

# PHARMA LIVE EXPO 2023

**1 2 3** March 2023

Bombay Exhibition Centre,  
Mumbai, India

## TRANSFORMING INDIA'S HEALTHCARE TECHNOLOGY - PARADIGM



[www.pharmalivexpo.com](http://www.pharmalivexpo.com)

Organised By





# Pharmaceutical Expo

## Exhibitor profile:

- Pharmaceutical Formulations, API, KSM, Additives, Bulk drugs and Excipients.
- Pharma Processing Machineries (Tablet / Capsule / Liquid / Injectable / Ointment / Dry Syrup).
- Packaging Machineries /Materials & Consumables.
- Environment Control Equipment/ Services, Clean room Partitions, Equipment, Furniture & Services.
- Water Treatment Plants, Water Management Services.
- Utilities Products & Services (Steam Generators, Heat Exchangers, Boilers, Filters - AIR / WATER, Flooring, BMS, Pumps, Electricals).
- Bulk Drug Manufacturing Plants / Equipments.
- Contract Manufacturing.
- BioTechnology & Research Organizations.
- Turn-key Contractors, Project Consultants.

## Visitor Profile:

- Plant Management.
- Plant Engineering.
- Merchant Exporters.
- Manufacturing/ Production officers/ Formulations.
- Maintenance Engineering.
- Packaging.
- Pharmacists.
- Contract Manufacturers.
- Operations.
- Projects.
- Validation.
- Compliance & Regulatory Officers.
- Technical Services.



# Analytical Instruments & Lab Equipment Expo

## Exhibitor profile:

- Analytical Instruments & Technologies.
- Spectroscopy & Microscopy.
- Diagnostics Instruments.
- Laboratory Chemicals & Consumables.
- Laboratory Planning & Furniture.
- Educational Lab Products for all levels.
- Research Lab Equipments.
- Material & Water Testing Instruments.
- Nanotechnology.
- Chromatography.
- Biotechnology.
- Laboratory Glassware & Balances.
- Laboratory Instruments and Apparatus.
- Testing & Measuring Instruments.
- Life Sciences.
- Laboratory Automation.
- Environmental Lab Instruments.

## Visitor Profile:

- Pharmaceutical Industries.
- Contract Laboratories.
- Research Laboratories.
- Biotechnology.
- Hospitals.
- Pathology Labs.
- Healthcare & Diagnostic.
- Clinical Research Labs.
- Research Institutions.
- Material Testing & Inspection.
- Food & Beverages Processing.
- Chemical Processing Industries.
- Agro Chemicals.
- Universities & Colleges.
- Government Agencies.
- Trade Suppliers.
- Petroleum & Petrochemicals.
- Oil, Fats & Oleo Chemicals.
- Advance Material.
- Pollution Control.
- Engineering Colleges.
- Water & Waste Management.



## Exhibitor profile:

- Alternative Medicine Centers.
- Ayurvedic Medicine Producers / Products.
- Ayush Institutions / Products.
- Beverages Producers / Products (herbal / organic / probiotic, etc.)
- Bio-Pesticides Products / Manufacturers.
- Bio-Pharmaceutical Producers / Products.
- Bio-Energy Producers / Services.
- Bio-Fertilizers Producers / Products.
- Bio-Fuels.
- Bio-Informatics & IT in Biotechnology.
- Bio-Medical Devices.
- Biotech Producers / Products.
- Biotech States of India.
- Clinical Trials Organizations.
- Contract Research & Manufacturing.
- Cosmeceuticals Producers / Products.
- Diagnostics & Instrumentation.
- Fitness / Slimming Centers / Diet Clinics Equipment and products.
- Health Foods & Beverages.

## Visitor Profile:

- Analysts.
- Beauticians.
- Biotech & Allied agencies.
- Business associates, Channel partners, Exporters.
- Chemists ,bio-chemists & Doctors.
- Health Trainers.
- Hospitality & Tourism Industry.
- Investment Community.
- Manufacturers.
- Microbiologists & Pathologists.
- Farmers.
- Purchase Managers.
- Regulators & Policy makers from State & Central Governments.
- Researchers & Scientists.
- Retailers / Distributors
- Suppliers.
- Spa & Wellness Centres.
- Trade Offices.
- Yoga Institutes /Schools, etc.





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## TRANSFORMING INDIA'S HEALTHCARE TECHNOLOGY - PARADIGM

# WHY SHOULD YOU BE A PART OF PHARMA LIVE EXPO 2023 ?



### DEMAND

- Indian pharmaceutical industry consist of over 3000 drug companies & 10500 manufacturing units.
- New business models expected to penetrate the tier-2 and 3 cities.
- Increasing penetration of health insurance will drive the expansion of healthcare services and pharmaceutical market in India.
- India's new healthcare insurance policies will drive an exponential growth for the industry.
- India is the largest Generic Drugs provider and accounts for 20% of total global exports by volume.



### GROWTH

- The present Indian Pharma market valued at \$42Bn is expected grow by \$65Bn by 2024 and to reach \$130Bn by 2030.
- Indian pharmaceutical market increased at 17.7% annually in 2021, up from 13.7% 2020.
- India's OTC drugs market is estimated to have grown at a CAGR of 16.3% to US\$ 6.6 billion over 2008-16.
- Indian health care sector, one of the fastest growing sectors, is expected to cross US\$ 372 billion by 2022.



### OPPORTUNITIES

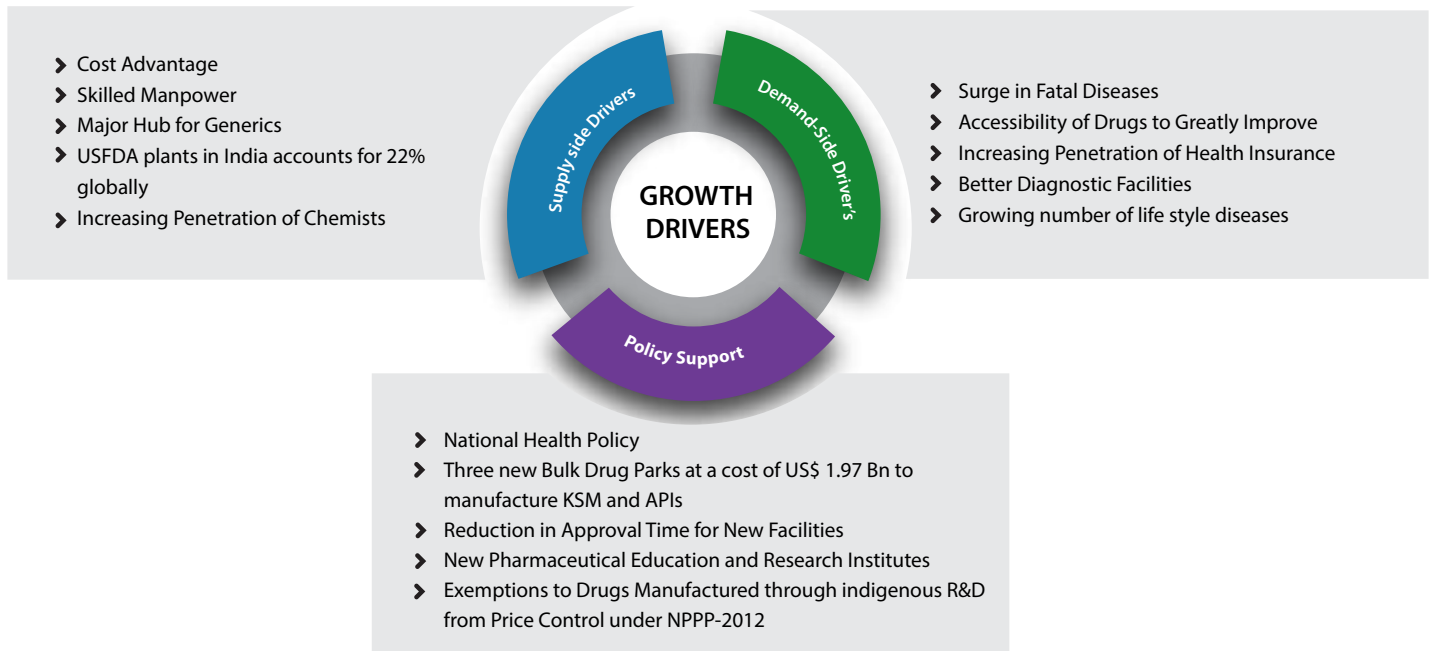
- Due to a genetically diverse population and availability of skilled doctors, India has the potential to attract huge investments to its clinical trial market.
- Due to increasing population and income levels, demand for high-end drugs is expected to rise.
- Growing demand could open up the market for production of high-end drugs in India.
- With 70% of India's population residing in rural areas, pharma companies have immense opportunities to tap this market.



### GOVT SUPPORT

- India Govt's Pharma Vision 2020 aims to make India a major hub for end-to-end drug discovery.
- BIRAC to promote R&D by funding biotech companies in technology & product development.
- GOI announced mega bulk drug parks in order to reduce import dependence on KSMs & APIs.
- GOI has initiated Production Linked Incentive (PLI) for Pharma industry worth US\$ 2.04Bn.

# GROWTH DRIVERS OF INDIAN PHARMA SECTOR



## COVID-19 FIGHTBACK FROM THE INDIAN PHARMACEUTICALS SECTOR

### RESEARCH AND DEVELOPMENT RELATED TO COVID-1

On July 14, 2020, **Bharat Biotech** started the first phase of human clinical trials for India's first COVID-19 vaccine candidate **Covaxin**. The drug is being developed by Bharat Biotech in collaboration with Indian Council of Medical Research's Pune-based National Institute of Virology.

On July 17, 2020, **ZyCoV-D**, the plasmid DNA vaccine designed and developed by Zydus Cadila and partially funded by the Department of Biotechnology, Government of India has initiated Phase I/II clinical trials in healthy subjects, making it the first indigenously developed vaccine for COVID-19 to be administered in humans in India.

In November 2020, The **Indian Institute of Technology (IIT) Bombay** has stepped up research and development (R&D) amid COVID-19 and researchers are developing products such as a portable sterilisation device and germicidal cabinet; wheeled sterilisation unit, especially for hospitals; portable and rechargeable car sanitiser; eco-friendly sprays, and alcohol-free and bleach-free sanitisers.

### INDIAN PLAYERS ABROAD

On July 02, 2020, **Dr Reddy's Laboratories** partnered with Japanese pharma giant **Fujifilm Toyama Chemical** and **Global Response Aid (GRA)** for development, manufacture and sale of **Anti Viral Drug Avigan (favipiravir) tablets** for potential Treatment of COVID-19.

**CP Pharmaceuticals**, a subsidiary of **Wockhardt**, will be manufacturing the **AstraZeneca - Oxford University COVID-19** vaccines for the UK government.

### PRODUCT LAUNCHED

**Jubilant Generics Ltd** launched **Remdesivir**, the COVID-19 drug under the 'JUBI-R' brand at Rs. 4,700 (US\$ 66.67) per vial in the Indian market.

On July 16, 2020, **Minister of Human Resource Development**, Mr. Ramesh Pokhriyal 'Nishank' e-launched the World's most affordable RT-PCR based COVID-19 diagnostic kit developed by **Indian Institute of Technology Delhi** and approved by the **Indian Council of Medical Research (ICMR)** and **Drugs Controller General of India (DCGI)**.

On September 9, 2020, **Dr Reddy's** launched **Redyx (Remdesivir)** for the treatment of Covid-19 in the Indian market.

### TECHNOLOGICAL INITIATIVES

In June 2020, Government launched **COVID BEEP (Continuous Oxygenation and Vital Information Detection Biomed ECIL ESIC Pod)**, India's first indigenous and cost effective wireless physiological parameters monitoring system for COVID-19 patients, developed by **ESIC Medical College Hyderabad** in collaboration with **IIT Hyderabad** and **Department of Atomic Energy**.

In June 2020, **VST Mobility Solutions**, a start-up headquartered at Cochin, launched an **automated mask disposal machine** as part of its effort to develop products to combat COVID-19.



**1<sup>st</sup> - 3<sup>rd</sup> March 2023**

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