

# BE THE

# NEW



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ANNUAL  
REPORT  
2021-22

# OUR BOOK OF INNOVATIONS

## 01 | CORPORATE OVERVIEW

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Be the new .....	04
Being the new for a healthier India .....	06
Being the new for our customers and patients .....	08
Our promise to patients .....	14
Being the new for communities .....	16
Being the new with top products .....	28
Innovating with experience and expertise .....	30
From the MD's desk .....	34
Innovating for performance .....	36
10-Year Financial Highlights .....	37

## 02 | STATUTORY REPORTS

---

Notice .....	39
Board's Report including Management Discussion and Analysis .....	53
Corporate Governance Report .....	88
Business Responsibility Report .....	105

## 03 | FINANCIAL STATEMENTS

---

Independent Auditor's Report .....	114
Balance Sheet .....	126
Statement of Profit and Loss .....	127
Statement of Cash Flows .....	128
Statement of Changes in Equity .....	130
Notes to the Financial Statements .....	131

# PFIZER INC

One of the world's premier biopharmaceutical companies

**USD 81.3 billion**

Revenue in 2021

**>125 countries**

Where Pfizer  
products are sold

**39**

Manufacturing  
units worldwide

**~79,000**

Employees

**~1.4 billion**

Patients reached  
with our innovative  
medicines and vaccines

**>3 billion doses**

Of the Pfizer-BioNTech  
COVID-19 vaccine  
produced in 2021

All numbers are as of  
December 31, 2021

# BE THE NEW



Scientific exploration and responsible entrepreneurship are central to what we do. And everything we do is driven by our curiosity, focussed on innovation and our commitment to join forces with the government and public health systems to advance progress in detection, treatment and management of diseases.

Together, we are committed to the transformative power of science.

**We are innovating across every function of Pfizer.**

**We are transforming.**

**We are adopting 'the new' and being 'the new'.**



## HERE IS WHERE IT ALL BEGAN

In 2018, Pfizer Inc rolled out its new purpose: **Breakthroughs That Change Patients' Lives, bold move and big ideas**

### Bold moves



**Unleash the power of our people**

1



**Deliver first-in-class science**

2



**Transform our go-to-market model**

3



**Win the digital race in pharma**

4



**Lead the conversation**

5

### Big ideas

#### 1.1

Create room for meaningful work

#### 1.2

Recognise both leadership and performance

#### 1.3

Make Pfizer an amazing workplace for all

#### 2.1

Source the best science in the world

#### 2.2

Double our innovation success rate

#### 2.3

Bring medicines to the world faster

#### 3.1

Improve access through new payer partnerships

#### 3.2

Address the patient affordability challenge

#### 3.3

Transform the way we engage patients and physicians

#### 4.1

Digitise drug discovery and development

#### 4.2

Enhance health outcomes and patient experience

#### 4.3

Make our work faster and easier

#### 5.1

Be known as the most patient-centric company

#### 5.2

Drive pro-innovation/pro-patient policies

#### 5.3

Focus the narrative on the value of our science

## HERE IS WHERE WE ARE TODAY

**INR 2,530 crore**

Revenue

▲ 15.5%

**INR 613 crore**

PAT

▲ 23.1%

**INR 836 crore**

EBITDA

▲ 17.4%

**150 products**

Across

**15 therapeutic areas**

**~ 314 million patients**

Benefitted from our innovative and established products

**>150k doctors,**

**6300 stockists**

Reached

**~3.36 billion tablets**

Produced annually in our modern award-winning manufacturing facility in Goa

**20 CFAs** and **17 contract**

**manufacturing**

**facilities** across India



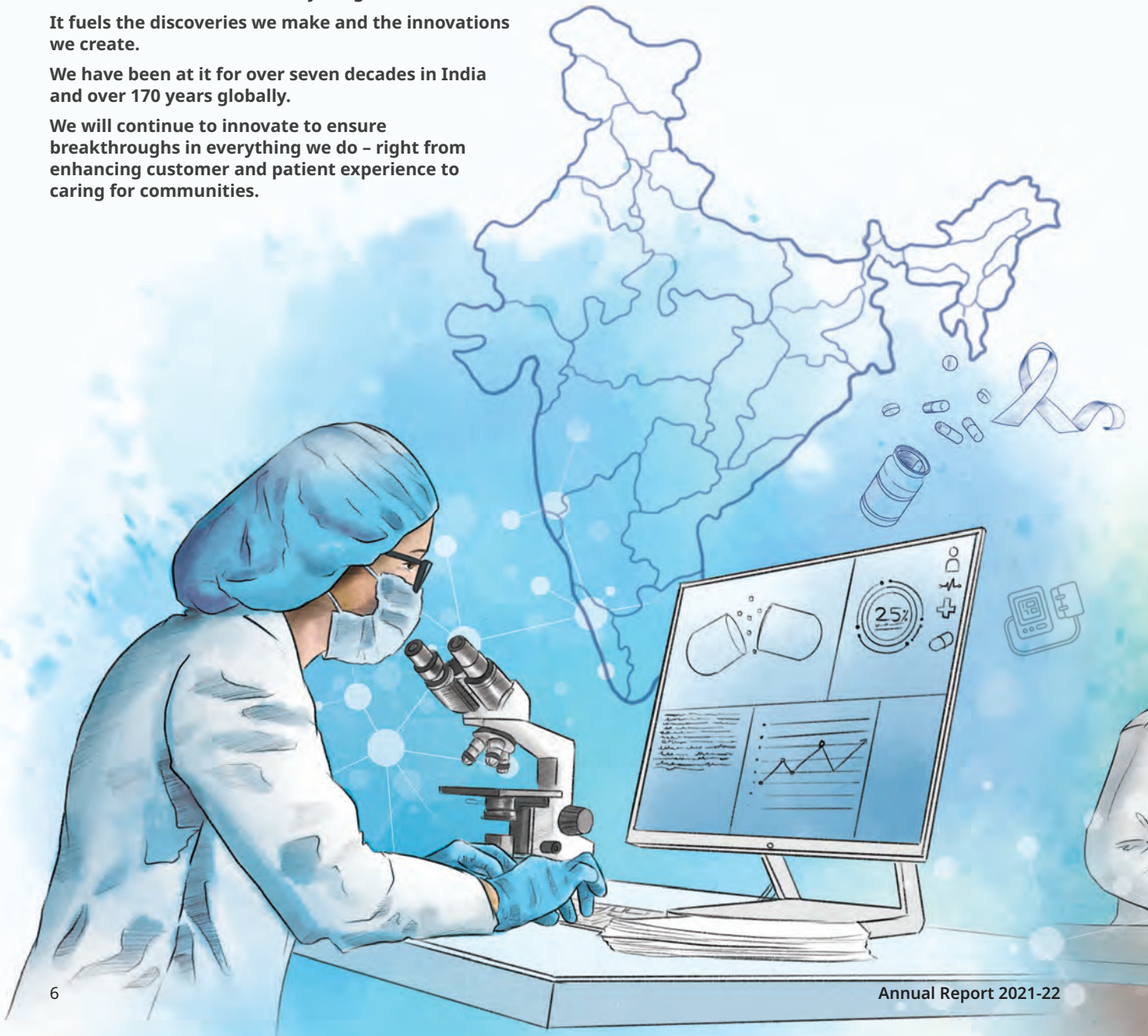
# BEING THE NEW FOR A HEALTHIER INDIA

Science is at the heart of everything we do at Pfizer.

It fuels the discoveries we make and the innovations we create.

We have been at it for over seven decades in India and over 170 years globally.

We will continue to innovate to ensure breakthroughs in everything we do – right from enhancing customer and patient experience to caring for communities.



# BREAKTHROUGHS IN EVERYTHING WE DO

At Pfizer, our pursuit of delivering breakthroughs shapes our strategy, defines our purpose and governs every facet of our operations. We innovate today, for what patients would need tomorrow. We are constantly innovating, we are **'Being the New'**.

## Being the new for our customers and patients

Healthcare needs are evolving, science is becoming more complex and digital disruptions are redefining the engagement between pharma, physician and patient. Aligning with these changes, Pfizer is on a journey to transform the customer experience to support its breakthrough science.

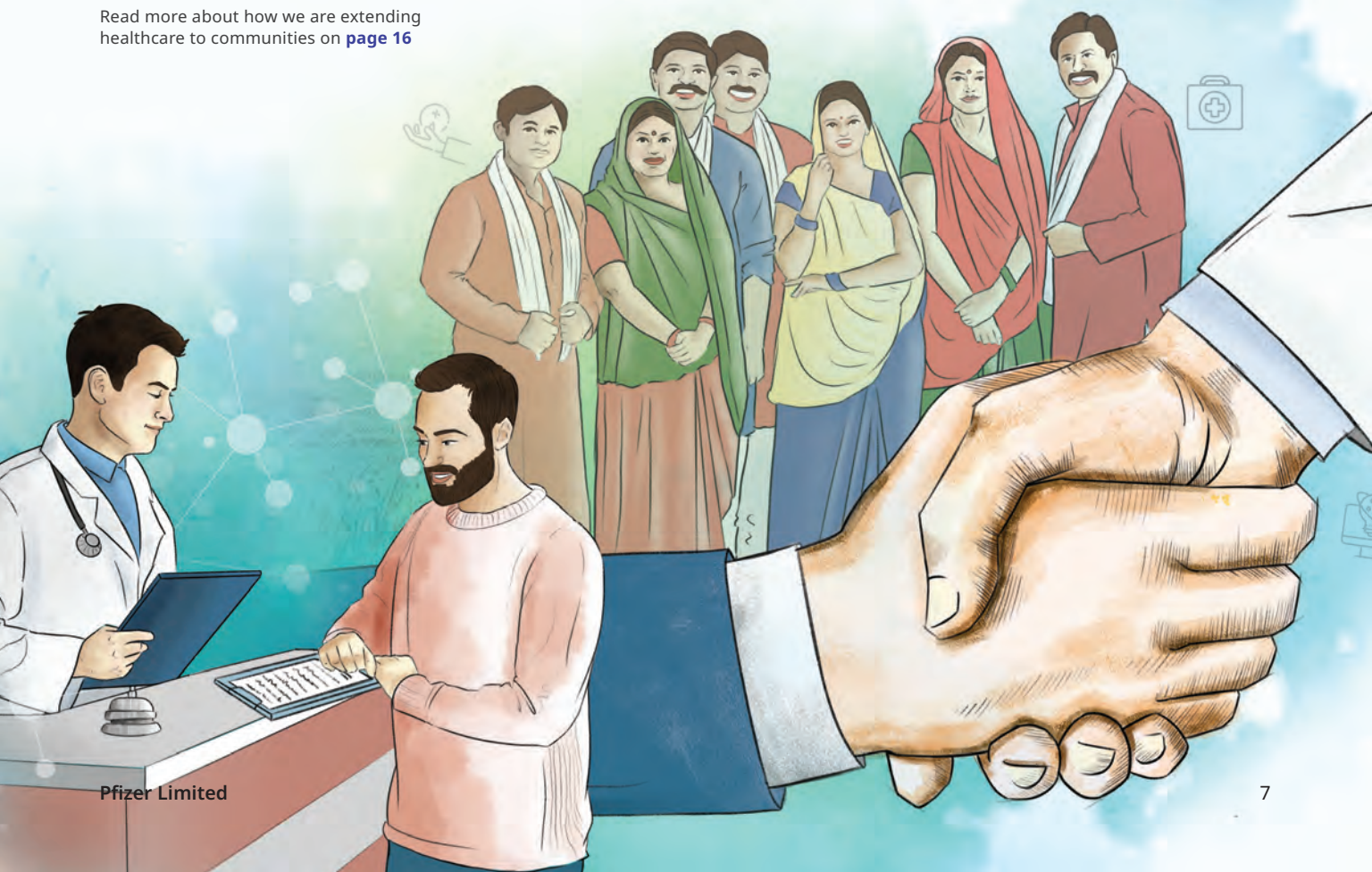
Read more about how we are enhancing customer experiences on [page 8](#)

## Being the new for communities

We play a strong role in ensuring science advances healthcare for every Indian and our products are accessible to all those in need. We are passionate about healthcare innovation and are committed to our dream of a disease-free India. We are, thus, empowering start-ups leverage their technical knowledge and help them commercialise and market their products.

We are also working tirelessly to spread awareness in the areas of anti-microbial resistance, training nurses on infection prevention and control, offering cancer-support services to patients and working towards transforming the lives of people.

Read more about how we are extending healthcare to communities on [page 16](#)





# BEING THE NEW FOR OUR CUSTOMERS AND PATIENTS

Since 1950, we have been focussed on bringing together our expertise in science with a human touch of patient-centric care for a truly revolutionary way of working. And digital has been at the core of this journey.

Today, with the rising power and demand for digital, we are progressing on our journey and leveraging the rising role of digital in healthcare.

We are transforming the experience we provide to Healthcare Professionals (HCPs), patients, stockists, hospitals, governments, payors and all other Stakeholders.

We are changing the way patients learn about ailments through engaging content, which will help them understand care options and connect with relevant doctors.

We are looking at leveraging digital to drive increased adherence and real-world evidence generation, thereby enhancing patient outcomes.





# WHAT ARE WE DOING?



Creating a **curated go-to-market strategy** for each business and therapy area



Delivering **enhanced patient and public health outcomes** through redefined roles, capabilities and collaboration



Focusing on **science and education**, in addition to sales, by laying emphasis on educating and providing information rooted in science to help HCPs



Focusing on **impact-driven interaction**, whether virtual or in-person



Integrating **digital** to deliver an **optimal omnichannel engagement**



Using **real-time insights** from digital tools to better understand and cater to the needs of the HCPs, patients and public health, and deliver personalised experiences



Focusing on **access and affordability** of healthcare solutions for patients



Living our **Patient Charter**-giving a voice to patients and patient groups



# HOW ARE WE DOING THIS?

## Through our Go-to-market (GTM) transformation strategy

At Pfizer, we are changing how we engage with patients and physicians, and how we work to be more effective and efficient. Our aim is to drive growth with enhanced customer experiences and new breakthrough science.

### How are we transforming the way we engage

Offering new forms of content, more personalised experience and access to experts and on-demand support

Redefining roles, ensuring the right balance of new skills and specialty focus

Launching enhanced digital tools for Healthcare Professionals (HCPs), including Pfizer Pro – a portal for HCPs that offers more meaningful customer engagement, one-click self-service, enhanced resources, content curation and easy access

#### To do this, we will:



Create specialised roles



Leverage partnerships with third parties



Leverage technology

