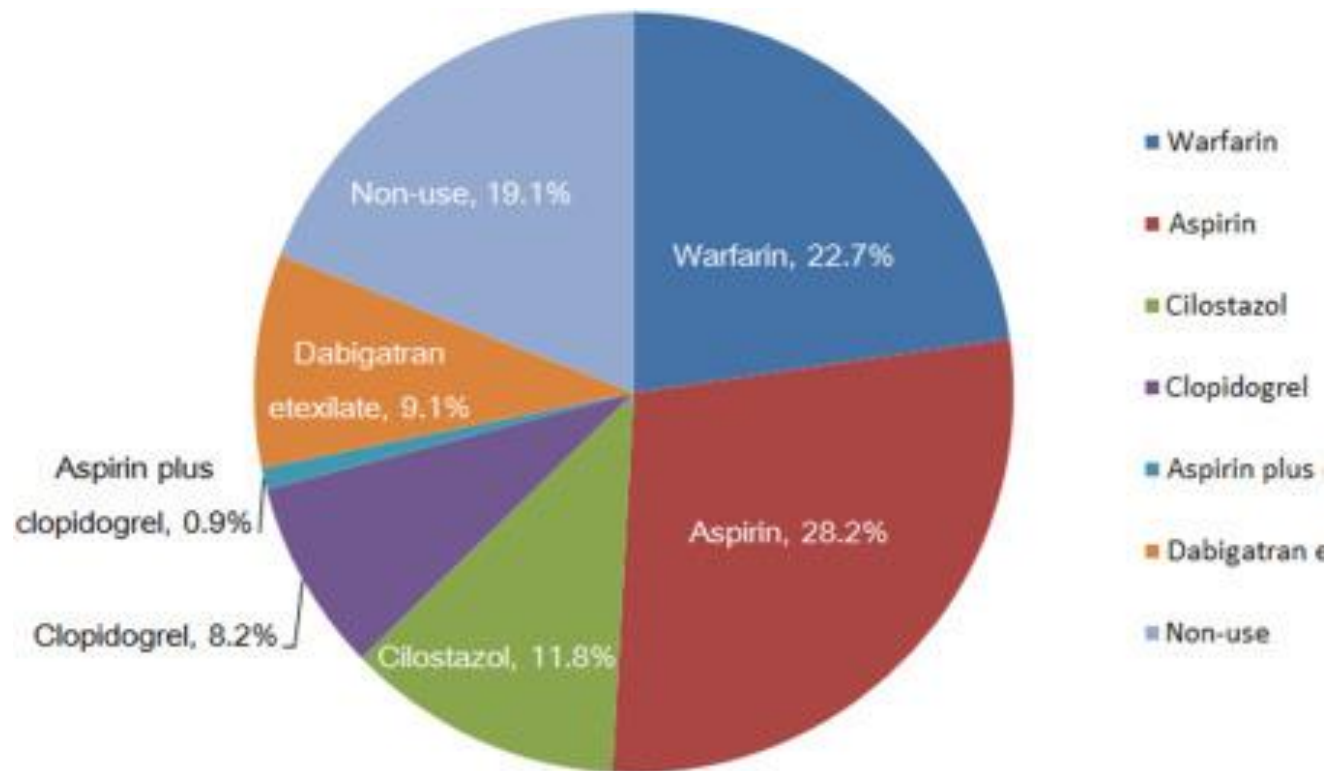


RECOMMENDATIONS



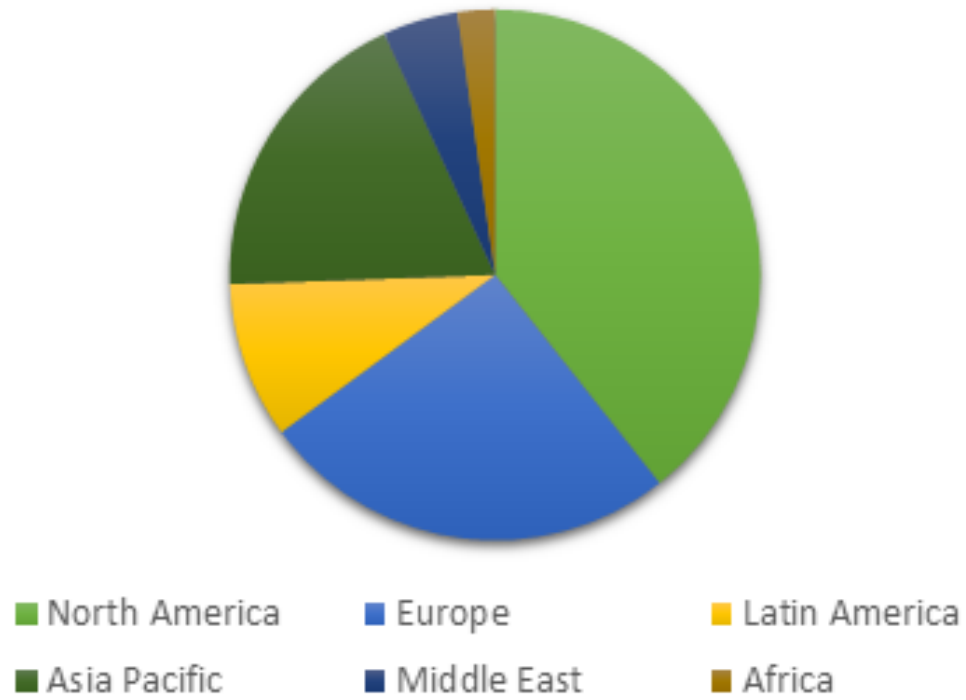
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INTRODUCTION



Clopidogrel is an antiplatelet agent of thienopyridine, which is primarily used to prevent the blood clots and help against cardiovascular problems associated with the blood clotting. The medications for inhibiting blood clots after a recent heart stroke also use clopidogrel, which is a white colored powder that is insoluble in water at neutral pH but freely soluble at pH1. Clopidogrel was the second most successful drug trailing behind Pfizer's Lipitor in 2010. Sold under the brand name Plavix, and marketed by Sanofi and Bristol-Myers Squibb, the demand for clopidogrel is escalating due to the increasing number of heart attack cases across the globe.

RATIONALE



Anti-platelet drug Market Size

coherentmarketinsights.com

- The patent of clopidogrel manufacturing got expires on Market 31, 2012 and is expected to prompt pharmaceutical companies to venture into clopidogrel drug manufacturing. Moreover, companies such as Dr. Reddy's have acquired the approval to manufacture clopidogrel 300mg. Furthermore, several other organizations such as Roxane Laboratories, Aurobindo Pharma, Sun Pharma, Torrent Pharmaceuticals, and Apotex Crop have gained approval for marketing clopidogrel 75mg. Clopidogrel is also used with aspirin to treat worsening chest pain and to keep blood vessels open and prevent blood clots after certain heart related operations.

METHODOLOGY

- **Objective:**
 - To Identify the clopidogrel bisulphate-API Market segments
 - To Identify clopidogrel bisulphate-API Market size
 - To identify the methods to capture the market for clopidogrel bisulphate (API) and make the differential place in the market by competitor analysis
- **Research Question:**
 - Which are the top global countries for expanding the business of clopidogrel Bisulphate-API?

▪ **Objective:**

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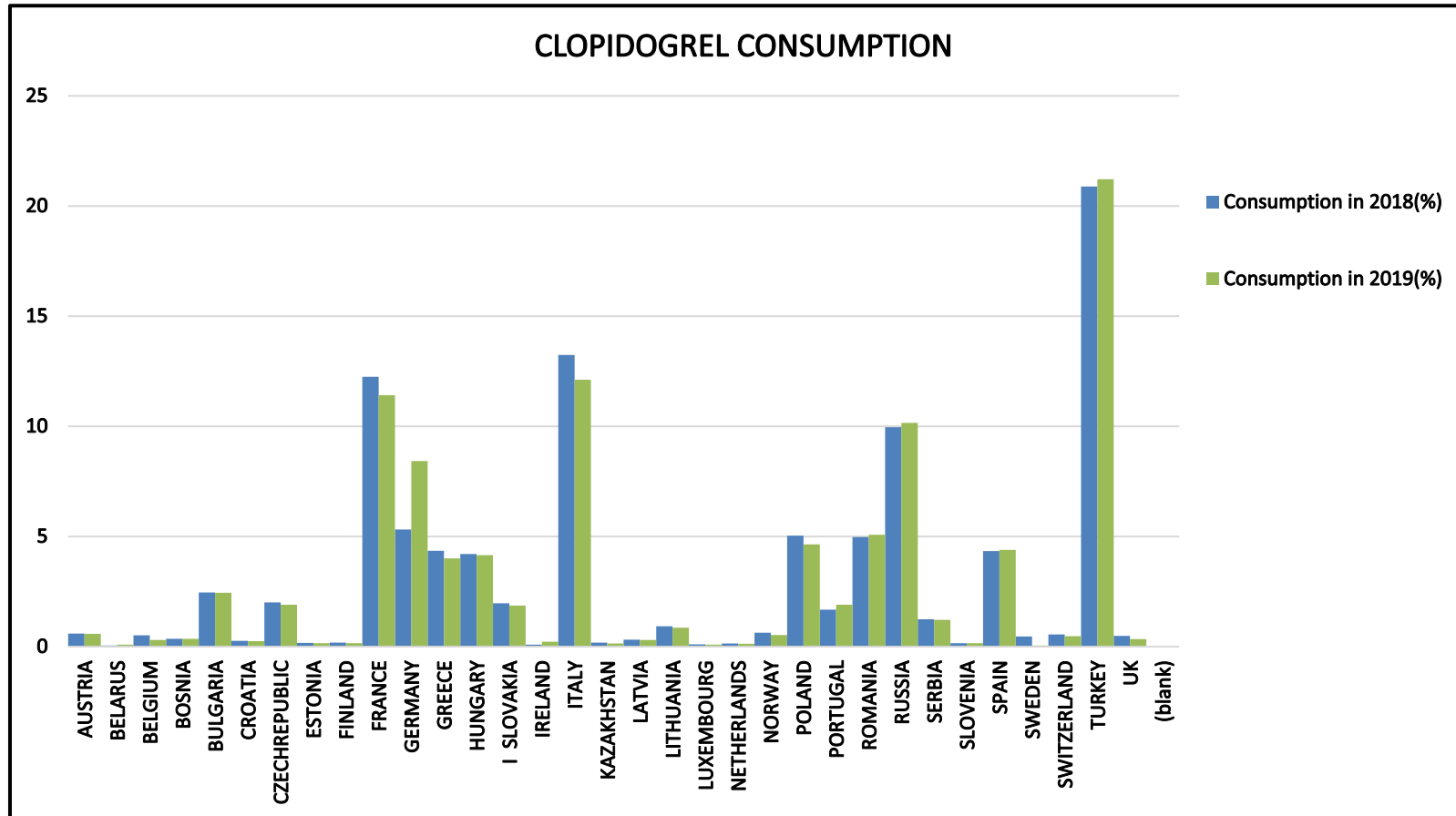
▪ **Research Question:**

- Which are the top global countries for expanding the business of clopidogrel bisulphate-API?

Research Design

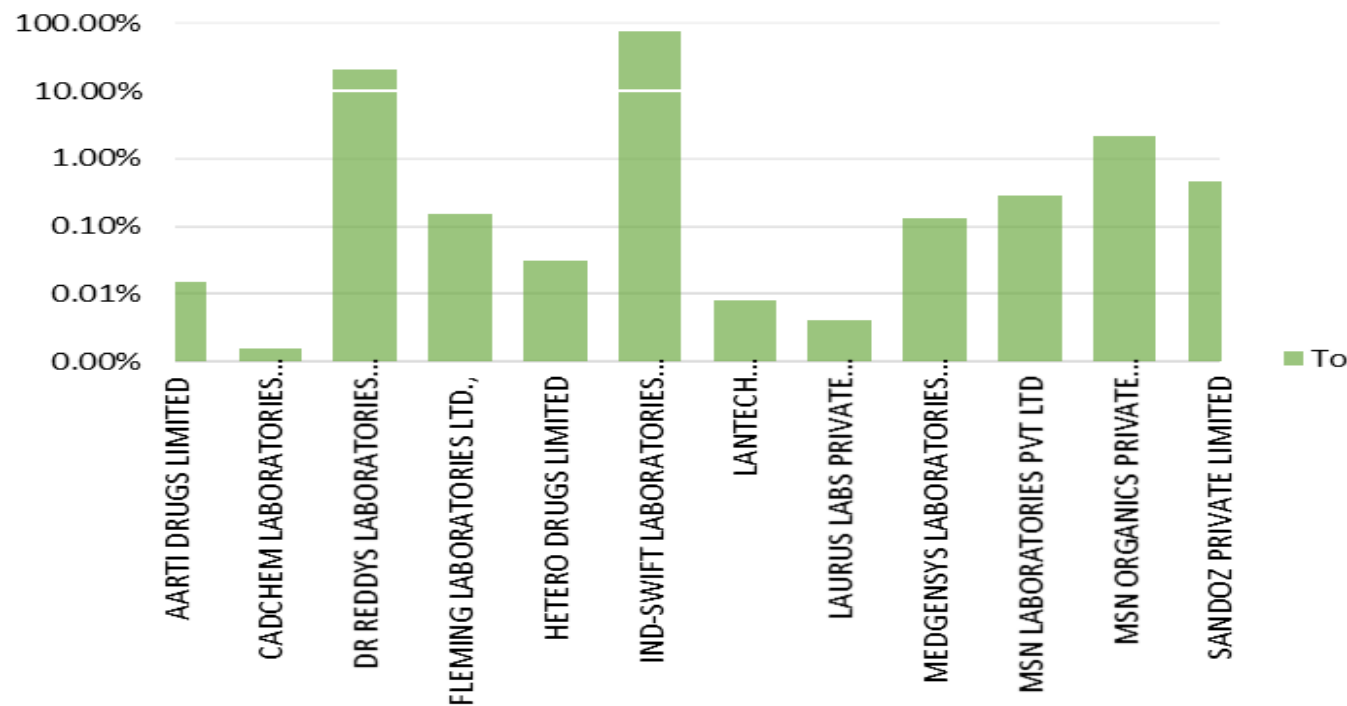
- **Study design** – Quantitative secondary research study
- **Study setting** – Praveen Laboratories Pvt.Ltd., Surat, Gujarat
- **Study Duration** – 3 months
- **Data collection method** – Documents/case study(web) and personal interviews
- **Data Interpretation plan:**
- Data will be analyzed using SPSS, Excel, and Tableau
- **Ethical consideration:** All the research process has been done considering the organizational privacy and confidentiality of all the documents used during the research
- **Implication of the research:** This study aims to Identify the market segments and size of clopidogrel bisulphate in different countries globally to capture the maximum market.
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KEY FINDINGS



- As depicted in the graph, After Turkey, Italy, and France, Russia, Germany and Spain has the highest Consumption of clopidogrel.
- Germany has the highest growth of clopidogrel market in 2018 and 2019.
- Poland and Czech republic shows negative growth in 2019.

% SALE OF CLOPIDOGREL GLOBALLY BY INDIAN COMPANIES



- As depicted in the graph MSN Organics, MSN Laboratories and Fleming Laboratories are picking their curves up and giving tight competition to other players in the market of clopidogrel bisulphate. As sales of clopidogrel is increasing in these areas every year.

RECOMENDATIONS

✓ Capitalizing on Captive API Market

- The major requirements of APIs in India are met by imports from other countries such as China, Italy,
- Germany, France, Malaysia, etc. This situation can be converted into an area of opportunity if the government provides adequate infrastructure facilities, subsidies, and loans at low interest rates because then the captive market of APIs can be better developed to meet the requirements of the domestic manufacturers

✓ **Single Authority for Better Governance**

- Another issue faced by the API industry is the presence of multiple regulatory authorities for the regulation of this industry in India. API manufacturers must approach different authorities for renewal of licenses that becomes a tedious affair. Therefore, a single committee of various government departments should be formed to regulate the API industry through a single window and audit of plants.

✓ Incentivize Exports and Innovations

- The Indian API industry can also be strengthened by encouraging exports. This can be done by incentivizing the domestic API manufacturers with interesting schemes. The Foreign Trade Investment (FDI) policy should be modified in such a way that it gets simplified and maximum sectors are put on the automatic route, eliminating the need for government approval. Apart from this, the scientists should be motivated to work harder in their field by incentivizing innovations. Incentives will give the scientists necessary push to work towards the development of novel API molecules that will help in the growth of the API industry in India

✓ Access to Modern Technology

- In an increasingly complex and competitive economic landscape, the need to align people, processes and technologies is stronger than ever. Access or availability of modern technology can help enterprises reduce cost and time taken to innovate and to offer sophisticated products and services. This will help key API manufacturers of the country differentiate from global peers.

✓ E-Filing of APIs

- Currently, India does not have any database that maintains the record of approved APIs present in the market and the API manufacturers in India. The government should ask the department, which regulates the API market in India, to maintain a record of APIs and their manufacturers. This data should be made available online so that people who require the necessary information can access it easily.

✓ New Export Markets

- Several compliance issues and stringent quality control regulations in the US/EU markets are acting as restraints for API exports by India. The country derives a major chunk of its export revenues from these developed markets. Markets such as GCC, Japan and CIS remain untapped. For example, India's presence in the world's second largest pharma market, Japan, is merely 1%. However, the ability of Lupin to successfully establish its footprint in Japan is a proven example for exploring other regions. In addition, Indian API manufacturers can look to establish their foothold in regulated markets such as South East Asia and Africa

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THANK YOU

-By Dhara Parikh