



# THE PHARMA OBSERVER

**Khwaja Abdul Hamied (1898-1972) : Founder Of Cipla. Indian nationalist and anti-imperialist scientist.**

**Kallam Anji Reddy (1940 – 15 March 2013) : Founder Of Dr. Reddy's Labs.**



## NEWS DIGEST

### Holograms to grow in 2015 as part of multi-layered solutions, says IHMA

The hologram industry is likely to see further growth as the pace at which anti-counterfeiting technologies combine to provide multi-layered solutions continues to quicken. And while security applications remain the most valuable for the industry, 2015 is also expected to see substantial growth in the production of holographic optical elements (HOEs) for use in automotive displays and lighting, as well as for general lighting control.

### German ban on generic drugs not applicable to 18 of them

Germany's drug regulator has said that its ban on the sale of 80 generic medicines subjected to clinical trials by India's GVK Biosciences will not be applicable for 18 drugs due to a legal challenge by their manufacturers

## Emami ties up with German homeopathic company

Kolkata-based Emami Group has tied up with German homeopathic company Hevert-Arzneimittel GmbH aimed at garnering a major share in the homeopathy medicine segment. The 25,000-crore Emami Group had acquired two sick homeopathic pharmacy companies – M Bhattacharya & Co and King & Co (Homoeo Chemist) – in 2007 and 2011, respectively. RK Jatia, who looks after medicine-related business verticals of the Group, said the company is planning to make homeopathic medicines at its plant near here and expand the group's marketing reach in the segment. The entities currently have 12 retail outlets in the city and some 400 distribution points elsewhere in the country. Jatia, who is MD of Emami FrankRoss Ltd, an allopathic medicine retail chain of the Group, said the Rs.240-crore entity is expected to break even in 2015-16.




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## Pharmaceutical Industry Expects to create 45000 more jobs in In-

Indian pharmaceutical market, which is expected to grow to \$55 billion by 2020, is likely to create 45,000 new jobs next year.

According to the McKinsey report "Indian Pharma 2015 – Unlocking Potential of the Indian Pharmaceutical Market" this industry, with tremendous growth opportunities unfolding, has the potential to grow more than twice in the next six years, from a projected market growth of \$24 billion by 2015 to \$55 billion by 2020.



**Reference :** From various official websites  
**Chief Editor :** PRATHAMESH KHOT.

## Indian Regulators Need to do More in Case of Indian Pharmaceutical Companies

Indian generic drug manufacturers were in headlines from last year till date on account of constant alerts from international drug regulators. The Drug Controller General of India (DCGI), is struggling to ensure quality in the domestic market and feels that India is still not well equipped to match with the international standards as practiced in the US which is the largest market for drug manufacturers.