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## 7. Eli Lilly India

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**7. Eli Lilly India**



**Rank 7**

**Expanding horizons**

With an annual growth of close to 35 percent, Lilly's seven products from biotech stable include human insulin (Huminsulin), human insulin analogues (Humalog), human growth hormone (Humatrope), teriparatide (Forteo), Drotrecogin Alfa (Xigris), ReoPro (Abciximab-monoclonal antibody) and Exenatide (Byetta). The anti-diabetes product range roughly contributes for 60-65 percent of the Lilly India's revenue.

After the change in guard at its Indian operations in late 2011, Lilly not only restructured its sales and marketing structure but also is now working closely with the government, healthcare providers and local communities to expand treatment access and improve outcomes for patients.

With the goal of improving patient quality of life and increasing positive self-care behavior and control of diabetes, Lilly India has introduced Diabetes Educator Service. This comprehensive and sustainable approach provides education and counseling on diabetes, nutrition, lifestyle management and appropriate way to use Lilly injectable devices prescribed by treating physician.

In September 2011, Eli Lilly had announced the launch of a new open innovation platform designed to help build the company's pipeline of tomorrow and, from a philanthropic perspective, identify molecules that may have application for treating multi-drug resistant tuberculosis (MDR-TB). The company also entered into collaboration with the Strides Arcolab to expand delivery of cancer medicines in the emerging markets. As a part of this arrangement, the company will in-license a portfolio of high-quality, branded generic injectible and oral cancer medicines from Agila Specialties, the specialties division of Strides Arcolab, based in Bangalore, India.

The company also continues to work on the global "Lilly MDR-TB Partnership" which was first announced in 2003 to confront multi-drug resistant tuberculosis, a disease so daunting that no single organization can fight it alone. Since then, this unique public-private partnership with total plan outlay of nearly $135 million has mobilized 25 partners across the five continents to tackle the scourge of TB and MDR-TB. The Partnership in India works in close coordination with the National TB Control Program.

**Company:** Eli Lilly India
**Business:** Biopharmaceuticals for diabetes, cancer, sepsis, osteoporosis, cardiovascular disorders and growth hormone deficiency
**Revenue:** 2013 `391.66 crore

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