

## Pharma's strategic shift in 2026 towards sustainable manufacturing

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**Pharma industry leaders spotlight quality, sustainability and market diversification as export priorities for 2026**



The Pharmaceuticals Export Promotion Council of India (Pharmexcil) convened its 21st Annual General Meeting (AGM) on December 29, 2025, marking a defining moment in India's pharmaceutical export journey. The AGM underscored the sector's strategic pivot from volume-led growth to value-driven, innovation-oriented, and sustainability-anchored manufacturing.

Deliberations at the AGM highlighted the industry's transition towards complex generics, speciality APIs, and advanced therapeutic platforms. Technical sessions and panel discussions reinforced the growing relevance of green and sustainable chemistry, with particular emphasis on flow chemistry and continuous manufacturing as enablers of consistent quality, regulatory compliance, and long-term competitiveness.

2025 emerged as a milestone year for Indian pharma exports, with iPHEX at Bharat Mandapam standing out as a flagship achievement. The global exhibition successfully brought Indian exporters and international buyers onto a single platform, renewing global confidence in India's pharmaceutical capabilities.

Namit Joshi, Chairman of Pharmexcil, emphasised the need for a decisive shift toward value-driven growth anchored in quality, compliance, and sustainability. "As Indian pharma moves up the value chain, our priority is to ensure exporters are equipped to meet rising global expectations on quality, complexity and sustainability. Pharmexcil will continue to play a catalytic role in enabling this transition through policy alignment, capability building and global engagement," he stated.