


Top 20: New leadership sustains growth

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 Drug firm Eli Lilly and Company India witnessed some exciting times and aggressive activities in 2013-14. During the year, its India operations saw a change in its leadership with the appointment of Mr Edgard Olaizola as the company's managing director for operations in India and Sri Lanka with effect from September 1, 2013. He succeeded Mr Melt Van Der Spuy who has been promoted to the position of vice president, Emerging Markets (Latin America and Asia Pacific) for Elanco Animal Health, a fully owned subsidiary of Eli Lilly and company.

Registering close to 10 percent growth, Lilly's estimated revenue from sale of biopharma products stood at Rs 430.82 crore in FY 2013-14 as compared to Rs 391.66 crore in previous fiscal.

In December 2013, India became the first country to witness the launch of branded generics from Eli Lilly. The company announced its entry in to the branded generics segment with the launch of Lil Therapeutics, an expansion of its oncology division that will help expand delivery of cancer drugs to patients.

Eli Lilly introduced its HumaPen SAVVIO, an innovative insulin delivery pen in January 2014. HumaPen SAVVIO, an original research product of Lilly, will be co-promoted by the Lilly-Boehringer Ingelheim alliance in India. Engineered to resemble a small personal accessory rather than a medical device, this product was designed following feedback from people with diabetes who shared their aspiration to manage diabetes discreetly.

One of the strong segments for Eli Lilly in India is its human health segment. Now that Eli Lilly has acquired the animal health business from Novartis, it is to be seen how Eli Lilly will focus on this business for the Indian domestic market, if it decides to sell animal health products here.