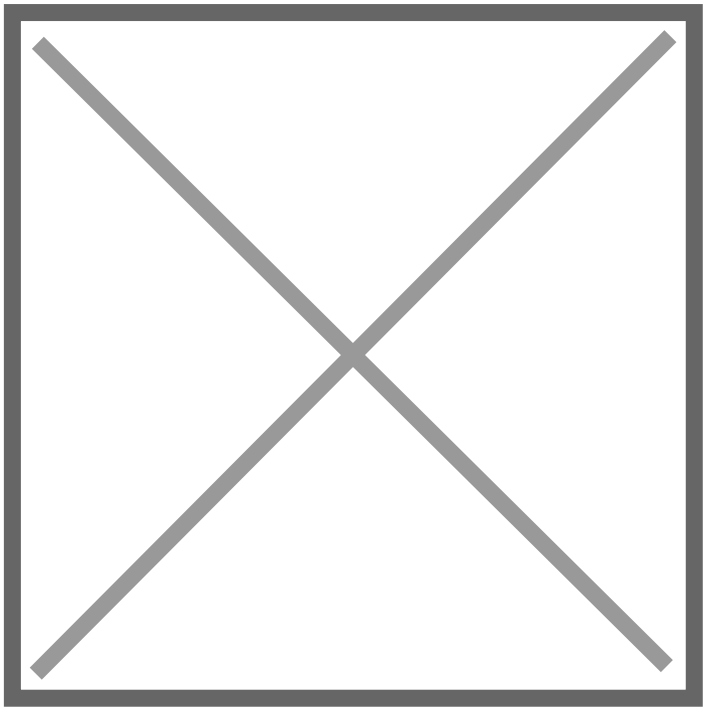
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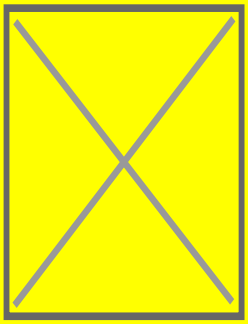
A fully-integrated pharma network model

14 June 2010 | News



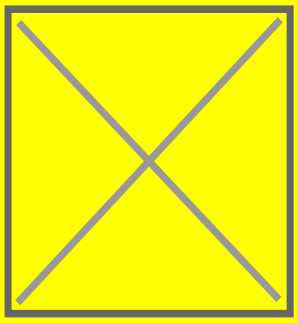
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Eli Lilly



Head:
Sandeep Gupta (MD)

Business:
Marketing of pharmaceutical products



Startup Year:
1993

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In India, Eli Lilly started its operations in 1993 as a joint venture with Ranbaxy Laboratories. After the spin-off in 2001, the company became one of the most admired organizations in terms of its focus on service offerings to scientists, unique bouquet of products and services, professional working environment and relentless focus on ethics and compliance. Eli Lilly provides innovative solutions to the needs of patients with diabetes, cancer, sepsis, osteoporosis, cardiovascular disorders and growth hormone deficiency.

Overall, anti-diabetes product range contributes roughly 60 percent to the Eli Lilly India's revenue. The biotech revenue of the company was estimated at Rs 187 crore with 13 percent growth in 2009 as compared to Rs 165 crore in 2008.

The Hewitt Associates survey conducted in 2003 ranked Eli Lilly among the top 25 companies in the 'Best Employers in India' category. The company was also ranked second best company to work for under 'Biotech and Pharmaceutical' category in 2008 in the survey by Great Places to Work Institute, US. With a unique distinction of being the only pharma company in this list, Lilly made it to the top 10 'Best Companies to Work for in India' in Business Today-Mercer-TNS survey 2008.

The company's recent product launches include Humalog KwikPen, a pre-filled pen that contains Humalog (insulin lispro (rDNA origin)) brand of insulins. It is an user-friendly device that helps to fit insulin therapy successfully into patients daily lives. Humalog KwikPen provides users with a smoother injection experience; requires less force to administer the injection, and is conveniently lightweight and shorter than other pre-filled pens. The device has come to Indian market after its successful launches in the US, South Africa and Japan. Eli Lilly has also launched a new, simpler-to-use Forteo Pen [teriparatide (rDNA origin)] for osteoporosis. It includes a larger and wider body and takes fewer steps to complete the injection process.

Strategically, Eli Lilly has a well-defined roadmap. While commenting on future plan, Sandeep Gupta, MD, Eli Lilly, said, Ã¢â?¬Å?We continue to transform Eli Lilly from a fully-integrated pharma company to a fully-integrated pharma network model. Within this more networked structure, we are collaborating with partners to access innovation and capabilities, reduce costs, share risks, and accelerate productivity.Ã¢â?¬?

The company continues to work on the global 'Lilly MDR-TB Partnership', which was first announced in 2003 to confront multidrug-resistant tuberculosis. Since then, this global public-private partnership with total plan outlay of nearly Rs 650 crore has mobilized 18 partners in five continents. In India, the partnership uses a multi-pronged approach that includes community support and patient advocacy; treatment, training and surveillance; technology transfer; research and development, creating awareness and prevention initiatives.