

## Eli Lilly And Company (India)

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### Effective Innovator

*Lilly's innovative products have been an answer to the needs of the people suffering from various diseases.*

Eli Lilly introduced the world's first genetically engineered biotech product for treatment of diabetes-recombinant human insulin or "Huminsulin". Today, this has become the flagship brand of Eli Lilly in the country.

A major chunk of Lilly India's revenue is attributed to its human insulin product portfolio, which includes Huminsulin, currently available in a wide range of formulations: Humalog (Injection Insulin Lispro), a fast acting insulin analog useful for diabetics with a hectic lifestyle, Humaject, a use and throw disposable insulin delivery device and HumaPen Ergo, a virtually painless way of injecting insulin.

The company's other products in the biotech domain are Humatrope (Injection Somatropin-growth hormone) for growth hormone deficiency syndrome, which is currently available as HumatropePen and Forteo (Injection Teriparatide) for severe osteoporosis.

According to industry estimates, Lilly India has done business worth of about Rs 85 crore in 2005-06 in the biotech segment. With a motto to provide "Answers That Matter", Lilly focuses its internal research efforts primarily on six core

therapeutic areas: neuroscience, endocrine disorders, cancer, infectious diseases, cardiovascular diseases and gene regulation, bone and inflammation.

In the last decade, Lilly has introduced new important drugs for the treatment of cancer, schizophrenia, osteoporosis, diabetes, cardiovascular complications and most recently, severe sepsis. These include Xigris (Injection Drotrecogin Alfa), the only treatment available for the reduction of mortality in adult patients with severe sepsis, Gemcite (Injection Gemcitabine) for the treatment of non-small-cell lung, pancreatic, bladder and breast cancer, Distaclor (tablet Cefaclor), a broad-spectrum antibiotic to treat tough infections and ReoPro (Injection Abciximab), a supportive therapy used during interventional cardio vascular procedures.

In India, the company operates through a team of 550 individuals, which is based across the country and provides products and services to medical practitioners and hospitals. Lilly is presently conducting about a dozen trials of its different products, which are in the various stages of development in India and more than 20 of its professionals are engaged in clinical research. Its annual investment in clinical research accounts for more than 8 percent of the sales turnover.

Recently there have been top level management changes at Lilly India. Rajeev Gulati, the erstwhile CMD of Lilly India, has moved to the US pharma major's corporate office in Indianapolis for an international assignment while Sandeep Gupta, operating from Lilly's Philippines office, has moved to Delhi to take charge of the Indian operations.

At present, the company is working on an expansion strategy to build its presence in the country. It is believed that Lilly will be conducting the phase III clinical trials of its new pulmonary insulin molecule in India, which will be part of some select regions worldwide, including the US. The company is also planning to introduce some more products in India in the near future.

Initially, Eli Lilly and Company was set up as a 50:50 joint venture between Eli Lilly and the Indian partner Ranbaxy Laboratories. After its inception in 1993, the Indian operation achieved a quick break-even in 1996. In August 2001, Eli Lilly and Company acquired the 50 percent stake from Ranbaxy Laboratories to create a 100 percent Lilly subsidiary, Eli Lilly and Company (India) Pvt. Ltd.