

Venus Pharma GmbH

The Case Study of an Indian-German company's effort to build a Global Pharma Company.

9th November 2007.

Hanseatic Colloquium, TUHH

PRODUCTS
GLOBALISATION
REGULATION
INNOVATION



GEARING UP FOR FASTER GROWTH



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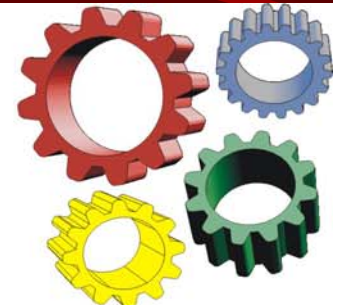
PRODUCTS

- ⊗ **Patented** Injectable Antibiotic Fixed Dose Combinations :
Cephalosporines with Peniclines in one Vial.
- ⊗ Generic Injecable Cephalosporines (Antibiotics): Also EU GMP
- ⊗ Generic Injectable Carbepenems (Antibiotics) : Also EU GMP, 1st in India.
- ⊗ Generic Injectable Anti-Cancer products : EU GMP Awaited
- ⊗ Generic Injectable Hormones
- ⊗ Generic Prefilled Syringes
- ⊗ Generic Large Volume Infussions

We are one of Asia's biggest contract manufacturer for Injectables.



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INTRODUCTION

☒ VENUS Pharma GmbH, Germany

- Started in March 2006
- EU-GMP Facility
- Secondary Packaging
- Quality Control
- GMP Logistics
- 13 Full Time Staff
- Good Business References
- Base of Exports to Europe & MENA



INTRODUCTION

☒ VENUS Remedies Ltd, India

- Started in 1989
- Generic and Proprietary Injectable Products
- Cephalosporines Injectable : 36 Million Vials p.a.
- Anti Cancer Injectable : 1 Million Vials p.a.
- Carbapenem Injectable : 10 Millions Vials p.a
- Heparin Pre-Filled Syringes : 2 Million Syr p.a.
- Turn Over : 30 Mn USD
- 800 Employees & 100 products
- 2 Manufacturing Locations in India
- Mostly Contract Manufacturing Operation



GLOBAL ORGANISATION



→ Offiices / Representations / Business Interests

- Germany
- India
- Chicago : USA
- China
- Colombia
- Venezuela
- Vietnam
- Egypt
- Kenya
- Yemen
- Saudi Arabia
- Syria
- West Africa



GLOBAL CHALLENGES



- Currency
- Banking and Payment
- Logistics
- Standards
- Regulation
- HR Policies
- Culture
- Language

Globalisations: *Is more about overcoming these challenges, rather than simple out sourcing.*



LESSONS LEARNT

- HR Practices
- Work Practices
- Decision Making Philosophies
- Business Rules
- Ethics & Value System Country Specific
- Technological Issues
- Marketing Concepts
- Distributions Concepts
- Financial practices
- Regulation



REGULATION

- High Taxation
- Bureaucracy

- GMP
- Licencing Regimes
- Insurance Concepts

- Worker Safety
- Environmental Safety
- Strong Legal System



- 👍 Product Based Licences
- 👍 Mfg Licence is MA also



INNOVATION & STRATEGY

- 3 New Antibiotic Formulations
- 6 International Patents
- Patented formulation for Diabetes Drug
- Focus on Contract Manufacturing for EU
- Improvements in formulation and analytical techniques
- Overcoming challenges of language / culture
- Overcome barriers related to time and capital



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Marketed Products

- Fixed Dose Combination Antibiotics
 - Ceftriaxone Sulbactam 1.5 gm and 3.0 gm
 - Cefepime Amikacine 1.25 gm and 2.50 gm
 - Ceftriaxone Vancomycin 1.5 gm and 3.0 gm

- Non-Healing Ulcer, Diabetic Foot Cure
 - Ampucare Topical : 200 and 500ml



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CONCLUSION

- Leadership through Innovation
- Leadership through challenging status quo
- Change is inevitable
- Human Capital is precious
- Overcome cultural and regulatory hurdles



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