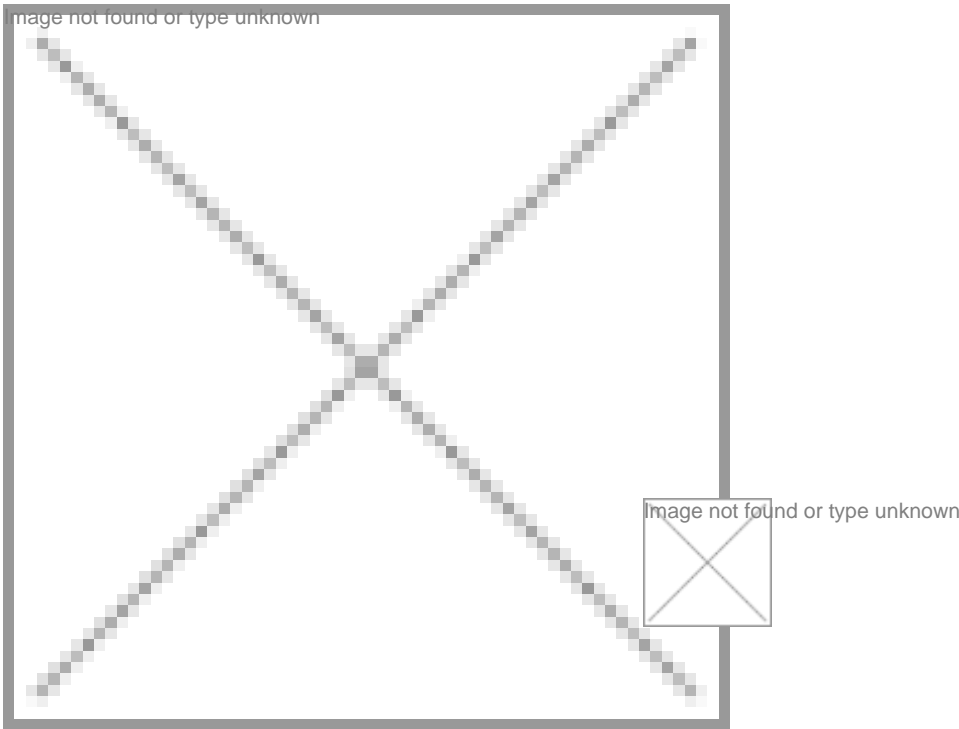
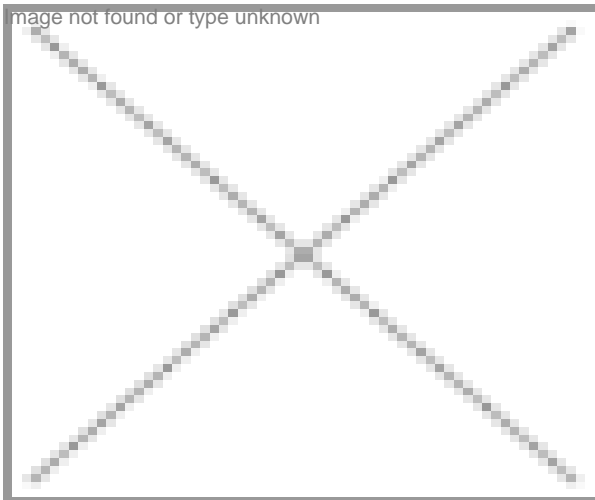


## Taking untrodden path for success

09 December 2010 | News



*The son of a cardiologist, Dr Rashmi Barbhaiya opted not to tread his father's footsteps and entered the arena of pharmaceuticals pursuing higher education in clinical pharmacology. More than two decades later, the father proudly describes his son's achievement: "As a doctor I can treat about 20 patients a day; while Dr Rashmi's work, with such a strong base in pharmaceutical R&D, can help save the lives of millions"*

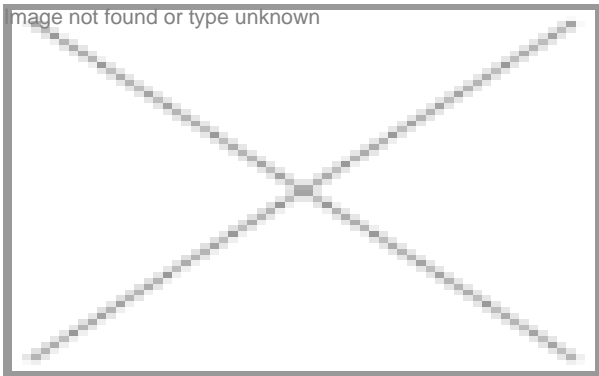


When one throws a ball at the wall, it rebounds. But the force with which it rebounds depends on whether the ball is hard or soft. If it is tennis ball then the force will be more. The exit of Dr Rashmi Barbhaiya from Ranbaxy in 2004 had similar situation, as he was pushed to the wall with

Like a tennis ball, Dr Barbhaiya, with extensive global experience in handling diverse aspects of drug discovery and development at Bristol-Myers Squibb, USA and leading a team of over 900-strong scientists at Ranbaxy, bounced back with the same or greater force. The support and encouragement of his colleagues - Dr Kasim Mookhtiar and Sanjiv Kaul -

5. "I started Advinus at the right time, right environment; backed by the right set of people," says Dr Barbhaiya, who left India as a student to the UK to pursue doctoral studies, over 35 years ago. This graduate in biochemistry from MS University, Baroda, later landed in the US following the advice of his guide in the UK. "Hence the journey for Advinus became smooth; to achieve the goal to explore novel targets in selected diseases areas with no API, no

generics, no manufacturing, no sales and marketing experienceâ€?.



Advinus' Pharma Development Bangalore operation, located on a 8-acre campus with 220,000 sq ft of modern facilities, offers end-to-end pre-clinical to early clinical development platform for pharma product development forteâ€?, he says. He did not know that he would move to India.

The leadership team (with over 160 years of combined working experience in large pharma companies in the US) and the Board, also shares the same mindset. Advinus, as Dr Barbhaiya adds, is the abbreviation for â€œAdvantage India US.â€? In a short span of five years, the company has achieved many milestones. Advinus has emerged as a leading partner of choice for multinational pharma companies like Merck, Novartis, Johnson & Johnson, activities.

â€œI really did not have a plan to turn an entrepreneur. Stars were aligned for me to do something out of the ordinary,â€? says Dr Barbhaiya, commenting on his entrepreneurial journey. This only son of a physician from Ahmedabad (Gujarat) is a late bloomer as an entrepreneur, starting Advinus when he was in his early fifties. â€œPharmaceutical research and development was never India's

### Driving forces

Recalling his career at Bristol-Myers-Squibb from 1980, he calls them the fantastic 21 years that gave him over two decades of highly productive stints in the industry. During that time, Dr Barbhaiya was actively developing drugs in-house in many areas like antiretroviral, a number of drugs for AIDS, cancer, depression and anxiety, hypertension and congestive heart failure (CHF), diabetes besides many infectious diseases. He is proud to say that during that time, the company launched many drugs. He is also one of the rare industry professionals who has authored nearly 150 scientific research papers.

Although he never thought of returning to India, the changes taking place in BMS during 2000, led him to opt for an early retirement, at the age of 49; and start consulting services. He could not resist the offer from Ranbaxy Laboratories; and moved to India in 2002, along with a couple of former colleagues - Dr Kasim Mookhtiar and Sanjiv Kaul. He joined Ranbaxy Laboratories as president of R&D, and led a team of over 900 professionals involved in generic, drug delivery, herbal and innovation-driven new drug research and development activities. During his short tenure of two years, Ranbaxy Laboratories and a global pharmaceutical major, GSK for drug discovery work. Dr Barbhaiya supported and motivated me to consider taking the risk of becoming an entrepreneur with no platform for backup. A major factor that Dr Barbhaiya admits, in the way for him to turn an entrepreneur is the support by Tata Group as promoters to the venture, Advinus Therapeutics, that came unexpectedly. The decision was made, and there was no looking back. The company got off to a start with the logo designed by Dr Barbhaiya's daughter, Puja, a fashion designer based in the US. Even now, his family is based in the US and he shuttles between New Jersey, and the cities of Bangalore and Pune, where the research facilities of the company are located.

Dr Barbhaiya recalls that a phone call from the Tata Group came at a time when he was almost closing the deal with a venture capital firm; and Advinus got a whole new dimension. â€œThe elements of the business plan of Advinus played a crucial role in establishing partnership with Tata Group,â€? says Dr Barbhaiya giving credit to the Tata's support to drug discovery; and investment into the knowledge-based industry, besides the incredible visionary leadership within the Tatas.

### Stepping untrodden path

Advinus with 470 employees, is a company created with a vision â€œ of not entering the field that 15 other companies are into. â€œWe choose to create a drug development center where we can do all regulatory requirements for IND. To put a molecule into human beings, we are the only company with this kind of bandwidth,â€? describes Dr Barbhaiya.

The state-of-the-art facility in Pune, Advinus Drug Discovery, develops its own drug candidates to out-license them at Advinus currently has six or seven programs, and aspires for 12-14 in the near future; to enhance drug discovery in a very big way. Dr Barbhaiya adds, â€œAdvinus works on non-validated targetsâ€?.

Of the success milestones, Dr Barbhaiya states that Advinus is a company with many firsts â€œ to conduct toxicology studies INDs have been filed in the US and Canada besides other countries; also, a two-year carcinogenous study with a US-based company; it's molecule gk-001 has been worked from discovery to human studies; and is the only molecule for which 100 percent IND work has been done in India. â€œWe are very proud that we have the 100 percent made in India molecule.â€? Among the other notable firsts are that Advinus is the first partner for Merck; it is also the first company to work on R&D in neglected diseases â€œ particularly those significant to India.

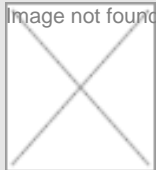
Inspired by his grandfather's words: â€œI should play a game to win it and try not to lose it.â€? Dr Barbhaiya admits that a major factor for success of Advinus as a company is the senior team. In today's world, it is a big deal for the senior team to remain intact. He shares that many senior employees of Advinus have moved to India not to make a living â€œ having left

behind successful careers in the US. They are here to make a difference to India's pharmaceutical R&D.

Sharing the vision for Advinus for the next five years, Dr Barbhaiya says, "Having the senior team intact, giving fresh thought to the next phase of growth to go leaps and bounds (for which we may look for a strategic investor from outside); achieve turnover of \$40-50 million" not by entering manufacturing, but by building more capabilities.

"The dream of Advinus could not have been fulfilled without Dr Kasim Mookhtiar, Sanjiv Kaul; Homi Khusrookhan, managing director, Tata Chemicals; Dr Venkat S Sohoni, managing director, Rallis India; R Gopalakrishnan, executive director, Tata Sons; and Kishor A Chaukar, managing director, Tata Industries," admits Dr Barbhaiya. "Their passionate commitment was crucial in creating Advinus. Their tireless and sustained support made it possible to bring

## First Person



Sanjiv Kaul is large-hearted, warm, caring, meticulous, organized and a commanding presence. Rashmi as a professional - tremendous self-respected, passionate about research, face of Advinus today's poster boy for innovative pharma research in India?

**-Sanjiv Kaul, MD, Chrysalis Capital Investment Advisors**



Anu Acharya is a brilliant blend of science and business and is wonderful to talk to. His desire to discover new molecules is backed by a thorough scientific background and a passion to prove that one can do this from India.

**-Anu Acharya, CEO, Ocimum Biosolutions**



Kiran Mazumdar-Shaw has brought multinational experience and expertise developed in the US to India. Through his leadership has been effectively translating his learnings, to create an India advantage; and culture to meet the global challenges.

**-Kiran Mazumdar-Shaw, CMD, Biocon**



Over the five years that I have known Dr Barbhaiya, I have had the opportunity to learn from him science, drug development, business and even HR! He brings with him a wealth of management; comprising professionalism of a global leader and seamlessly merging it with personalized flavor of an Indian style. He has led from the front on many initiatives; and the noteworthy among them is his value for ethics and integrity. In every employee survey, we have seen that our employees have rated highly Advinus' culture of ethics and integrity.

**-Thomas Putti, VP & Head (Human Resources), Advinus**



Dr Kasim Mookhtiar has known Dr Barbhaiya for over 15 years as scientist, mentor and friend. Our professional lives have been closely linked during this period, starting with my time at Rallis in 1992; to our current collaboration at Advinus. Dr Kasim is a dynamic leader. He is one of the gifted people who is charismatic, a person who attracts others by his sincere personality. This charisma allows him to engage and interact with people who are best at what they do.

**-Dr Kasim Mookhtiar, CSO & Executive VP (Drug Discovery), Advinus**

