

## Dr. B. Prabha Shankar



**CEO, Eurodrug Laboratories, India,  
Former Secretary, Indian Pharmaceutical  
Association - Industrial Pharmacy Division**

Dr. B. Prabha Shankar, presently the CEO of Eurodrug Laboratories India, is handling various national and international projects with leading Indian and European MNC's.

Dr. Prabha Shankar obtained Ph.D in Bio-Technology from JNTU, Hyderabad, Post-Graduation in Pharmaceutical Sciences in Pharmacology from Andhra University, graduated from University College of Pharmaceutical Sciences, Kakatiya University. He also holds a postgraduate Diploma in Business Management from British Institutes.

Dr. B. Prabha Shankar is associated with the Pharmaceutical Industry for the past 29 years. He spent over 16 years abroad marketing European NCE's in the International Pharmaceutical Market and also is an expert in International Regulatory Affairs. In the last 13 years, he has been associated with Indian Pharma Industry especially in Out Licensing of European NCE's, In Licensing of Indian Pharma Branded Generics and API's, Technology Transfers, R&D, Custom Synthesis, Clinical Research Study Projects specially global clinical trials, registration of new drugs and Contract manufacturing.

Dr. B. Prabha Shankar is a Consultant for Modern Medicine, France, a Member of Royal Society of Health, London, European Respiratory Society, Federation International Pharmaceutica, Netherlands.

Dr. B. Prabha Shankar is actively involved in the Research and Development Projects of Active Pharmaceutical Ingredients and Innovative Formulations and successfully introduced them in the global markets. He has to his credit about 5 patents, 10 Scientific International publications and presented papers in various national and international conferences.

Dr. Prabha Shankar has been very actively involved in the events organized by Indian Pharmaceutical Association, Bulk Drug Manufacturers Association, Indian Drug Manufacturers Association, Indian Pharmacy Graduates Association, PHARMEXCIL, AICTE, APTI and Kakatiya University Pharma Alumni Association Hyderabad, UCPSc (KUPAAH).

Dr. Prabha Shankar has been extending active support to fellow pharmacists in Education & Industry and his professional contributions are providing Career Guidance to the pharmacy students, Training Pharmacy Teachers and Industry Professionals through with Continuous Educational Programs, Organizing National Level Seminars, Symposiums, Workshops, Conventions for the benefit of Pharmacy Students, Teachers, Community Pharmacists and Industry Professionals.

Dr. B. Prabha Shankar is actively associated for the past three decades with the Exhibition Society which organizes the All India Industrial Exhibition for 45 days every year at Hyderabad since Nizam days in which about 5000 exhibitors participate and around three million people attend from all over India. It is considered as one of the biggest and longest run exhibitions in the world. Exhibition Society with the income of All India Industrial Exhibition runs 18 reputed Educational Institutions in and around Hyderabad.

### **Challenges in Emerging Market**

There were many debates, seminars, symposiums, interactive sessions among the Indian Pharma fraternity six years ago about the impact of GATT and TRIPS on Indian Pharma Industry. Some talked about the positive developments and some spoke about the possible implications and challenges in the emerging market. India is dominated by acute therapies, but the growth rate of chronic therapies far exceeds that of acute therapies. Thus, the therapy mix of the market in the next few years will be much different from what it is today. The main barrier in India for accessing health care by the common man is the lack of affordability of medicines where the people spend from their own income. In addition, varying standards of health care exist; many of the poorest do not have access to hospitals or clinics let alone the high quality medicines that we take for granted in developed markets. These challenges are exacerbated by an increasing incidence of chronic diseases such as asthma and diabetes. Of late we have witnessed unprecedented changes in India's pharmaceutical Industry with the multinational and the domestic companies exploring the benefits offered by the domestic market as well by the government with initiatives aimed at providing India's more than one billion inhabitants, for the first time, with access to the life-saving drugs. Though there are good opportunities for the India Pharma Industry, equally there are huge challenges which require commitment by both industry and government. The emerging markets are an enormously diverse group of budding economies that have experienced dramatic growth in recent years. Yet emerging markets like India represent an important source of future business for Indian MNC's and SME's. To be

successful, we have to understand the dynamics in these markets and the wealth pyramids that exist. The pharmaceutical industry must balance the drive to build a sustainable business through increased market share, volume, and profits with a global commitment to work with governments and other stakeholders to support efforts to deliver our medicines to as many people as possible. The Key earning drivers in the emerging markets are Contract Research, Contract Manufacturing, Development of Innovative Formulations, Entering into strategic alliances with Multinationals, Opportunities in clinical research, Technical services such as toxicology, bioavailability studies, Contract R&D, Turnkey facilities planning projects and Custom Synthesis. Moreover, India is emerging as the most favoured destinations for collaborative Research & Development bioinformatics, contract research and manufacturing and clinical research as a result of growing compliance with internationally harmonized standards such as Good Laboratory Practices (GLP), current Good Manufacturing Practices (cGMP) and Good Clinical Practices (GCP). Collaboration strategies have helped Indian firms minimise risks and generate constant revenue from generic markets in advanced countries. India is now among the fastest-growing emerging markets and large pharma companies have devised country-specific pricing and marketing strategies. Indian firms, which traditionally dominated domestic and emerging markets, are now increasingly facing severe competition from MNCs. This transformation has forced Indian firms to reconfigure their strategies. "Collaboration strategies have helped Indian firms minimise risks and generate constant revenue from generic markets in advanced countries." These acquisitions provided large pharmaceutical firms with access to generic product development, manufacturing facilities and excellent distribution network. Today India is one of the leading E7 countries (Brazil, Russia, China, India, Turkey, Mexico and Indonesia) sharing a very good percentage of E7 Countries estimated turnover of US\$ 96 Billion. It has been projected that an emerging country like India will be growing @ 14.7 % during 2009 – 2012. Emerging markets India and China will figure in the top 10 pharma markets of the world by 2015, an Ernst & Young report has said. The report has identified India as the preferred choice for outsourcing in the area of late stage drug discovery, shared services and complex manufacturing while China has been the preferred market for building blocks and intermediates.