

CYGNUS

Management Insight

Pharmaceuticals

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Cygnus

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SYNOPSIS

The Indian pharmaceutical industry grew at 13% during 2003-07 and the market size is estimated to be US\$ 9.77 billion in 2007-08. Exports constitute a significant part of the pharmaceutical industry. Pharmaceutical exports from India are expected to grow at a CAGR of 18.5% during FY08-FY12, particularly driven by multibillion dollar patent expirations and growth in global generics market. Many big pharmaceutical companies have recently acquired overseas companies to tap the potential generic market; consolidation in the industry is expected to happen in a big way. While the growth path of pharmaceutical industry is well defined, it is important to know how the industry needs to be managed. An industry, which is driven by global demand, has more reasons to adopt smart and efficient management practices. Examples are galore in India where many Indian pharmaceutical companies are known to be multinationals, following the best management practices. However, a comprehensive knowledge of pharmaceutical management is required for those aspiring for a career in pharmaceutical industry. A broad-based knowledge about various aspects of management would help to start the career with confidence.

In view of the potential of Indian pharmaceutical industry and the expanding global outsourcing market in pharmaceuticals, Cygnus Research has come out with the report titled *Pharma Business Management Insight*. The report has 13 chapters and covers all management aspects such as production planning, materials management, financial statements and its application, marketing management and distribution channels and above all, plant safety management. A conscious effort has been made to impart management concepts in a simple and lucid way so that students can learn the macro aspects of pharmaceutical management.

The report will be useful for students enrolled in various pharmacy colleges/ pharmaceutical management colleges, trainers engaged in training personnel in various pharmaceutical units; and management students keen on understanding the industry and its management.

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