

Profiles - GlaxoSmithKline

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Stabilizing vaccine biz

To strengthen its vaccine brands, the company has doubled its vaccine field force in the last two years and achieved its growth

GlaxoSmithKline's (GSK's) vaccine business saw a good growth in sales in India, clocking an estimated revenues of $\text{INR } 257.66 \text{ crore}$ in 2011-2012. Presently, the company in India has within its portfolio 15 vaccine products which include Boostrix, Cervarix, Engerix-B, Fluarix, Havrix, Hiberix, Infanrix, Mencevax ACWY, Priorix, Rotarix, Synflorix, Tritanrix-HB, Twinrix, Typherix and Varilrix. GSK India is one of the leading companies in India in the vaccines space.

In order to strengthen its vaccine brands in the domestic market, the company has doubled its vaccine field force in the last two years which has helped the company to achieve its growth and improve access. A close look into the company's vaccines business will reveal that its vaccine business grew at a significantly high growth rate of 45 percent. The key drivers of growth were its brands Havrix, Varilrix and Rotarix.

In terms of R&D and regulatory matters, some of GSK India's novel innovator products approved by the regulatory agency in India during the year, include a 10-valent pneumococcal vaccine (Synflorix) for immunization of infants and children against sepsis, meningitis, pneumonia, bacteraemia and acute otitis

media; this vaccine according to GSK will help reduce the burden of pneumococcal disease in India thereby helping in achieving the United Nations Millennium Development Goals.

The R&D efforts of GSK Vaccines is also being supported by the clinical operations team in India by undertaking clinical studies for the company's vaccine initiatives, key among these are TB vaccine (phase II A), Conjugated Meningococcal vaccine, Herpes Zoster vaccine study (phase III) and Epidemiology study to understand prevalence of Streptococcus pneumoniae serotypes in India.

The company has also seen a positive trend of improvement in its supply performance which was consolidated during the year. A key achievement was the stabilization of the vaccine portfolio through maintaining a consistent supply position for all brands. This improvement has also helped support the larger business performance trend.

Key Achievements	Performance highlights	Key strategy initiatives	Future plans
<ul style="list-style-type: none"> Launched its 10-valent pneumococcal vaccine (Synflorix) for immunization of infants and children. Stabilized the vaccine portfolio through maintaining a consistent supply position for all brands. 	<ul style="list-style-type: none"> Its vaccine business grew faster than the overall vaccine market in India. The key drivers of growth were brands Havrix, Varilrix and Rotarix. Registered 45 percent growth in vaccine business. 	<ul style="list-style-type: none"> GSK India has now chalked out a growth path which is based on three pillars, one of the pillars being vaccines. In order to strengthen its vaccine brands in the Indian market, the company has doubled its vaccine field force in the last two years which has helped it to achieve its growth and improve access. 	<ul style="list-style-type: none"> The R&D efforts of GSK Vaccines is also being supported by the clinical operations team in India by undertaking clinical studies for their vaccine initiatives.