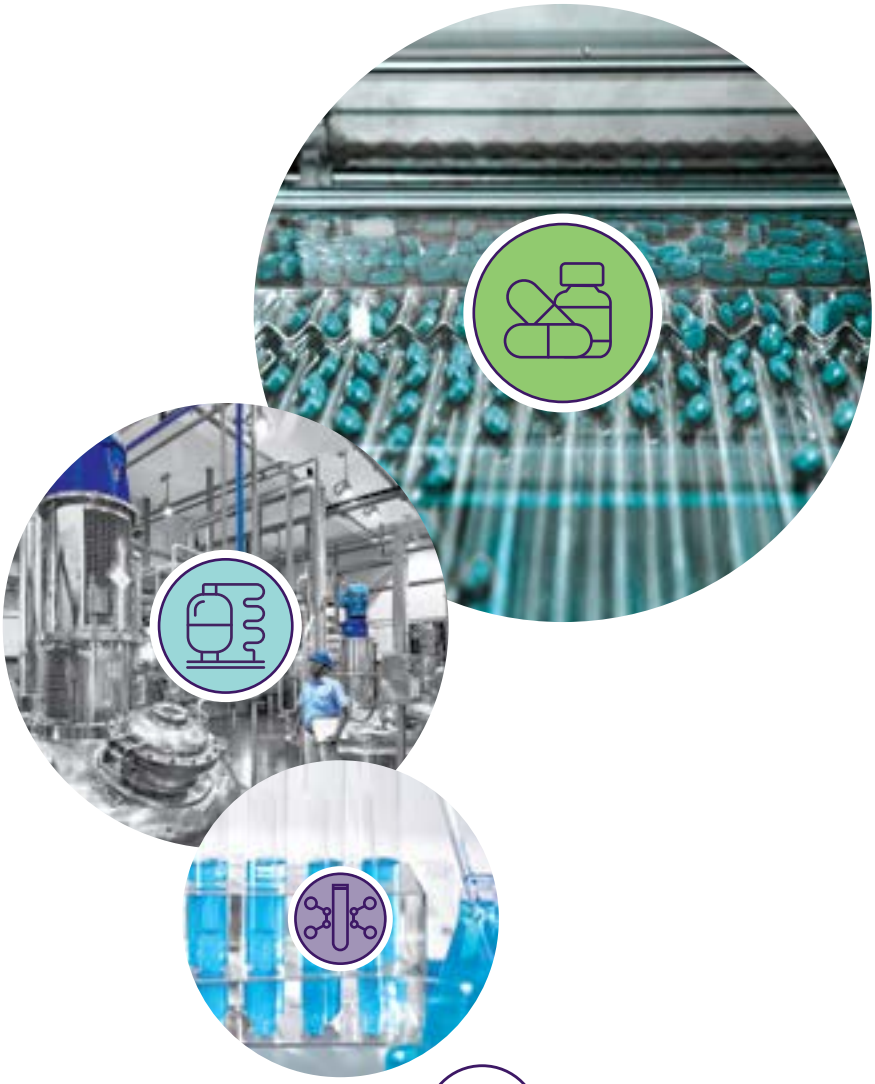
LAURUS Labs
Knowledge . Innovation . Excellence

Laurus Labs Limited
Annual Report
2019-20



Integration Strategy Executed

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Forward-Looking Statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements (written and oral) that we periodically make contains forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried, wherever possible, to identify such statements by using words, such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

Our Strategy Takes Shape

The financial year 2020 marked a decade of our transformation and diversification strategy. From a one-product company in 2010 to an Active Pharmaceutical Ingredients (APIs) company thereafter, we have now emerged as one of India's leading manufacturers of generics APIs for various complex therapies. We are also thriving on growth opportunities in formulation manufacturing, addressing the critical needs of the world's key pharmaceutical markets. Moreover, we are leveraging the high-growth potential in the contract development and manufacturing space through our synthesis business.

Our approach is to identify and invest proactively in state-of-the-art Research & Development (R&D) and manufacturing infrastructure to ramp up supply of critical medications across geographies; with continued emphasis on best-in-class quality and global compliances. The journey from APIs to formulations to synthesis and ingredients businesses is the outcome of our integrated strategy, which we have successfully executed in all these years. Our business lines (Generics APIs, Generics FDFs, Synthesis/ Ingredients) leverage deep synergies and research-driven chemistry skills.

Over the years, the most important enablers of this transformation has been our people, our plants, our products, and our processes, encapsulated as '4Ps'. Now, our overriding focus is to strengthen these strategic enablers to create industry-leading value that endures for the long term. Our 4Ps constitute our ecosystem of operations and help ensure better and faster access to much-needed medications to drive positive health outcomes for all.

2019-20 HIGHLIGHTS (CONSOLIDATED)

Financial

Revenue
₹ 28,317 million
(y-o-y growth of 24%)

EBITDA
₹ 5,695 million
(y-o-y growth of 53%)

Profit After Tax
₹ 2,553 million
(y-o-y growth of 172%)

Operational

Patents Granted
116

R&D Spent
₹ 1,602 million

Products Commercialised since Inception
60+

Social

Employees
3,872

CSR Expenditure
₹ 45.52 million

Dividend Per Share
₹ 2.50
(Face value of ₹ 10)

INTRODUCING LAURUS LABS

Solid Foundation to Fast-track Growth

Laurus Labs is a fast-growing research-driven pharmaceutical company, which operates in three business lines — Generics APIs, Generics Finished Dosage Forms (FDFs) and Synthesis/Ingredients — with globally benchmarked manufacturing capabilities and compliances.

We are one of the leading manufacturers of APIs for Anti-Retrovirals (ARVs), Oncology, Cardiovascular, Anti-Diabetics, Anti-Asthma, and Gastroenterology. One of our fast-growing, high-margin business segments is finished dosage formulations. We develop and manufacture oral solid formulations, provide Contract Research and Manufacturing Services (CRAMS) and Contract Development and Manufacturing Organisation (CDMO) to esteemed global pharmaceutical companies. We also produce specialty ingredients for nutraceuticals, dietary supplements, and cosmeceuticals.

Our strategy is to sharpen focus on products where we enjoy cost leadership to strengthen margins and drive better health outcomes. More importantly, innovation in process chemistry and manufacturing efficiencies remain the distinctive characteristics of our operations.

At Laurus Labs, the road ahead is clear to us and we are making the most of opportunities in formulation manufacturing to serve key markets of North America, Europe and Low Middle-Income Countries (LMIC). Our broad innovation spectrum, manufacturing capabilities, talent pool and clients are our major focus areas. We offer a broad and integrated portfolio of products and services to the global pharmaceutical industry.

We build on our foundation and experience to help our clients reach relevant markets quicker; and contribute towards improving access to quality and affordable healthcare worldwide.

VISION

To become a leading player in offering integrated solutions to global pharmaceutical needs in creating a healthier world.

MISSION

We constantly strive for innovation to enhance quality and to provide affordable integrated pharmaceutical solutions to facilitate wellness and well-being across the globe.

VALUES

Knowledge
Seek to learn constantly to stand out from the crowd

Innovation
Strike out on new paths to go farther

Excellence
Scale new peaks in everything we do

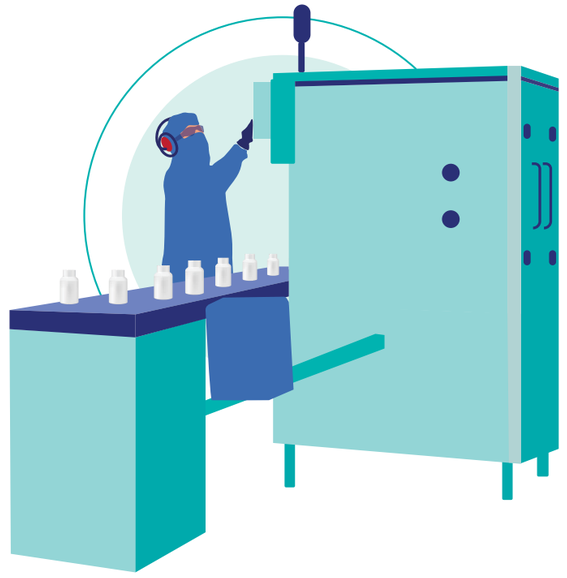
Integrity
Stand up always for what is right

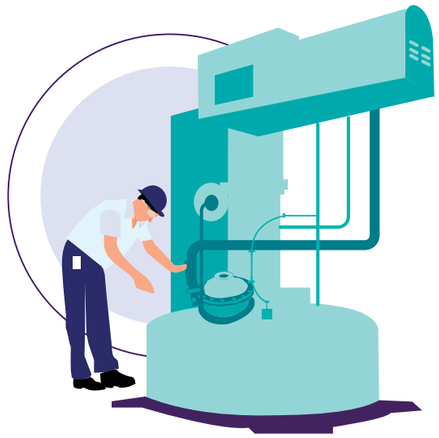
Care
Be diligent, safe and sensible

STRENGTHS DRIVE INTEGRATION

Strong R&D capabilities

We believe that our 'research-first' approach is critical to our success and a strong differentiating factor. Our dedicated R&D team is committed to developing processes and products to create a diverse range of cost-effective medicines.
Our research effort drives our aspiration of becoming a respected, profitable and integrated global pharmaceutical company.





Modern and regulatory compliant manufacturing facilities

We have six manufacturing facilities in Visakhapatnam and a kilo lab facility in Hyderabad, which have received approvals from WHO, US FDA, PMDA, NIP Hungary, KFDA, ANVISA, JAZMP – Slovenia, EU (Germany), COFEPRIS and BfArM.
We adopt uniform manufacturing standards across all our facilities and achieve standardised product quality for all markets.

Long-standing relationships with multi-national pharmaceutical companies

We continue to maintain long-standing relationships with multinational pharmaceutical companies. Key reasons powering these relationships with customers include product quality, regulatory compliant manufacturing and customer relationships.

Experienced promoters and qualified managerial personnel

We are led by qualified and experienced Promoters and efficient managerial personnel, who have extensive knowledge and insight of the global generic pharmaceutical business environment. They also have the expertise and vision to organically scale up the business.
Our core managerial team has an average pharmaceutical industry experience of over two decades and most of them have been associated with the Company since its formative years.

Robust compliance

We have progressively reinforced our compliance with the standards in regulated markets. We continue to strengthen our compliance culture through consistent investments in people, technologies and processes.

INTRODUCING LAURUS LABS CONTD.

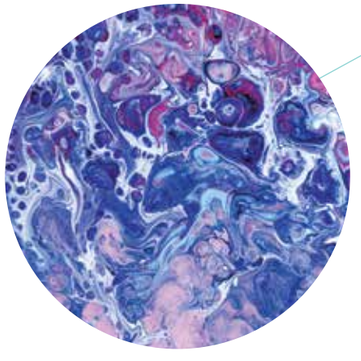
GROWTH VERTICALS - DIVERSIFIED PHARMA COMPANY

Generics APIs

- Working with top 10 large global generic pharma companies
- **Anti-retroviral (ARV)** - Incremental HIV patients added to patient pool will support future revenue growth. Expanding in second line treatment will also add to growth
- **Oncology** - Leadership in select oncology APIs, new products added to support commercial launches on patent expiry. Backward integration completed for a key API
- **Other APIs** - Strong opportunity in other API space on account of diversified products on anti-diabetic, Central Nervous System (CNS) and Proton Pump Inhibitors (PPIs)

Generics FDFs

- Leveraging API synergies for forward integration
- Targeting various high-growth markets like LMIC, US, Canada and Europe
- Therapeutic focus areas remain on key segments of ARV, CVS, CNS, PPI and anti-diabetic
- Currently has 5-billion-unit capacity
- Capacity expansion initiated in the existing Unit 2 building and will be operational by September 2020
- Proposed construction of second formulation block to enhance the capacity to 10 billion units per year expected to be completed by FY 2022



Synthesis/Ingredients

- Focus on supplies of key starting materials, intermediates and APIs for New Chemical Entities (NCEs)
- Completed several projects in various stages from pre-clinical to commercial scale
- Working with large global innovator pharmaceutical companies, mid and small biotech companies
- Ingredients - Leverage process chemistry skills to strengthen presence in nutraceutical and cosmeceutical sectors as they adopt quality standards at par with pharma industry
- Proposed to incorporate a wholly owned subsidiary Laurus Synthesis Pvt. Ltd. to handle this division, going forward

2019-20 KEY FACTS

257
Patents filed

26
Abbreviated New Drug Application (ANDAs)/NDAs

60
Drug Master File (DMFs) filed

200+
Customers served

MANUFACTURING FACILITIES

COMPREHENSIVE CAPABILITIES WITH EXTENSIVE REACH

Built to world-class standards, our manufacturing facilities enable us to produce high-quality and affordable medicines.

Facility (Commencement of operations)	Product and service offerings	Capacity	Approvals received
 **Kilo Lab** 2006 IKP Knowledge Park, Genome Valley, Turkapally	Pre-commercialisation activities for APIs, ingredients, custom synthesis and contract manufacturing	**43 reactors and capacity of 4.3 KL**	USFDA, KFDA and PMDA
 **Unit 1** 2007 Jawaharlal Nehru Pharma City, Vishakhapatnam	API, incudes capacity for ingredients, synthesis and contract manufacturing	**323 reactors with 1,196 KL capacity**	USFDA, WHO-Geneva, NIP – Hungary, KFDA, COFEPRIS, PMDA, ANVISA & JAZMP – Slovenia
 **Unit 2** 2017 APIIC, Atchutapuram, Visakhapatnam (SEZ)	FDF and API	**FDF – 5 billion tablets/capsules API – 12 reactors with 83 KL**	BVG Hamburg Germany, USFDA, WHO – Geneva, JAZMP – Slovenia and various African Countries
 **Unit 3** 2015 Jawaharlal Nehru Pharma City, Vishakhapatnam	API, includes capacity for ingredients, synthesis and contract manufacturing	**230 reactors with 1,737 KL**	USFDA, WHO – Geneva, NIP – Hungary, COFEPRIS, KFDA, ANVISA & JAZMP – Slovenia
 **Unit 4** 2018 APIIC, Atchutapuram, Visakhapatnam	API, includes capacity for ingredients, synthesis and contract manufacturing	**52 reactors with 205 KL**	COFEPRIS – Mexico and USFDA
 **Unit 5** 2017 Jawaharlal Nehru Pharma City, Vishakhapatnam (SEZ)	Dedicated hormone and steroid facility for Aspen	**46 reactors with 125 KL**	
 **Unit 6** 2018 APIIC, Atchutapuram, Visakhapatnam	APIs (largely manufacturing intermediates for captive consumption)	**45 reactors with 265 KL**	USFDA

BUSINESS REVIEW

Delivering with an Optimal Portfolio

	Overview	Product and service offerings	2019-20 Highlights	Filings	Revenue contribution
1  **Generics APIs**	The business comprises the development, manufacture and sale of APIs and advanced intermediates in the ARV, Hepatitis C, oncology, cardiovascular, anti-diabetic, anti-asthmatic, gastroenterology and ophthalmic therapeutic areas	○ ARV ○ Hepatitis C ○ Oncology ○ Anti-diabetic ○ Large volume APIs for cardiovascular, anti-asthmatic, gastroenterology therapeutic areas ○ Small volume APIs for the ophthalmic therapeutic area	○ Capacity expansion completed for Lamivudine ○ Filed 257 patent applications and 116 patent granted as on March 31, 2020 ○ Unit 4 completed its maiden USFDA inspection – EIR received ○ Unit 2 successfully completed USFDA inspection – EIR received	○ Commercialised 60+ products ○ 60 DMFs filed	57%
2  **Generics FDFs**	Developing and manufacturing oral solid formulations. Building on API strengths to forward integrate and become a leading FDF player in the global pharmaceutical market	○ ARVs ○ Anti-diabetic ○ Cardiovascular ○ PPIs ○ CNS	○ Received approval under ERP for TLE400 and TLE600 ○ Dolutegravir Sodium tentative approval by USFDA under PEPFAR ○ Pregabalin launched in July 2019 by our partner, continues to enjoy double-digit market share ○ Unit 2 underwent successful USFDA inspection – received EIR ○ Launched HCQS in US	○ Filed 26 ANDAs with USFDA and 6 final approvals and 5 tentative approvals in addition completed ○ 2 product validation ○ 10 in Canada, 6 in Europe, 8 with WHO, 2 in South Africa, 2 in India and 11 products filed in various Rest of the World (RoW) markets	29%
3  **Synthesis/ Ingredients**	○ Contract development and manufacturing services for global pharmaceutical companies and several later stage projects executed ○ Steroids and hormone manufacturing capability ○ Sale and manufacture of specialty ingredients for use in nutraceuticals, dietary supplements and cosmeceutical products with natural extraction capability	○ Commercial scale contract manufacturing ○ Clinical phase supplies ○ Analytical and research services ○ Nutraceuticals, dietary supplements and cosmeceutical products	○ State-of-the-art cGMP facilities to manufacture NCEs and intermediates ○ Completed several projects in various phases from pre-clinical to commercial, with development and manufacturing ○ New orders from existing CMO partners and business opportunities for manufacturing from several global companies ○ Digoxin API validation completed	○ Commenced commercial supplies from Unit 5 in 2017 ○ Dedicated manufacturing (Unit – 5) capacity (125 KL) for Aspen ○ Set up a dedicated block in Unit 4 for global partner, C2 Pharma	14%

FINANCIAL HIGHLIGHTS

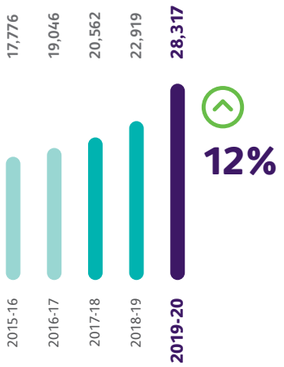
Encouraging Progress

- Increased sales of Formulations in regulated markets
- New molecule launches in the API category
- Sustained high growth in the Synthesis business

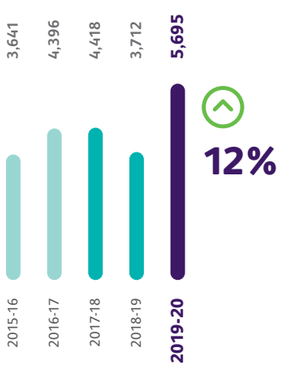
PROFIT AND LOSS METRICS

5-year CAGR

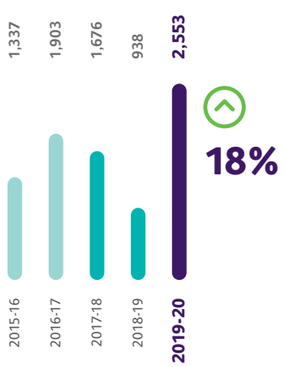
Net Sales (₹ in million)



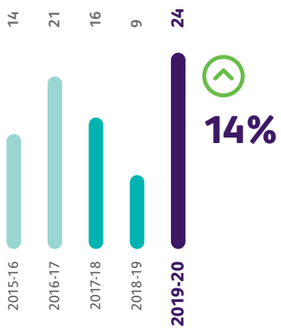
EBITDA (₹ in million)



Net Profit (₹ in million)



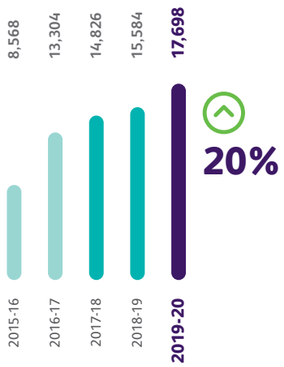
Diluted EPS (₹)



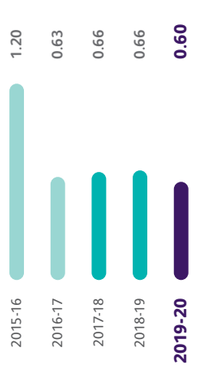
BALANCE SHEET METRICS

5-year CAGR

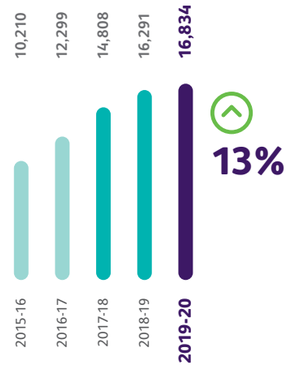
Net Worth (₹ in million)



Debt Equity Ratio (%)

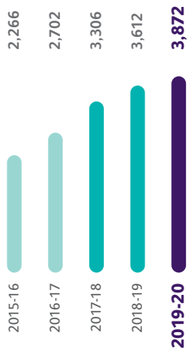


Net Carrying Value (₹ in million)

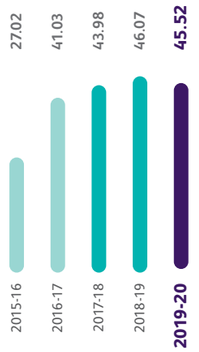


SOCIAL METRICS

Total Workforce (No.)



CSR Spend (₹ in million)



CEO'S MESSAGE

Delivering on Our Commitment

Dear Stakeholders,

I am delighted to share with you my thoughts at the end of what has been a satisfying financial year for Laurus Labs. Amid an uncertain global economic environment and challenging industry dynamics, we continued to perform with resilience. This performance has been supported by our relentless focus on integrating our diverse capabilities and resources, commitment to quality that is at par with global standards, manufacturing excellence and strong supply chain capabilities.

We registered our highest ever revenue, EBITDA and profitability during the reporting year. Our formulations business led by LMIC tender business continues to deliver robust growth, resulting in 30% revenue contribution for the year. Along with the tender business we are also pursuing emerging opportunities in developed markets of North America and Europe. We continue to file 8-10 ANDAs a year as we see many long-term opportunities in the US generics space. On the other hand, our Custom Synthesis business sustained its growth trajectory with higher volumes from the CDMO business.

With higher volumes and introduction of new products, our 'Other API' business segment has registered attractive growth during the year. We do expect this growth rate to continue and improve in the coming quarters. Our integrated strategy is delivering outcomes and we are investing in the future to drive sustainable long-term growth. With the improvement in margins and profitability in 2019-20 and the COVID impact on supply chain petering out soon, we remain highly optimistic of delivering even better performance across parameters, going forward.

As a responsible corporate citizen, we are equally committed to help address the COVID-19 outbreak. We have prioritised the safety of our employees, continued the supply of our medicines to patients, and ensured the health of the communities where we live and work.

Foundation continues to be strong

We have delivered more value from our differentiated market portfolio, successfully launched new products, become a more trusted strategic partner for customers and improved service standards. Also, we have increased capacity utilisation and improved business processes. Besides, we simplified our organisational structure, implementing crucial changes that mean operational decisionmakers, intellectual property and business activities are now more closely located and aligned.

We have reached maximum utilisation levels of our formulation unit and with healthy outlook and order book, we continue to invest further in our FDF infrastructure and also in the development. When it comes to ARV, our degrowth stemmed primarily from lack of clarity on the awards of supplementary tender in South Africa where our key customers are not building up inventory.

Once the tender results are clear, we will be able to improve our ARV sales in the coming quarters. We have completed filing of our second line ARV APIs of Lopinavir and Ritonavir and we expect to do formulation development of second line API as well. In the other API segment, we performed well, the growth was primarily driven by contract manufacturing of APIs to other generic companies. Synthesis business continued to show gains in line with scale up in engagement with Aspen.

Our consolidated revenues stood at ₹ 28,317 million in 2019-20, against ₹ 22,919 million in 2018-19. We have once again demonstrated excellence in our operational efficiencies. Our EBIDTA grew by 53% to ₹ 5,695 million, vis-à-vis ₹ 3,712 million in the previous year. Our PAT grew by 172% to ₹ 2,553 million in 2019-20. For the year ending March 2020, we declared an interim dividend of 15% amounting to ₹ 1.5 per share. Our asset utilisation rates have improved with Unit 2 running at near full capacity. With attractive business opportunities and healthy order book for 2020-21, we continue to invest in our FDF infrastructure. At the same time, we remain confident of achieving positive free cash flow status from 2020-21 onwards.

"We are confident that our integrated capabilities and execution brilliance will continue to drive our brand prominence globally."

Broad stakeholder engagement

We are committed to engaging with our stakeholders, including shareholders, patients, healthcare professionals, customers, suppliers, regulators and the communities in which we operate. Continuous engagement with a broad fraternity of stakeholders informs our day-to-day commercial and operational decisions, as well as our long-term investments in our business and our people. This helps fulfil our commitment to operate as a high-quality, reliable source of essential medicines.

Sustainable for good reasons

During the year, we continued to strengthen our Environment, Social and Governance (ESG) performance. On the environment front, we are working towards reducing our carbon footprint, plastic use and optimising the use of water in our manufacturing facilities. On the community front, we are extending need-based interventions in our focus areas and stepping up our COVID relief measures to the disadvantaged sections. You can read more about those initiatives in other sections of the Report.

A sustainable and fast-growing enterprise like ours moves on the knowledge, innovation, and commitment of the talent pool. During the year, we undertook several employee training and development initiatives to upskill our workforce to stay ahead in the markets in which we operate.

Execution with research-first approach

We are reinforcing our R&D backbone through prudent investments to ensure a sustainable pipeline of new products and services, to which our customers can have easy access. Also, our emphasis on automation and quality control ensured a good compliance track record.

Across our manufacturing sites, we set up quality systems that encompass all areas of business processes, including supply chain, product delivery, quality, efficiency and safety of products. We are committed to working closely with our suppliers and making far-reaching changes across our value chain by encouraging our business partners, suppliers, and contractors to adopt responsible and sustainable practices.

The challenges that we are facing owing to the unprecedented health emergency and consequent cessation of economic activity will be temporary and can impact a couple of quarters, going forward. However, we are confident that our integrated capabilities and execution brilliance will continue to drive our brand prominence globally. I am confident I will have more interesting developments to share in my next letter to you.

I am thankful to our customers, employees, investors, regulators and all other stakeholders for their vision and guidance. Wishing you all a safe and prosperous future.

Regards,

Dr. C. Satyanarayana
Chief Executive Officer

BUSINESS MODEL

The Principles Shaping Our Business

OUR INPUTS

Financial
Investment in R&D and manufacturing facilities enables us to expand our product portfolio, technical capabilities, geographic reach and manufacturing capacity.

Knowhow and intellectual capital
Laurus Lab's competitive advantage is its research expertise, driven by science-based insight and contemporary technologies.

We use our industry-leading capabilities across our sectors to create sustainable solutions. We own patents covering our science, technology and processes.

Relationships
Strong relationships with regulators and health authorities across all our markets, and successful collaborations with industry partners enable us to achieve our growth objectives.

Natural resources
We source raw materials responsibly and use them as efficiently as possible.

Capabilities
We have extensive manufacturing capabilities across global markets, focused on operational excellence and efficiency.

People
We have a highly skilled, diverse and effective workforce. Through continuous training of our people and by hiring relevant industry talent, we try to stay ahead of the curve.

OUR ACTIVITIES

1. Quality manufacturing
2. Broad R&D capabilities
3. Experienced sales and marketing team
4. Strong partnerships
5. Dedicated employees
6. Decasdes-rich experience with exposure to global markets

OUTPUTS

Patient benefits
- High quality, affordable medicines
- Innovative in-licensed products
- Products tailored to patient needs

Investors
Maintaining a strong balance sheet by ensuring focused R&D investment and a pipeline delivery to target long-term growth

People
Creating a dynamic and rewarding place to work with clear development opportunities

Partners
Scientific and operational excellence and a broad range of technologies and capabilities to support the development of medicines that treat complex diseases

Environment and local communities
Focused on managing carbon footprint, offering quality employment opportunities and better health outcomes

OUTCOMES

Sales growth
24% y-o-y

EBITDA Margin
20%

ROCE
14%

Technology leadership through R&D investment
₹ 1,602 million

Lost Time Injury Frequency Rate (LTIFR)
0

Operational carbon footprint (Direct)
361

Operational carbon footprint (In-direct)
1,21,208

Total financial value created
₹ 7,326 million

Distributed among:
- Employees - ₹ 3,449 million
- Providers of capital - ₹ 1,216 million
- Taxes - ₹ 449 million
- CSR - ₹ 46 million
- Retained - ₹ 2,166 million

STRATEGIC FOCUS AREAS

Clear Roadmap for Better Outcomes

Strategic Focus Areas	1  Leverage API cost advantage for forward integration into generic FDF	2  Develop synthesis business	3  Capitalise on leadership position in APIs in select high-growth therapeutic areas	4  Expand API portfolio in other key therapeutic areas	5  ESG integration
Key enablers	○ ARV tender business from LMIC remains at the forefront of our formulations strategy ○ Higher capacity, ANDA pipeline build-up for the US market	○ Sizeable revenue generating from Unit 5 from Aspen ○ Leverage process chemistry skills to strengthen presence in nutraceutical and cosmeceutical sectors as they adopt quality standards at par with pharma industry	○ Increase in HIV patient population with revised WHO guidelines ○ New opportunities in second-line therapies ○ Backward integration completed for few APIs	○ New products added to support commercial launches on patient expiry ○ Leverage process chemistry skills to expand API portfolio in other therapeutic areas ○ Opportunity on offer with global supply disruptions in the market	○ Committed to minimising health and safety risks ○ Development of highly skilled workforce ○ Conduct business according to highest ethical and regulatory standards
Progress made during the year	○ Participation via global fund tenders, PEPFAR, WHO, various African in-country tenders ○ Pregabalin launched in the US by our partner with good market share ○ Entered into a long-term partnership with a leading generic player in EU region for contract manufacturing opportunities	○ Completed several projects in various stages from pre-clinical to commercial with development and manufacturing ○ Working with large global innovator pharmaceutical companies, mid and small biotech companies ○ Initiation of integrated service offering	○ Maintained leadership in current product portfolio ○ Launched new first line products – Lamivudine and Dolutegravir ○ Supply of APIs to EU and North America	○ Strengthened global leadership in current portfolio ○ Products commercialised for contract manufacturing with EU customer	○ Transformed our culture to ensure people can fully apply their talent and energy ○ Strive to build trust with society through our efforts to operate with integrity, and find new ways to expand patients' access to our medicines ○ Integrated approach to enterprise risk management and embedded principle-based decision-making framework throughout business activities
Outlook	Executing large-sized opportunities from tenders	Scale up the business in association with Aspen	API business to deliver volume growth in key ARV segments	Other therapeutic areas, including oncology to offer consistent opportunities to broaden scope	Aspire to be a leader on environmental, social and governance topics and build trust with society

OPERATING ENVIRONMENT

Adapting to Market Dynamics

The pharma landscape is seeing strategic shifts that are likely to entail long-term implications. Here are some key trends that will help us take advantage of opportunities and minimise business risks.

Shifting demographics

Life expectancy is on the rise. According to the United Nations' projections, the world's population is expected to increase by 2 billion people by 2050, with the number of people aged 65 or over expected to more than double. This shift in demographic trends is contributing to an increase in non-communicable diseases, driving higher demand for healthcare.

Evolving regulatory environment

The global pharmaceutical industry is heavily regulated to ensure the development of high-quality medicines that comply with stringent levels of safety, efficacy and quality. Although there is a continuous process of harmonisation, the regulatory requirements for product development, manufacturing and distribution vary significantly in countries around the world.

Growing importance of advanced analytics

The use of Advanced Analytics (AA) is driving growth and productivity across the pharmaceutical value chain including R&D, manufacturing, quality assurance, supply chain, sales, among others.

To increase operational efficiency and deliver business and scientific insights across R&D, manufacturing, and commercial operations, pharmaceutical companies are increasingly using cloud technology. This trend augurs well for the industry for better health outcomes.

Cross-industry and enterprise collaborations

With market changes pointing towards a strategic focus on deal-making and external innovation, cross-industry and cross-enterprise collaboration – particularly in R&D – is becoming the new normal operating model. For the future progress, pharmaceutical companies must easily modify and scale with a platform that supports modernised integrations. A full view into supply chain and manufacturing allows for smooth internal and external collaborations that support cross-team and cross-industry partnerships.

Pricing and access

Increasing demand for healthcare, partially led by demographic change, continues to put pressure on government and payer budgets. This is impacting both developing and developed markets, where both public and privately funded organisations are looking for ways to address the concern of affordability of medicines.

The rise in new treatments will generate interest in innovative forms of drug delivery

The major trend of new biological treatments is certainly going to continue into 2020. These will be focused on major and severe disease states and challenges of delivery of these complex molecules/ systems will hinder progress. With the increasing demand for higher health standards across populations, there is likely to be a growing awareness that the treatment of moderate conditions using more conservative patient-centric dosages will remain an attractive market.

LAURUS APPROACH

The global pharmaceutical industry is at an inflection point where it must address certain inherent challenges to leverage future opportunities. To cope with the ever-changing business landscape, companies are re-evaluating business models to establish superior variants. Our strategy is designed to respond to this changing environment with speed in order to bring differentiated, high-quality and crucial medicines to global markets.