

11. GlaxoSmithkline

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CEO: S Kalyanasundaram

Vaccine Leader

Glaxo has so far covered one fourth of the Indian vaccine market

GSK Vaccines, a subsidiary of global pharma giant, GSK has emerged as the undisputed vaccine leader in the country last year. With a field force of 150 and a strong product portfolio (11 vaccines for both adult and paediatric), its sales stood at Rs 77.8 crore for the year ending March 31, 2005. The company is growing at a rate of about 25 percent each year. It has so far covered one fourth of the Indian vaccine market. And it is now focusing on taking away the un-represented or grey market, which is close to 40 percent.

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GlaxoSmithKline (GSK) Vaccines, was the first company to introduce Hep B, Hep A, chickenpox vaccine, meningitis and a combination vaccine of DPT + HB/Hib in India. GSK Vaccines is a part of the GlaxoSmithKline Pharmaceuticals Ltd that commands a 6.5 percent market share by retaining its No.1 position in the Indian Pharmaceuticals Market (source ORG IMS Stockist Audit December MAT 2004) in 2004.

Its net sales of the pharmaceuticals business segment in 2004 was Rs 1158 crore with a growth rate of 8.7 percent over the previous year.

After starting with marketing of vaccines in India, GlaxoSmithKline is now coming up with a state-of-the-art vaccines filling facility at Nasik conforming to international current Good Manufacturing Practices (cGMP) norms. The foundation for this plant was laid in February 2005 and is expected to be fully operational by early 2006. This facility will be GSK's first manufacturing site to co-house a pharmaceutical and vaccine manufacturing. The plant is being built to cater to Indian market needs, which could be expanded to meet the requirements of neighbouring countries. The setting up of this plant demonstrates GSK's commitment to the people of India.

With growing competition from the local low priced products GSK Vaccines has now initiated novel concepts to bring awareness on use of vaccines in the country. It has launched a novel concept of "Famili Vaccines", which is an immunization awareness initiative launched last year. GSK Vaccines has also launched 'Koi Hai', an education program on Hepatitis A in 2005. This education program aims at creating awareness and educating the public on the disease, thereby enabling people to protect themselves against it. This program entails social interventions at the workplace, in schools and in clinics that reach out to the various segments of audiences.

GSK Vaccines has introduced two new vaccines "Fluarix" and "Priorix" during 2004. GSK Vaccines also launched 'Mencevax ACWY', the first and only meningitis vaccine available in India. GSK has been supplying the vaccine to the Government of India for the past three years and has now made it available to the private market as well.

GSK India is supporting the GSK Biologicals in its vaccines development process through its clinical data management center based at Bangalore for the last 10 years. Now GSK Biologicals is looking at developing India a global hub for clinical research and development. GSK has lined-up global trial of four vaccines - two vaccines for rotavirus, one for cervical cancer, and a combination DTP vaccine in India during 2005.

Prevention is, after all, better than cure and nobody knows that better than vaccine manufacturers. This belief helped GSK Vaccines to achieve the market leadership in India and continue to play a major role in serving the people better.

It has three manufacturing units in India located at Thane, Nasik and Mysore. The 2000 strong field force, backed by a nation wide network of over 4000 stockists, ensures that the products are readily available across the nation. This combined with the quality of the products means that GSK is able to offer superior solutions.