



Six decades 
of commitment to healthcare





PFIZER LIMITED
SIXTY YEARS





60 years of *Pfizer* in India



In **1950**, when our country was about to become a republic, one Company took birth with a pledge to building a healthier India. That Company was **Pfizer**. For the past 60 years, it has grown from strength to strength, surpassing many milestones, steadfast in its dedication to healthcare, to improve patient outcomes and increase health awareness among people.

On November 21, 2010, Pfizer ushered in its 60th year of presence in India. We have entered a momentous year and to celebrate our achievements in retrospect, we track the various milestones that we crossed in these six decades and bring out memories that depict the rich and diverse history of a Company that cares.





1950s



Establishing the Foundation

It all began when Pfizer set up its first plant at Darukhana in the heart of Bombay, now Mumbai. Commissioned in 1952, the plant was the base on which the Company's manufacturing edifice was built. Along this decade, Pfizer acquired a controlling interest in Dumex.

Even in those times, science was the growth driver for Pfizer. Your Company also set up an independent R & D Laboratory in the Darukhana Plant. The year 1956 saw the commissioning of our manufacturing plant to produce anti-tuberculosis drug "Isoniazid" from basic stages.

The Company also entered the competitive space of infant nutrition during those times and soon became a household name all over India.



1960s

Growth and Development

The 60s propelled the Company forward. Pfizer took the initiative of establishing the first ever fermentation plant in the country to undertake basic manufacture of broad spectrum antibiotics – Oxytetracycline and Tetracycline. This wasn't enough. In quick succession, the Company set up a new plant for the basic manufacture of Para-Amino-Salicylic Acid, an important drug used in the treatment of tuberculosis. This was a major milestone in fulfilling its objective of manufacturing and supplying high quality products for the people of India.

The Company saw an unmet need and an untapped potential in the veterinary market in India. Pfizer introduced veterinary medicines and animal health products and a full-fledged division was set up for promotion and marketing of these products. Other highlights of this decade was that Chandigarh plant went into full scale operation. This decade also saw the birth of Corex, which continues to be a top performer for Pfizer even today.

The 60s also saw Pfizer venturing into manufacture Diabnese from a basic stage in India. Diabnese was used in the treatment of Diabetes.

Research and Development besides quality control was the focus of this decade. Pfizer's new manufacturing, research and quality control facilities, located at the new 75 acre plot on Thane-Belapur Road was one of the most state-of-the-art of its kind in India at that time which housed facilities for production, quality control and R&D under one roof.





1970s

Responsible Corporate Citizen

Pfizer became a Public Limited Company in this decade. Your Company grew in revenue and built a name as a pharmaceutical company committed to India.

Pfizer was given the "National Safety Award" by the Central Government. The Company also received the highest award in export performance for drugs and pharmaceuticals for the year 1972-73. Exemplifying impeccable standards of safety and security of its work force, the Thane plant completed a record breaking 300 days of accident free performance or nearly 2 million safe man hours.

Exercising its Corporate Social Responsibility, the Company provided in the first instance, nutritional and animal health products, and worked with various institutions for relief activities during the severe 1973 drought in Maharashtra. The assistance also consisted of five relief ambulance vans and a fully equipped mobile diagnostic unit.

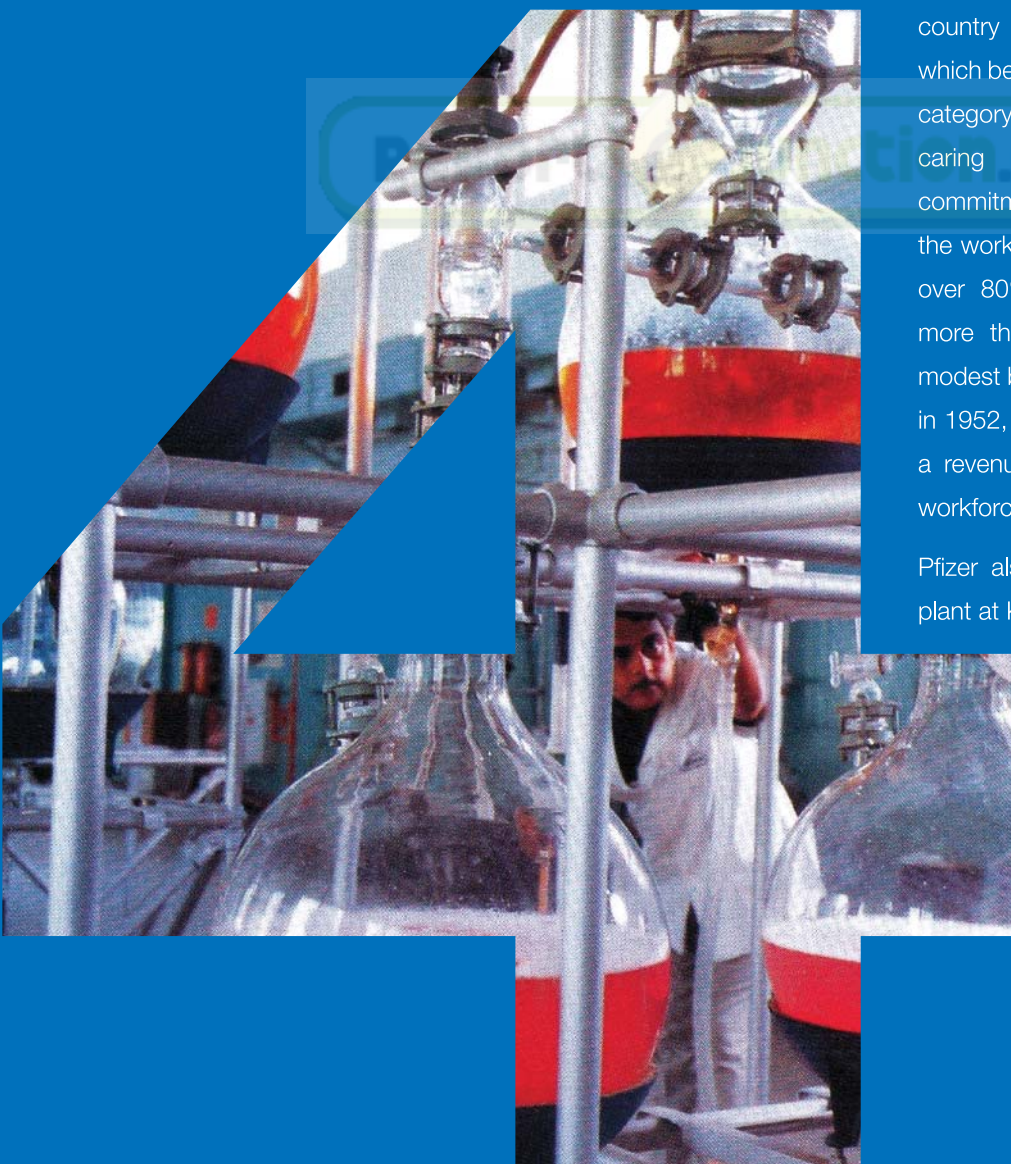


1980s

Rise in Market Equity and Revenue

The non-steroid anti-inflammatory market in the country changed with the launch of Dolonex which became and continues to be a leader in its category today. Pfizer also built a reputation for caring for its employees. Showing their commitment to Pfizer values and as a proof of the work culture and work satisfaction at Pfizer, over 80% of the employees had completed more than 20 years in the Company. From modest beginnings with net sales of Rs 12 lakhs in 1952, Pfizer marched ahead in the '80s with a revenue of Rs.8237 Lakhs in 1988 and a workforce of over 2000 employees.

Pfizer also commenced its new basics drugs plant at Kalyani in West Bengal.





1990s

Further Growth and Better Health

The 90s saw Pfizer scale up the ranks in the Industry. The Company ranked as the most respected pharmaceutical company in India. It was positioned 13th among pharmaceutical Companies in India, taking a giant leap from its previous 34th position.

The decade also saw a launch of Minipress XL, setting an example and becoming the most successful in the antihypertensive category and eight brands of Pfizer feature in the top 250 pharmaceutical brands in the country. Amloguard was introduced in India and Becosules Z was launched making the brand equity of the Company stronger.

Clinical research activity started in India. Pfizer was the first pharmaceutical Company to do so in India.

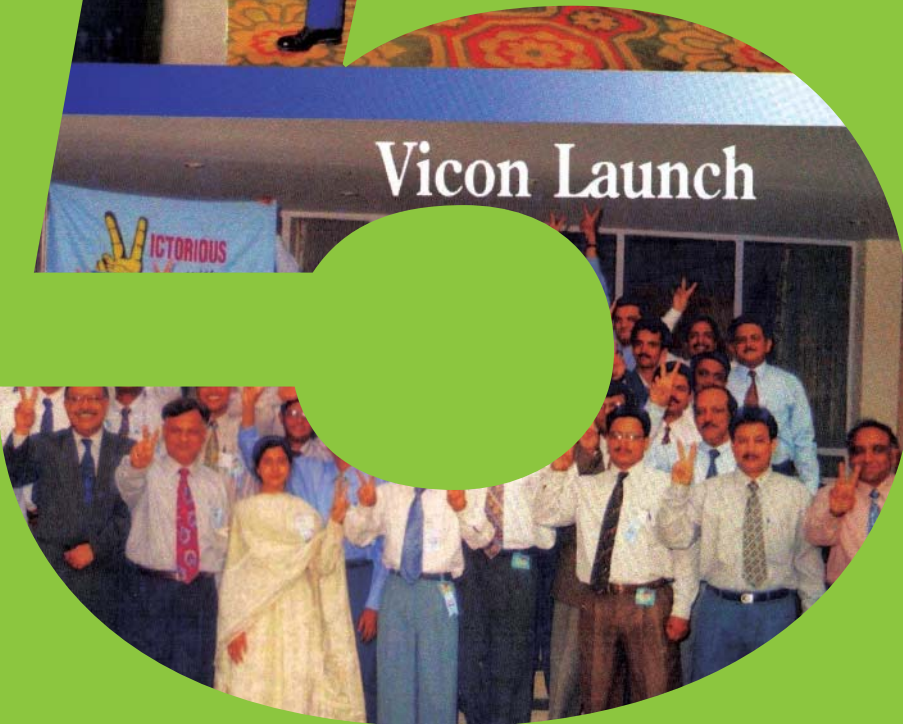
Pfizer published the first ever Indian Manual of Rheumatology in partnership with the India Rheumatism Association.

Corporate Social Responsibility again took a front seat. The Company provided community service through an NGO that did humanitarian work in Orissa after the state was hit by a cyclone. It also contributed funds to the Gujarat earthquake victims.

To fortify its animal care division, Pfizer acquired the animal healthcare operations of SmithKline Beecham.



Vicon Launch





2000s Accolades and Launches

The turn of the century had much to celebrate for Pfizer.

The legal merger between Pfizer and Parke-Davis and Pharmacia were completed.

The new century was also a time for public recognition of Pfizer. The Company was awarded Golden Peacock Innovative Service Award for its innovative initiative Prime MD Today (Daxid) and was ranked #1 among multinationals and #3 among all pharmaceuticals, in the Business World survey.

Becosules collects several awards - Reader's Digest Trusted Brand Asia - Gold Award 2007' in the vitamin and health supplement category and Frost & Sullivan Brand Strategy Leadership Award for Becosules in the Indian Dietary Supplement Market.

Pfizer embarked on a rural healthcare program called "Arpana Mother And Child Rural Healthcare" program in India. The program received the Community Engagement Award at the Asia Responsible Entrepreneurship Award 2010. Pfizer was rated as one of India's most socially responsive Companies and was awarded by FICCI-Socio Economic Development Foundation for Social Responsiveness.

Kewal Handa, then CFO received the 'India CFO 2004 -Excellence in Finance in an MNC' by International Market - Assessment Group. As Managing Director, he was awarded the Bharat Shiromani award for outstanding contribution to the pharmaceutical industry. He also received the Pharmaceutical Professional of the Year Award.

In addition to the launch of Viagra, the decade also witnessed the launch of patented product namely Champix, a revolutionary smoking cessation medicine. Your Company also made its entry into branded value offerings (BVOs) and has launched over seven products.

Pfizer launched India's first 'Speaking Book' in Hindi, English and Telugu. With simple illustrations, the speaking book explains how clinical trials are conducted, showcasing our commitment to high standards in clinical trials.

And the journey goes on to this day. With dreams taking another wing, with ambitions knowing no bounds, all with one idea in mind - To make the lives of people healthier.

Dear Members,

We are 60 years old and we are at your service!

60 years ago as your Company commenced its operations in India; it had one aspiration - creating a healthy India. A vision that has sustained it through six decades and has made it what we are today.

Like Incredible India, your Company is a diverse organization, which has through the sixty years, absorbed the best culture and values of the merged organizations. As we stand rooted in our legendary past, determined to take the leap into the future – our paths for success is carved out. I can proudly say that your Company has the best of the old and new that will help make this vision a reality.

We stand here and proudly so, because of the relentless hard work of Pfizer colleagues through the last six decades to overcome hurdles and inch slowly but steadily towards our goals. Today, I can confidently say that your Company is best positioned to offer the strength and depth of healthcare solutions that will help improve the quality of life for Indians across the country.

Report

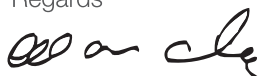
Your Company wants to be a partner in India's healthcare development and we truly believe that our commitment to research and development, education and outreach on chronic disease prevention and treatment, and patient assistance will lead to a healthier India.

We certainly face a huge challenge in addressing India's diverse healthcare needs. But, we strongly believe that by working together, and with our depth of resources, products and talent, we can meet that challenge and succeed.

We live in an age of where rapid changes are transforming India's healthcare arena and we are already at the next stage where the future takes shape for Pfizer India for the next decade.

Your Company has 60 glorious years of experience and success and I look forward to your support to continue this legacy of Pfizer shining bright for several generations to come.

Regards



Kewal Handa

Managing Director
Pfizer Limited

