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Why Strategic Partnerships Are the Future of Pharma Growth

18 December 2025 | Views | By Bhavin Mukund Mehta, Whole-Time Director, Kilitch Drugs Limited & Vice-Chairman, Pharmexcil

Collaboration will be the defining growth multiplier in the future of the pharmaceutical industry worldwide



In today's fast-evolving pharmaceutical landscape, collaboration is now the new competitive advantage. Imagine a world where patients can gain access to lifesaving drugs in months, not years; this is no longer some endpoint but an ongoing reality powered by strategic partnerships that are rewriting the way the global pharma industry innovates, scales, and delivers. The driving force for speed, innovation, and resilience in drug manufacturing is no longer competition but collaboration.

The global pharmaceutical market today has crossed the $1.5 trillion mark, driven by an increasing number of partnerships between large pharmaceutical players, biotech innovators, and technology disrupters. A Pfizer–BioNTech alliance during COVID-19 showed the world how partnerships can shrink timelines from ten years to less than one year and save millions of lives. This shift points to a new era where the ability of organizations to co-create, share risks, and innovate together is going to be the strongest form of competitive strength.

The pharmaceutical industry is changing in a world where increasing R&D costs, restrictive regulations, and growing demand for personalized therapy require strategic collaboration-a proven solution to share expertise and mitigate risk while being agile with evolving regulations. Whether it be in the realm of research, manufacturing, or marketing, these alliances enable companies to diversify portfolios, enhance efficiency in operations, and reach markets faster. Drug development is not a solitary pursuit anymore; it's a networked process, powered by open innovation and shared resources.

As the Tufts Center for the Study of Drug Development points out, R&D costs now top $2.6 billion for every approved drug, an order of magnitude larger than the early estimates. With AI-led discovery, cloud-based data platforms, and real-world evidence transforming healthcare, partnerships are the lifeblood of accelerated innovation and expanded access. In this increasingly interconnected environment, open collaboration is emerging as the true source of sustainable competitiveness.

India's pharmaceutical industry is fundamentally a very strong example of partnership. Contributing almost 20% of total global generic exports and fulfilling more than 60% of global vaccine demand, India has emerged as a trusted global partner for both research and production on account of its strong R&D base and cost-efficient manufacturing capabilities. This is further reflected in various global collaborations led by the Serum Institute of India on vaccines and biosimilars. Backed by various government initiatives such as ‘Make in India’, the Production Linked Incentive (PLI) scheme, and the Pharma Vision 2047 roadmap, India is well on track to lead scientific and industrial collaboration across borders—exporting not just medicines, but trust and technological expertise.

However, building truly effective partnerships is not always easy. Differences in corporate cultures, management styles, and governance processes regularly lead to friction. Intellectual property complications and multinational regulations can slow things down even further. It takes a meeting of the minds on objectives, openness in communication, thorough due diligence, and mutually rewarding structures. In other words, the success of any partnership is as much a function of the relationship strategy as the business strategy itself.

Collaboration will be the defining growth multiplier in the future of the pharmaceutical industry worldwide. Strategic partnerships unleash the power of innovation and maximize resources while extending the reach of life-saving therapies. Within a context where the boundaries between pharma, biotech, and digital health continue to blur, those who build adaptive, trust-based ecosystems will be the ones writing the next chapter of healthcare evolution. Collaboration is no longer optional; it is the bedrock of a more resilient, more equitable, and more innovative pharmaceutical world.

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