



# Centre for Management of Health Services (IIMA - CMHS Seminar Series)



**Topic : The Indian Pharmaceutical Sector**

**Speaker : Mr. Jawed Zia**  
Head CPO & Country President,  
Novartis India

**Venue : Wing - 11 Committee Room , IIMA**

**Day & Date : Friday, October 16, 2015**

**Time : 11.45 A.M. (After an informal interaction over tea,  
the Seminar will begin at 12.00 Noon)**

## Abstract

Currently valued at USD 14.7 bn the domestic Pharmaceutical Market is growing at 14%. It is a highly fragmented market with over 3,000 companies (of which 550 are covered by IMS) and over 30,000 brands. Indian companies contribute to ~75% of the total market. The market is predominantly branded generics (~ 80%) with an average of 100 plus brands competing for doctor's attention for every commercialized molecule. While patented products account for about 1% of the market, the market has witnessed a number of patent related litigations over the years.

The prices of pharmaceuticals in India are one of the lowest in the world, on account of severe competition from local companies by the virtue of strong reverse engineering capabilities. In addition, the operating environment is not fully conducive on account of the governmental price controls, dated legislations, unionized trade (about 7,00,000 traditional pharmacies) and field force (medical reps).

India has maximum number of USFDA approved plants outside of US and exports pharmaceutical products to over 200 countries contributing to US\$ 15.5 billion revenues. India has been able to leverage its reverse engineering capabilities to tap the international market, carry out contract manufacturing and contract research. However, we are still on our journey to create a new drug discovery that is fully homegrown!

The reach of pharmaceutical products to the large Indian population is still a concern. Over the years, there has been little innovation in the delivery of healthcare to the last mile! India needs higher healthcare spends by Government, enhanced efficiency of delivery networks, better utilization of technology, more Public Private Partnerships, engagement with academia to establish models (e.g. Intellectual property, technology transfer processes) and better governmental incentives to enhance sectoral investments to take the Industry to the next level.

## Speaker's Profile



Jawed Zia, currently Head CPO and Country President, assumed the role of Country Head Pharmaceuticals, Novartis India from June 2014. Effective 1st August, 2015 Jawed has taken over additional responsibilities as the Country President for Novartis India.

Jawed has a long and successful career history in Pharmaceuticals, Consumer Health & Devices with Ciba-Geigy, Novartis and Alcon. Jawed joined Novartis (Ciba-Geigy) 28 years ago, ushering in a wealth of global and local experiences, acquired in many locations and functions. He has held positions of increasing responsibilities in the functions of Market Research, Brand Management, Marketing Management, Division Management and Area Management. Over the years, he has worked across different geographies including Ireland, Saudi Arabia, Turkey, Singapore, Canada, Switzerland and India.

Jawed's passion lies in building and growing businesses and people. During his career he has been instrumental in successfully establishing the Consumer Health business in Turkey. In addition, he has led the transformation of the Alcon India business, spearheading it to a leading position as India's premier Eye Care provider. He also launched the Pharmaceuticals portfolio of Alcon, which is the 2nd largest Ophthalmic Pharmaceuticals business in India today.

Jawed is a graduate in Clinical Pharmacology from All India Institute of Medical Sciences, New Delhi (India) and holds an MBA from Trinity College, Dublin (Ireland). Despite his busy schedule, he makes it a point to spend quality time with his parents, wife and children. In his spare time Jawed plays racket sports, listens to Sufi music and stays in touch with friends across continents.