

Parallel Session 7

Assessing Optimum Pricing in the In Market

**Sangita Salunke, Sanofi, India
and Gauri Pathak, Kantar Health, In**



Assessing Optimum Pricing in the Indian Market

EphMRA 2011 Pharmaceutical Market Research Conference

Sangita Salunke, Deputy Director, Market Research, Sanofi Group- India
Gauri Pathak, General Manager India, Kantar Health

Agenda for the Presentation

- Introduction to India and its healthcare market
- Emerging trends in Indian healthcare and opportunities for pharmaceutical companies
- The pricing dilemma for pharmaceutical companies (global prices or local prices)
- How market research can help

India...a Land of Diversity and Contrast



India...a Land of Diversity and Contrast

Large, resilient economy,
GDP Growth of 8.7% for 2010

81.5% Hindus
12.2% Muslims
2% Sikh, Christians

> 60% of 1 Billion population
– working age group

Stable government
consensus on
reform and inclu

Literacy rate 65%
14 official languages
Life expectancy 69 years

Geographical Size
six times France
33% of USA

Forex reserves covering
external debt Inflation &
interest rates stable

29 states & 6 Union Territories
Urban vs. Rural population:
30% : 70%

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.