

## Novel Concepts

14 June 2007 | News



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*With growing competition from the local low-priced products, GSK has initiated novel concepts to bring awareness on the use of vaccines in the country.*

GlaxoSmithKline Pharmaceuticals

Business: Engaged in the sale of vaccines

CEO: Dr Hasit B Joshipura (MD)

Biotech Revenue: Rs 120 crore

Start-up Year: 2001

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GlaxoSmithKline Pharmaceuticals (GSK) continues to lead the Indian representative vaccines market by registering a growth of over 27 percent with its biotech sales reaching Rs 120 crore for the year 2006-07 against the last's sales revenue of Rs 94 crore. GSK had registered sales of Rs 77.8 crore for the year ending March 31, 2005 with growth rate of about 27 percent over the previous year. A slight rise in its growth rate is due to its awareness initiatives taken by the company during the previous year. In India it markets 13 types of vaccines and leads in vericella, haemophilus conjugate, hepatitis A, diphtheria and typhoid vaccines space. With growing competition from the local low priced products, GSK has initiated novel concepts to bring awareness on the use of vaccines in the country.

GlaxoSmithKline in India, an affiliate of GSK Biologicals, has set up a state-of-the-art vaccines filling facility at Nasik conforming to cGMP norms. GSK is set to launch Carvedilol, a cardiovascular drug from Swiss drug maker Roche. It is also in discussions with Japanese and American companies for similar deals. GSK India has divested the agrivet farm care business to Virbac Animal Health India, a 100 percent subsidiary of France-based Virbac in July 2006 for a consideration of Rs 207.1 crore. Over the last few years, GSK's strategy has been focused on growing the pharmaceuticals business by concentrating on the organic growth of its key assets in the priority range, including Augmentin and vaccines and on the introduction of New Chemical Entities (NCEs)/in-licensed products to improve its market presence, particularly in the chronic segment.

GSK Biologicals has identified India as a major center for clinical research across a number of disease areas, which are relevant to India such as cancer, psychiatric disorders and infectious diseases. GSK India has made excellent progress in the last couple years and has proven itself for its quality, speed and cost effectiveness. It has identified 6 oncology centers to conduct early phase studies in India, which are being developed with the expertise of the Institute of Cancer Medicine, University of Oxford. In 2006, GSK India participated in more than 15 global clinical studies spanning across six therapy areas involving 200 patients. It has tied up with TCS for a data management deal, where GSK Plc's worldwide clinical trial data would be managed by TCS.