



**Abbott**

ABBOTT INDIA LIMITED  
ANNUAL REPORT 2021-22

**ENRICHING LIVES,  
EVERYDAY**





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78<sup>TH</sup>  
ANNUAL  
GENERAL  
MEETING

Date: August 10, 2022

Time: 9.30 a.m.

Through Video Conferencing (VC)/Other Audio-Visual Means (OAVM)

### FORWARD-LOOKING STATEMENT

In this Annual Report, we might have disclosed forward-looking statements that set out anticipated results based on the management’s plans and assumptions. We cannot guarantee that these forward-looking statements will be realized, although we believe we have been prudent in our assumptions. The achievements of results are subject to risks, uncertainties, and inaccurate assumptions. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

References to “Abbott India” in this Annual Report shall mean “Abbott India Limited” or “the Company”.

# ENRICHING LIVES, EVERYDAY

At Abbott India Limited, we strongly believe that quality health is critical to enriching the world around us. We are happy and proud to play a part in building a healthier and better world.

We are consciously designing products and solutions to help ensure maximum access and affordability because a sustainable future starts with health, and that the best medical solution is the one that helps the most people. We have made a choice to create holistic healthcare solutions that address the entire continuum of care and help us bring meaningful change in people’s lives.

During last year, we were able to enrich our performance despite the challenges around us, and we continued to explore new avenues. Our relentless focus to provide value for all our stakeholders helped us in delivering consistent growth and strong returns.

Through constant innovations in our products and offerings, we have been able to enrich our value delivery to our customers who depend on our solutions every day – be it patients or doctors. We play a key role in helping society and the people around us. Our commitment to our people, the environment and community remains as strong as ever.





# ABOUT ABBOTT INDIA



# IMPROVING THE HEALTH OF INDIANS

Abbott India Limited, a publicly listed company and subsidiary of Abbott Laboratories, USA, is committed to providing quality healthcare through a mix of global and local products for people in India. Our in-house development and medical teams work on product and clinical development, targeted to the specific needs of Indians. Our 3500+ strong human capital use cost-effective processes to develop high-quality, high-volume formulations.

We endeavor to maintain the highest level of quality throughout our business. This effort starts with the sourcing of materials and moves through how we market, sell, and supply our products, including through our business partners – delivering excellent quality is imperative every step of the way.

Our commitment to the health and safety of the people who use our products is always at the forefront of everything we do. We have been helping people lead better lives through our trusted medicines and solutions for over 75 years, and we will continue to do so.

₹**4,919** Crores

Revenue, +14.1%

₹**1,165** Crores

EBITDA, +16.2%

₹**799** Crores

PAT, +15.6%

## EVOLVED OFFERINGS FOR OUR CUSTOMERS

We have over seven decades of unparalleled experience in offering high-quality treatment and services. As a leader in the industry, we need to be fast, agile and more competitive than ever. That’s why our product portfolio caters to therapies and indications that will lead the healthcare ecosystem. Our differentiated offerings reflect our drive for sustained innovation that will help make people’s lives healthier.

### WOMEN’S HEALTH

We are committed to supporting women in India through every stage of their lives - from menarche, pregnancy and menopause support to changes after that. Over the last few years, we have built our legacy brands for pregnancy and are currently shaping the menopause, labor management and endometriosis therapies.

### GASTROENTEROLOGY

Aligned with our purpose to harness and nurture the promise of human potential, our offerings in the gastrointestinal space span the spectrum of gastrointestinal health, provide solutions for every age and stage, and address all areas of gut care. Our products in this portfolio cater to ailments covering the gastrointestinal tract from the stomach to intestines and associated organs. Our differentiated offerings in this area are indicated for constipation, irritable bowel syndrome, pancreatic exocrine insufficiency, dyspepsia and gut health.

### MULTI-SPECIALTY

A healthy body enables us to live well. To ensure that people can live their best possible lives, our multi-specialty portfolio caters to a wide range of conditions-be it a headache or lack of sleep. Our differentiated products range from pain management, pre-term labor, vitamin D (liquid and gummy bears), and insomnia for overall well-being.

### METABOLICS

The thyroid category has many undiagnosed patients, and our path-breaking work in this space for over a decade has helped shape the therapy along with improving diagnostic screenings and scientific engagements. We offer treatment for conditions such as hypothyroidism and continue to focus on the metabolic health space to evolve newer sub-therapies.

### CENTRAL NERVOUS SYSTEM (CNS)

We continuously strive to reduce the impact that diseases of the central nervous system have on people’s lives. Our CNS portfolio help people better manage their acute as well as chronic problems. Our main products in this therapeutic area are indicated for vertigo, epilepsy, migraine and depression.

### VACCINES

We are tackling some of the world’s most pressing healthcare challenges and we focus on vaccines that help alleviate the disease burden of vaccine preventable diseases. Our portfolio caters to the immunology segment with products targeting influenza, typhoid, diarrhea and hepatitis A.

### CONSUMER HEALTH

We are always looking to the future, anticipating changing consumer needs. Putting our customers at the center of everything we do, we are building our consumer portfolio strategically for relevance to where medicine and technology, our markets, customers, and health consumption are heading. We provide a range of Consumer Health products including antacids (in tablets, syrups and stick packs), laxatives and pain reliever spray.

## OUR ENVIRONMENT ACHIEVEMENTS FOR FY 2021-22

KPI	TARGET	UTILIZED	RESULT AGAINST THE TARGET
Water (KL)	48,615	46,869	1,746 KL less water used
CO <sub>2</sub> (MT)	4,809	4,808	1 MT less CO <sub>2</sub> emission





## PRODUCT PROFILE

# HOLISTIC SOLUTIONS FOR BETTER HEALTH OUTCOMES

We have been successful in sustaining leadership in the areas we operate. A large number of our high-performing brands are market leaders (at number 1 or 2 positions)\* in their respective therapy segments. We continuously endeavor to identify emerging healthcare needs and invest in innovative solutions to help shape a new-age healthcare ecosystem.

## NEW PRODUCTS LAUNCHED



Brivertoin Solution (epilepsy), Havshield (hepatitis A vaccine), Femoston 2/10 (postmenopausal symptoms), Riligel (post-partum haemorrhage), Vertin DT (vertigo), Florachamp (probiotic for irritable bowel syndrome), Preservgest (pregnancy maintenance), Cremaffin Stick Pack (constipation), Digene Stick Pack (acidity), Arachitol Gummies (vitamin D supplementation)

\*Source: IQVIA: MAT March 2022

## KEY BRANDS



Duphalac (constipation), Digene (antacid), Vertin (vertigo), Influvac (prevention of influenza), Thyronorm (hypothyroidism), Creon (pancreatic insufficiency), Duphaston (miscarriage and IVF), Udiliv (cholestatic chronic liver disease), Brufen Power Spray (analgesics)



Arachitol (vitamin D deficiency), Pankreoflat (indigestion), Librax (irritable bowel disease), Heptral (liver disease), Zolfresh (insomnia), Prothiaden (pain & depression), Ganaton (gastrointestinal dysmotility), Duvadilan (preterm labor), Cremaffin Plus (constipation), Cremaffin (constipation), Colospa (irritable bowel disease)





## OUR BUSINESS CASE

# SHARING GROWTH AND ACTIONING POSSIBILITIES

### STEPPING UP OUR DELIVERABLES

Differentiated new product introductions for key therapy areas

Increasing use of digital technology to support doctors and patients

Robust distribution networks and process developments to ensure timely outcomes

Proven scientific expertise, holistic solutions beyond the pill and stakeholder centricity make Abbott India an enduringly successful company. We prioritize purpose, profitability, and progress in equal measure, which makes us a responsible and prudent growth and investment vehicle for investors.

### DIVERSIFIED OFFERINGS

To cater to diverse and different range of health needs, we offer comprehensive range of products across multiple therapeutic categories, including Women's Health, Gastroenterology, Neurology, Thyroid, Diabetes, Pain Management, General Care, Vitamins and Vaccines.

### SCIENCE BASED BRANDED PORTFOLIO

Our broad portfolio of over 125 products has been consistently outpacing industry growth. Our top 15 brands are leaders\* (positioned at #1 or #2) in their respective segments and contribute to over 80% of the Company's core business.

### HIGH QUALITY MANUFACTURING

We earn trust of our customers by providing high-quality and safe products. Product quality remains one of the key differentiating factors and strongest driver of equity with doctors as well as patients. We have a world-class state-of-the-art manufacturing plant at Goa.

### ENTERING NEW MARKETS/NEW THERAPIES

#### NEW PRODUCTS LAUNCHES

Introduction of new drugs and entering new therapeutic areas will continue to be driven by the need-gaps in the healthcare pipeline. We are consistently working towards identifying new opportunities.

We expanded the breadth of our key portfolios and introduced 10 new products this year in different therapeutic areas - Women's Health, Gastroenterology, Central Nervous System, Multi-speciality and Vaccines.

#### FOCUS ON INTERNATIONAL BUSINESS

We have operations in four countries – Nepal, Sri Lanka, Maldives and Bhutan. Our focus on developing business in these neighboring countries and serving people through our quality products is increasing.

### MARKET SHAPING INITIATIVES

To promote therapy leadership and achieve market-beating growth, it is crucial to shape important therapies.

Our initiatives in therapies like Thyroid disorders, Women's Health, Vaccines, etc. have helped improve brand focus and unlock growth opportunities while delivering more evolved outcomes for a larger number of patients.

#### PILL PLUS OFFERINGS

We aim to drive differentiation for doctors and better outcomes for their patients by engaging across the continuum of care. Our constant interactions with our partners and stakeholders allow us to identify their unmet needs and deliver innovations that help patients lead a healthy life.

Our value is not limited to providing high-quality, safe medicines but extends to providing solutions for better patient education, faster diagnosis and increased medication adherence.

### STRONG PARTNERSHIPS

We have built a strong network of valued partners over the years of our operations in India. Our trusted partners in the government, educational institutions, NGOs and healthcare professionals help us deliver better products, shape therapies, increase reach and eventually deliver better health outcomes for our customers.

#### ROBUST PEOPLE DISTRIBUTION NETWORK

We have a robust distribution network of more than 8,600 stockists and 60 Lakhs retailers. This network helps us to reach closer to our patients on one hand and also acts as a strong feedback channel for our products and solutions.

### RESILIENT SALES FORCE

The 3,000+ member resilient sales force are passionate and committed to making a difference through consistently engaging with the medical fraternity to drive growth of the Company. Further, we have empowered the sales force and equipped them with effective digital tools to drive seamless engagement.

### RESPONSIBLE CITIZEN

We are a responsible corporate citizen and trusted partner. We consistently take steps to protect and safeguard the environment for our people and customers.

We invest in long-term well-being and development of our associates and communities.

### ROBUST FINANCIALS

The strength of our business model has been consistently translating into superior financial performance. We have consistently been able to drive double digit EBITDA and net profit margins. We have generated strong return to each rupee invested in the business.

**11.4%**

Revenue from Operations  
10 years CAGR

**17.9%**

EBITDA  
10 years CAGR

**18.6%**

PAT  
10 years CAGR

**125+**

Quality  
products  
portfolio

**8,600+**

Stockists  
60 Lakh+ Retailers

**3,597**

Employee  
strength

**29.5%**

RoCE in  
FY 21-22

\*Source: IQVIA: MAT March 2022

\*Source: IQVIA: MAT March 2022





## CHAIRMAN'S MESSAGE

# STAYING TRUE TO OUR PURPOSE

### Dear Members,

I am happy to report that for the year ended March 31, 2022, revenue grew by 14.1% and net profit grew by 15.6% over the previous year. Your team has achieved this in an uncertain and challenging environment. Your Board has recommended a dividend of ₹ 275 per share including ₹ 130 special dividend for FY 2021-22.

During the year, Anil Joseph resigned as the Managing Director effective January 2022. The Board recognizes his contribution and is thankful to him. I welcome Vivek V Kamath as your new Managing Director effective February, 2022. Vivek brings extensive industry experience, and I am confident that the Company will continue to progress under his leadership.

We must acknowledge the perseverance, determination, and efforts of our people in keeping patients' needs first. Your management team has been instrumental in driving the organization to achieve its aspiration.

### DRIVING INNOVATION THROUGH CO-CREATION

During the year, we continued our portfolio expansion journey and launched 10 differentiated products in the market to meet increasing healthcare needs. This consistent portfolio expansion is well-aligned to our strategy to be present in key therapeutic areas.

We continue to leverage on actionable insights through meaningful engagement with our stakeholders as a large number of them are using digital platforms to manage health. Our engagement with the doctors to deliver value-driven, science-based content continued even during the pandemic. This demonstrates our agility in the face of adversity.

We also increased our efforts to provide greater access to our high-quality medicines to people across India this year through a dedicated team working in rural areas, and this will remain our focus going forward.

### DEVELOPMENT AND WELL-BEING OF OUR EMPLOYEES

Our employees are our strength, and their health and well-being remain our top priority. During the year, employee assistance programs were amplified to support employees and their families. In addition, wellness initiatives were rolled out during the year, both at plant and head offices,

which focused on the financial, mental, emotional, and physical health of employees. Abbott's continuous investments in the training and development capabilities of its people is a key element for our long-term sustainability.

### CARING FOR THE COMMUNITY

We remained committed to robust community interventions, aimed at building scalable and sustainable solutions to solving social problems.

In partnership with SEWA, we expanded the access to quality and affordable non-communicable disease care among low-income communities. Through a combination of physical clinics, telemedicine services, community health workers and electronic medical records, the program serves patients across 27 districts in 3 states. We also collaborated with SEWA to educate its 2.1 million members on COVID-19 prevention, detection and treatment. As a science-based company, we worked with Smile Foundation to promote STEM (Science, Technology, Engineering and Mathematics) learning, health education and sports among children from under-served communities across 6 schools in and around Mumbai. Our health clinics have enabled access to diagnosis and mass awareness about various diseases through qualified doctors. In partnership with AmeriCares, we are upgrading 40 Primary Health Centers to Health & Wellness Centers across 5 States in India.

### COMMITTED TOWARDS A HEALTHIER FUTURE

Making the lives of patients better is at the heart of everything that we do. For more than 130 years, Abbott worldwide, has built its reputation by doing what's right for the people we serve. We will continue this journey of creating value and enriching the lives of our stakeholders through innovation and growth. With a single-minded focus on ensuring access and affordability, our initiatives are aimed at adding significant value to society and the ecosystem around us. We will remain empathetic while improving sustainability.

## AWARDS

### "BEST PLACES TO WORK"

For 8 consecutive years-Business today

### "BEST COMPANIES IN INDIA"

Avatar and Working Mothers

### 'GOLDEN PEACOCK HR EXCELLENCE AWARD'

For second consecutive year-  
Institute of Directors

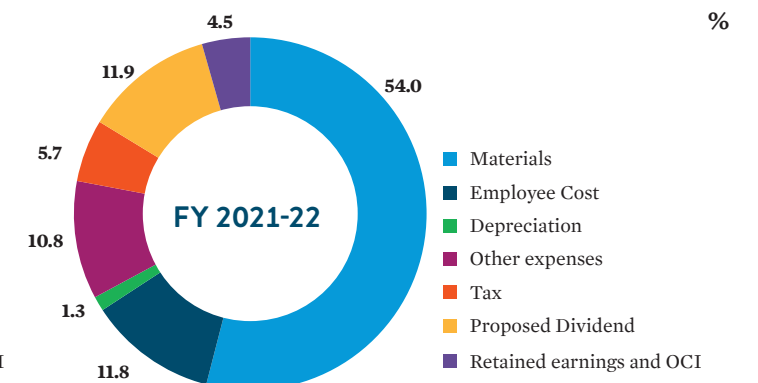
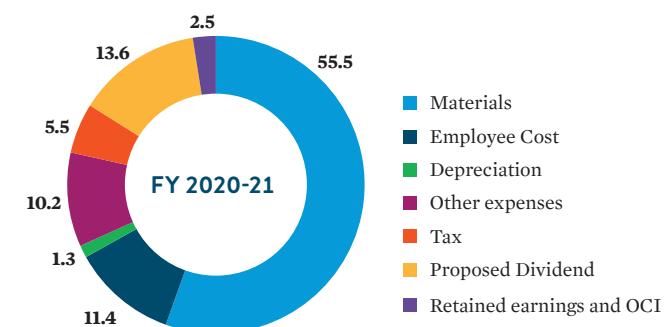
Delivering consistent performance has its own responsibilities - and we intend to pioneer and deliver so that we outperform the market year on year. The branded generics market has always been competitive, and it will be critical for us to leverage on our legacy and trust amongst our customers. Our achievements are testament to our belief. Our broad portfolio and innovative strength will allow us to be well-positioned in our commitment to make important contributions to the health of people in India.

On behalf of my fellow Board Members, I express sincere thanks to all our partners for their unwavering support, to our employees for their continued passion and commitment, and to all our shareholders for your continued trust and confidence.

Warm regards,

**Munir Shaikh**  
Chairman

### REVENUE DISTRIBUTION





10-YEAR FINANCIAL PERFORMANCE

ROUNDING UP A  
DECADE OF IMPACT

(Amounts in ₹ Crores, unless otherwise stated)

	INDIAN GAAP				IND AS®						
OPERATING RESULTS	2012	2014 (15m)	2015	2016	2017	2018	2019	2020	2021	2022	
Revenue From Operations#	1,675	2,309	2,317	2,646	2,939	3,307	3,679	4,093	4,310	4,919	
Other Income	22	49	48	50	57	117	113	114	81	77	
Material Cost	972	1,296	1,313	1,492	1,712	1,905	2,088	2,314	2,391	2,657	
Employee Benefit Expense	206	300	305	341	345	394	436	476	493	579	
Other Expenses	295	445	387	448	484	484	550	545	505	595	
Depreciation and Amortization	19	22	15	14	16	16	17	60	58	66	
Finance Cost	-	-	1	3	2	4	2	9	18	19	
Profit Before Tax and Exceptional Items	205	295	344	398	437	621	699	803	926	1,080	
Exceptional Items	10	-	-	-	-	-	-	-	-	-	
Provision For Taxation	70	97	115	143	160	220	249	210	235	281	
Profit After Tax and Exceptional Items	145	198	229	255	277	401	450	593	691	799	
Earning Per Share - Basic & Diluted (₹)	68.10	93.39	107.75	120.12	130.19	188.81	211.93	279.04	325.04	375.86	
Dividend Per Share (₹)	17.00	23.00	31.00	35.00	40.00	50.00	50.00	107.00	120.00	145.00	
Special Dividend Per Share (₹)	-	-	-	-	-	5.00	15.00	143.00	155.00	130.00	
ASSETS EMPLOYED											
Fixed Assets (Net)	109	100	100	111	116	84	106	271	251	272	
Other Assets (Net)	538	688	837	1,084	1,271	1,609	1,902	2,160	2,351	2,548	
TOTAL ASSETS	647	788	937	1,195	1,387	1,693	2,008	2,431	2,602	2,820	
FINANCED BY											
Share Capital	21	21	21	21	21	21	21	21	21	21	
Other Equity	626	767	916	1,174	1,366	1,672	1,987	2,410	2,581	2,799	
TOTAL EQUITY	647	788	937	1,195	1,387	1,693	2,008	2,431	2,602	2,820	
SHAREHOLDERS	20,826	18,270	19,407	21,250	23,004	22,583	27,559	51,442	87,794	90,567	
EMPLOYEES	2,667	2,766	2,867	2,956	3,083	3,322	3,485	3,551	3,585	3,597	

# Inclusive of Excise duty on sales/ Net of GST  
@The Company transitioned into IND AS from April 1, 2015 hence these numbers are not comparable with previous years.





## MANAGING DIRECTOR'S MESSAGE

# MAKING CONTINUOUS HEADWAY IN ENRICHING THE ECOSYSTEM



### Dear Members,

It's a privilege for me to lead the Abbott India Limited team. We are known for our legacy products, innovative solutions, and patient-centric initiatives across the care continuum. I am excited to further build on this trust and innovation.

FY 2021-22 was yet another great year for us. We have delivered impressive results with 14.1% growth in revenue and 15.6% in net profits over the previous year. The agility of the Company and our ever-evolving business model ensured that we were able to tackle the dynamic environment with minimal disruptions in our production or distribution.

Our focus on entering new therapies will continue and we will bring new and innovative products and offerings to the market. This is critical to our aim to transform healthcare for people in India.

### RESILIENT TO CHANGE

What separates us from the rest is our business model that helps us remain tough and competitive. Our consistent performance is a testament to the fact that we have been able to overcome most of the recent disruptions. Our leadership and unwavering success stems from the strong legacy brands and the robust infrastructure in place.

As the operating environment around us changed, we leveraged on multi-channel engagement and digital tools to ensure that our connect with stakeholders was not affected. Our field force is equipped with e-detailing tools and therefore, communication with healthcare professionals remained seamless.

To ensure that we can leverage channel diversification for effective reach, we have also increased our focus on alternate channels – such as modern trade pharmacy chains, and e-pharmacies. Moving forward, we will continue to pioneer new ways of engaging with all our stakeholders – doctors, patients, distributors and institutions.

### EVER-EVOLVING WAYS

It is a rapidly evolving healthcare environment, and there is a spotlight on the importance of good health. At Abbott India, we have made a choice to move from creating medicines to creating holistic healthcare solutions that address the entire continuum of care. We have brought in synergy in our efforts that concentrate on pill plus offerings, and are leveraging on economies of scale to ensure the very best for our patients. Considerable insights and strategic thought help us bridge the gaps in the care continuum which includes generating awareness. For example, Epilepsy is a much-misunderstood condition, where there are several myths and taboos leading to underdiagnosis and treatment. We spearheaded an innovative messaging and content-led campaign, “E for Epilepsy”, in an endeavor to shift the belief system and bring to light facts about the condition.

Our ‘D Strong Active Life’ campaign launched last year also saw considerable traction and we continued to strongly engage with consumers. Pioneering efforts in the insomnia category saw the launch of the first online, self-screening sleep score tool in India that helps reduce the time taken to consult a doctor for sleep disturbances. We also launched two unique products, PreservGest, which is a micronized progesterone, and Arachitol Gummies, vitamin D and calcium gummies in the multi-speciality medicine portfolio.

Our Vaccine division continued patient education initiatives to ensure patients with comorbidities who are at higher risk for influenza, have adequate relevant information. We look forward to expanding the portfolio beyond the current set of vaccines and target segments.

The Women's Health portfolio, led by the globally trusted Duphaston, weathered competition challenges quite well. The team continues to work on building advocacy with peer-to-peer experience sharing and evidence dissemination. The Tender, Love & Care, patient support program launched last year evolved further, helped the parents-to-be. Our presence in new focused segments such as menopause saw traction for raising awareness in the form of a unique multilingual menopause patient awareness program “Pausetive Talk” through doctors for their patients.

Your Company's strong presence in the Gastrointestinal space was further strengthened with the success of Digeraft. In this portfolio, we also launched a unique pre-probiotic, Florachamp, to help restore gut balance. Our strategies in this portfolio continue to evolve as we ensure that our business plans match the momentum of the growth of our brands.

I am proud to say that our Consumer Health portfolio, led by Digene, has continued its growth trajectory over the last few years. The team has also evolved packaging to

cater to single serve, on-the-go needs and launched Digene and Cremaffin stick packs this year. The metered pain relief spray, Brufen Power spray, launched last year has gained momentum in many markets.

What also makes me happy and #AbbottProud is that along with differentiated campaigns and growing offerings to our patients, we have continued to invest in our people to ensure that they are equipped with relevant capabilities and resources. Our training team has best-in-class learning programs. As we shifted to virtual learning last year, we are now able to provide 100% digitized content.

We remain committed to building a diverse workforce and creating an inclusive working environment for people to excel. In this quest, we have continuously launched initiatives and spearheaded programs that ensure that our efforts are in the right direction. We had over 370 employees joining the Abbott India family last year with a close to ~50% increase in diversity representation.

There has been an increasing focus on ESG parameters across the world. As a part of the global mandate, we endeavor to maximize responsible resource usage and reduce our carbon emission. We have a holistic approach across our initiatives, and efforts are made to curtail adverse environmental impact. We continued our commitment to reducing the gap in accessing quality healthcare. We upheld the highest level of governance measures, ensuring complete transparency and conformance to ethical standards.

### ENRICHING THE QUALITY OF LIFE

Together, we have learnt from the challenges and supported each other to ensure that we delivered as a team. We have achieved a lot in FY 2021-22, even though it was not an easy year. Yet there is much to be done. Our task is to build on the momentum and deliver results. We are focused on helping people and the communities we serve. We are an important player in the area of healthcare, and we must step up even further with this responsibility. Our culture, values, and our one Abbott mindset fostering collaboration, will ensure that we continue to deliver long-term sustainable growth. The scale and diversification of our products and solutions will further help us in this ambition.

I would like to thank our customers and shareholders for the trust they have placed in us. Thank you for your loyalty and support.

We remain Abbott Proud.

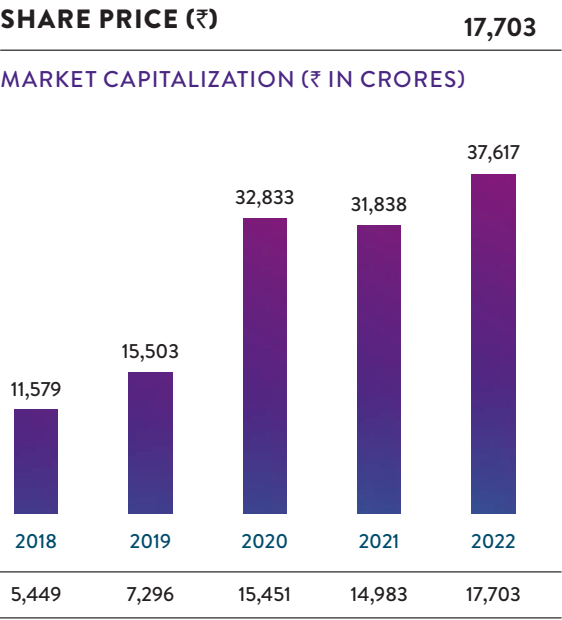
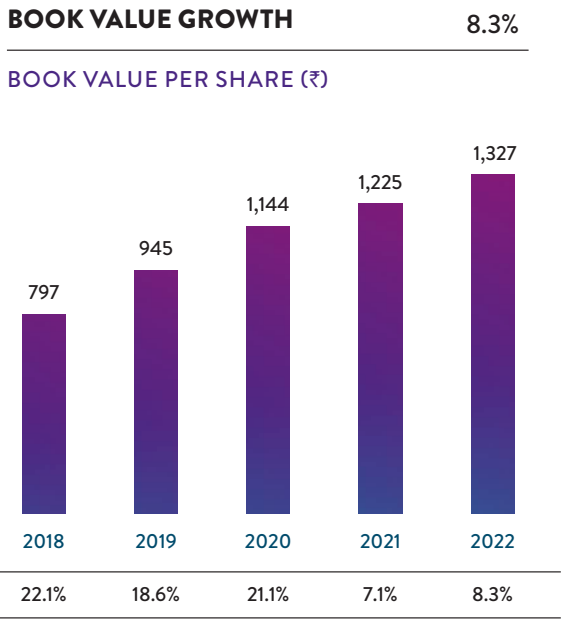
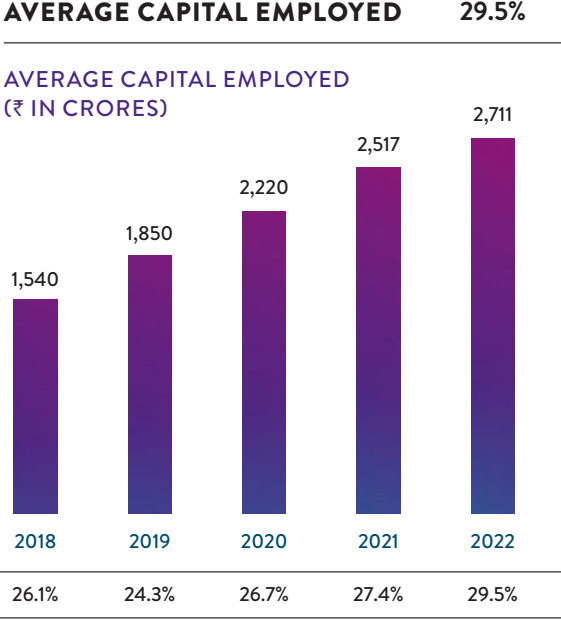
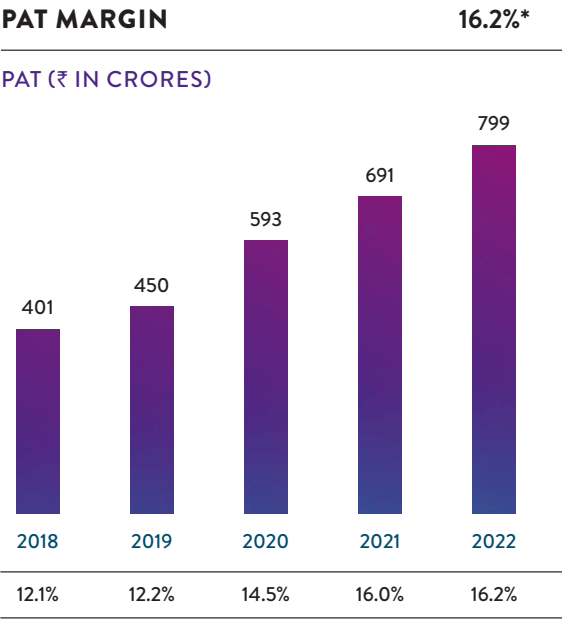
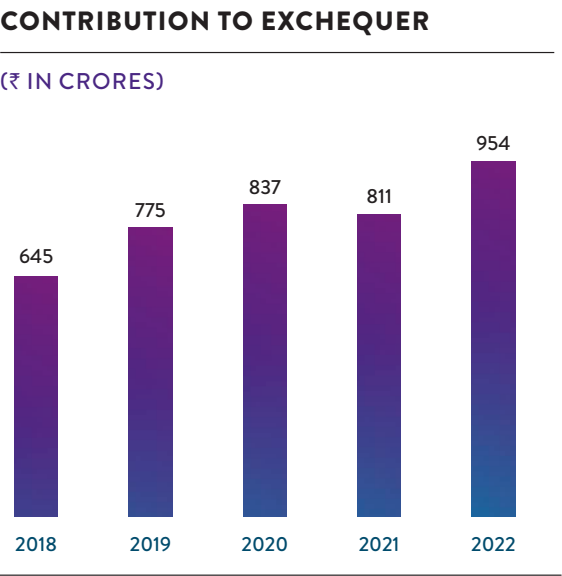
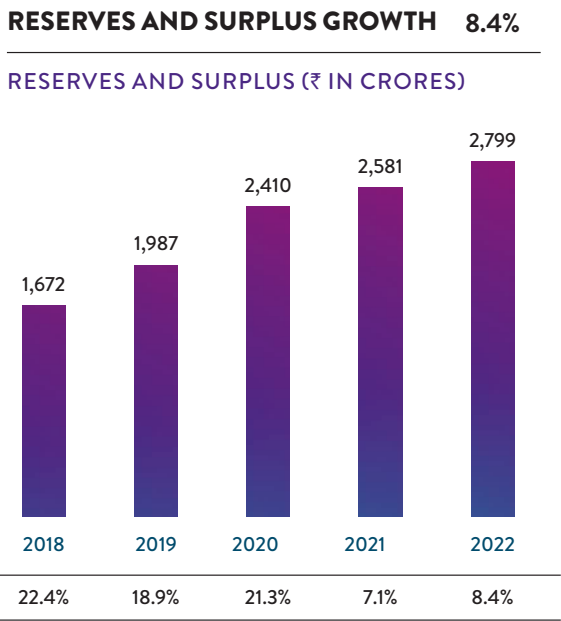
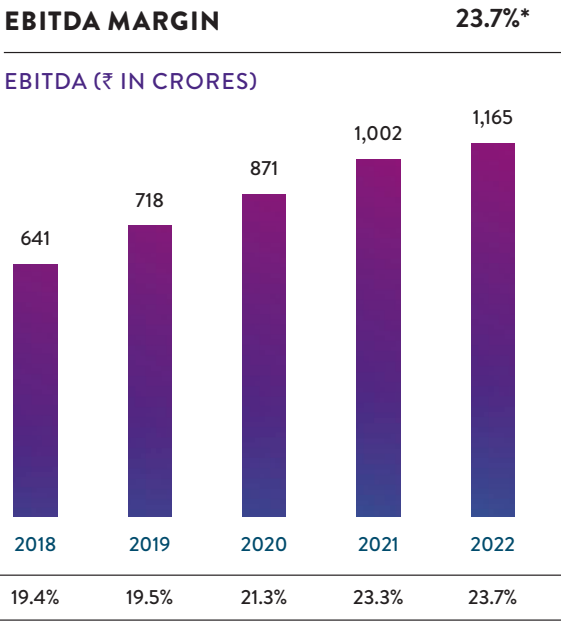
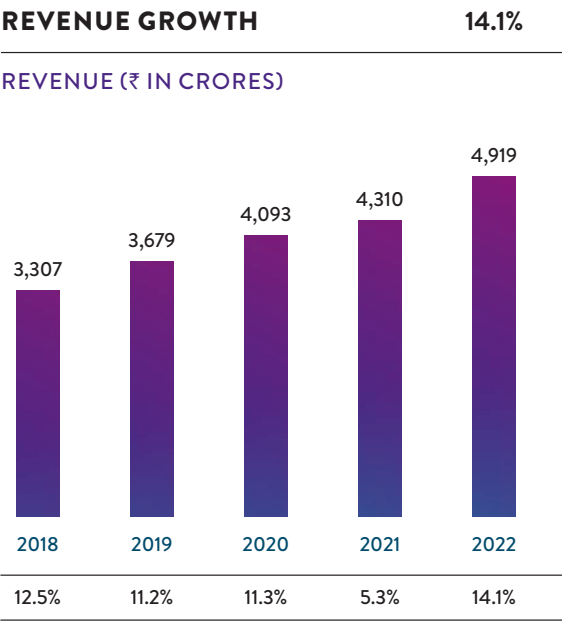
Sincerely,

**Vivek V Kamath**  
Managing Director



KEY PERFORMANCE INDICATORS

DELIVERING WITH  
PROVEN EXPERTISE



\*% To Revenue from Operations



CUSTOMER CENTRICITY

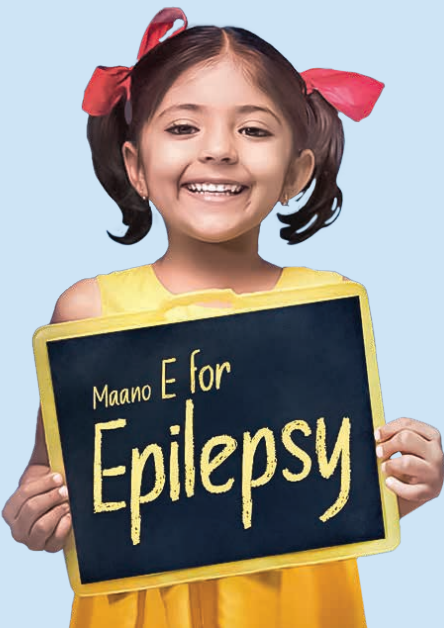
ENRICHING LIVES  
OF OUR PATIENTS THROUGH  
HOLISTIC SOLUTIONS



At Abbott India, our therapy-shaping campaigns are meant to educate and help people make informed decisions, bust myths around conditions and improve access and efficiency. To enhance the marketing efforts and drive better health outcomes, we also rely on real-time data and analytics, along with actionable insights for all our initiatives.

E FOR EPILEPSY

In India, ~1 Crore people with epilepsy are left undiagnosed or untreated. As a condition, people (children and adults alike) feel shy to talk about epilepsy due to the associated social stigma. To transform the outlook and approach towards epilepsy, we launched a unique messaging campaign #EforEpilepsy where we connected with the audience to raise awareness and fight social stigma. The campaign saw a participation of 500+ healthcare professionals via a signature campaign committing to changing the belief system.



INNOVATIVE SOLUTIONS

Our Consumer Health business has been innovating constantly to serve the needs of the people. We launched convenient pocket-sized, easy to carry packs to ensure wider access for our flagship brands Digene and Cremaffin. Multi touchpoint campaigns across TV, digital media and influencers were activated to reach consumers at scale and cascade the information on the science-backed technology and innovation of our products.