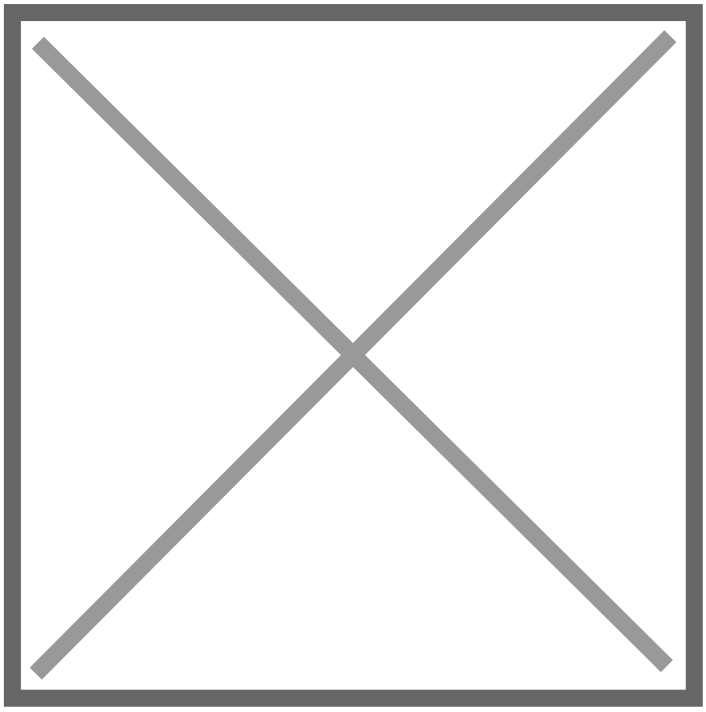
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Profiles - Eli Lilly

26 June 2012 | News



MD:Melt van der Spuy

Meltvanderspuy

Riding on Insulin

With new leadership in place, Eli Lilly India is looking at renewed strategies for expansion of its business operations and increased market share

Having started Indian operations way back in 1993, Eli Lilly and Company has a come a long way to capture a substantial chunk of country's insulin market. In the FY 2011-12, Eli Lilly India is estimated to have clocked a revenue of ₹290.16 crore recording over 42 percent growth. Having a well established marketing set up in Gurgaon, India, Lilly caters to the patients suffering from diabetes, cancer, sepsis, osteoporosis, cardiovascular disorders and growth hormone deficiency. Overall, anti-diabetic product range contributes roughly 60 percent of the Lilly India revenue.

The company saw change in guard at its Indian operations in November, 2011. Melt van der Spuy, a citizen of South Africa with varied experience in multiple geographies, was named the new chairman and managing director. Then in a major move, the company called off its partnership with Jubilant Life Sciences in January, 2012. The 50:50 joint venture, Vanthys Pharmaceuticals, between Jubilant Life Sciences' wholly-owned subsidiary Jubilant Biosys and Lilly, was to develop molecules from the pre-clinical to phase II stage across oncology, diabetes and cardiovascular segments.

Eli Lilly entered into a strategic collaboration with Lupin in July 2011. The partnership is aimed to promote and distribute Lilly's Huminsulin range of products, including Huminsulin R, Huminsulin NPH, Huminsulin 50/50, Huminsulin 30/70 and Humapen Ergo II. Lupin's India formulations business will promote and distribute the range of products in India and Nepal, virtually doubling the number of sales representatives behind the diabetes care product. This collaboration is expected to double the current customer base of the company.

Continuing to play its role in corporate social responsibility, the company announced a $30 million commitment in 2011 for five years to address non-communicable diseases in developing nations including India. The Lilly NCD Partnership will initially focus on diabetes, a core competency business area for Eli Lilly. Partners in India include the Public Health Foundation of India, a public-private partnership whose mission is to strengthen training, research, and policy development in the area of public health; Project HOPE the world's largest social marketing organization; and Population Services International, a long term Eli Lilly partner. The objectives in India are to develop diabetes awareness, patient care and provide training, improve

treatment access, and research programs.

Key Achievements	Performance highlights	Key strategy initiatives
• Melt van der Spuy replaced Sandeep Gupta as new MD of Eli Lilly India in November, 2011. • The company entered into a strategic collaboration with Lupin Limited in July 2011. The partnership is aimed to promote and distribute Lilly's Huminsulin range of products.	• In the FY 2011-12, Eli Lilly India is estimated to have clocked a revenue of 290.16 crore as compared to 204 crore in last financial year.	• Continuing to play its role in corporate social responsibility, the company announced a $30 million commitment in 2011 over five years to address non-spread diseases in developing nations including India. • The company continues to be the part of global $135 million Ã¢â?¬Å?Lilly MDR-TB PartnershipÃ¢â?¬? to confront multid drug-resistant tuberculosis.