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India to focus on South Korea to enhance generic exports



With USFDA imposing “import alert” based on the failure of meeting good manufacturing practices (GMP) on Wockhardt, Indian export market of generic drugs has taken a hit and other companies too are looking for resolvable grounds to maintain business. In times like this, India seems to initiate and promote its generic drugs in South Korea. Pharmaceutical Export Promotion council of India (Pharmexcil) in collaboration with ministry of commerce has plans to organise an Indian Pavilion at ‘Korea Pharm’ from June 10-13, 2014.

South Korea is the 10th largest

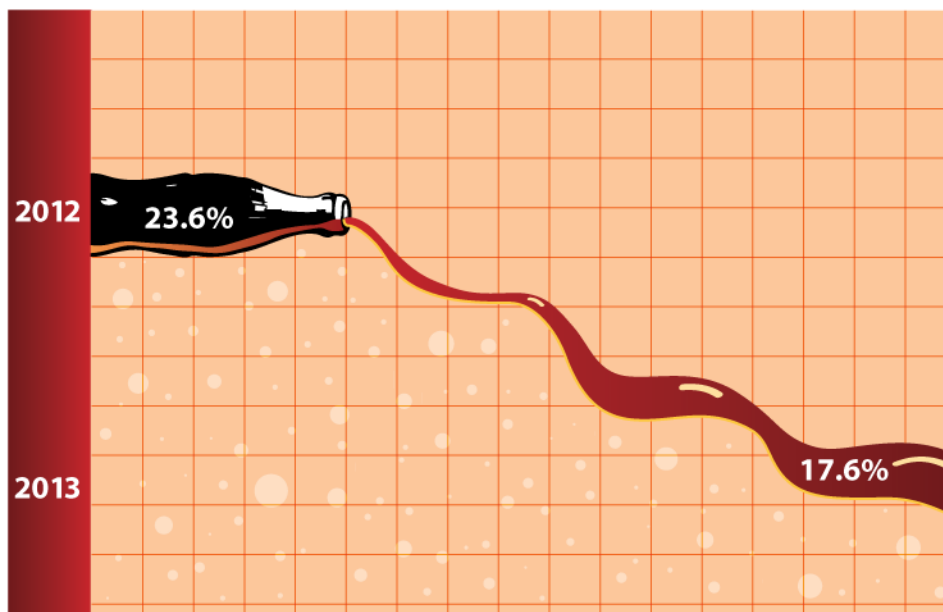
pharmaceutical market globally with a highly fragmented market and a strong portfolio of generic products by their domestic pharma companies. For the pharmaceutical industry, it is increased insurance coverage, ageing population, and favourable government initiatives that will work the most for it. Considering this, South Korea is a good bet for sure with the refined Intellectual property rights (IPR), changing demographics, and government support.

This collaboration also provides an enhanced scope of improving bilateral trade between the two nations especially in the active pharmaceutical ingredients segment.

South Korea has signed the FTA, Free trade agreement with the U.S., Europe, and India intended to make the IPR framework more robust thereby attracting foreign investments. Considering the sufficient scope, this is second attempt that India is making at with India Pavilion to promote its generics. At India pavilion, council will utilise the opportunity to portray India’s strengths in API, chemicals, and laboratory and packaging materials.

The council has also invited interested participants to put forth their best foot in the event and exhibit their work, making the best use of the opportunity and grow their export business in South Korea.

The dipping fizz of the Indian aerated drinks market!



Indian market has seen a dip in sugared fizzy beverages. Sales growth of Hindustan Coca Cola Beverages (HCCB) has revealed a dip from 23.6% last year to 17.6% in 2013 as per its filings in the Registrar of Companies.

The growth trajectory as expected to rise each year, did rise but the increase was not good enough to match the expected sales growth looking at previous records. The heavy discounted selling strategy of Coca Cola at the grocery stores, modern trade stores is reflective of the Coca Cola volume game strategy.

Indian carbonated industry is worth Rs. 60 billion where Coke and Pepsi form 95% of the market share. But there certainly is an influential trend of the various non-carbonated beverages introduced. This had

a marked impact in 2010 when entry of such non-carbonated drinks influenced the sale of these brands, and so seems to be the season now too.

As evident the decline in growth rate is indicative of the reducing interest in these aerated drinks. However, region wise consumption if seen, urban consumption of aerated drinks is much higher than that in rural parts of India. The healthy diet approach has grown on Indians from quite some time. Education, enhanced awareness and more conscious approach of managing one's diet has led to the development of such healthy drinks and their increasing popularity among the masses too.

If this trend is to go further, it might need much strategic thinking on the part of the bigger players of the aerated drinks market

CAN GAMIFICATION
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MANAGEMENT?



Gamification solutions are helping patients understand the disease, alleviate pain, cope with the disease and improve adherence. If not made trivial by unscrupulous marketers, engaging patients in positive play can be of help in managing several diseases.

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