

Aurobindo Pharma sets eyes on CRAMS

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Aurobindo Pharma, a knowledge driven pharmaceutical company with a strong focus on research and development (R&D), multi-product portfolio, witnessed a negative growth of over one percent as its sales registered a drop from \$865.2 million in 2010 to \$854.3 million in 2011.

However, there were achievements. The company bagged multiple Food and Drug Administration (FDA) approvals in 2011, thus expanding its market in India and beyond. It received FDA approval for Divalproex Sodium delayed-release tablets, Venlafaxine extended release capsules, Fosinopril Sodium tablets, Galantamine tablets, and Famciclovir tablets.

Aurobindo Pharma also formed a joint venture called Aurospharma with a Russian manufacturer of ecological healthcare equipment and nutrition supplements named OJSC DIOD. With this partnership, Aurobindo is exploring the markets of Russia, Belarus and Kazakhstan for manufacturing and selling pharmaceuticals products.

In the last one year, Aurobindo invested significantly in world-class mega infrastructure for APIs and finished dosage formulations and has emerged as a vertically integrated pharmaceutical. The manufacturing facilities are designed in adherence to stringent quality parameters.

Aurobindo has filed over 200 abbreviated new drug applications (ANDAs) with the FDA and have received 135 final and 31 tentative approvals. The company has also filed over 100 marketing authorization applications in the European Union and in several other countries.

Looking ahead, Aurobindo is taking initiatives to enter the ophthalmic products' market as well. Moreover, Aurobindo is also keen to explore new avenues such as the contract research and contract manufacturing (CRAMS) segment.

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"These are potentially attractive businesses with possible long-term relationships. With the technology platform and skilled professionals available both at R&D center and in production facilities, Aurobindo is able to offer products and services that

the customers want," said Mr K Nityanand Reddy, managing director, Aurobindo Pharma.

Aurobindo has designed short and medium-term plans to increase the product volume and meet customer expectations. It is also looking forward to achieve higher market share and step up the volume of business in the US, Europe and Japan. Aurobindo aims to emerge as a more global enterprise and to penetrate in China, Brazil and other Latin American countries through joint ventures and subsidiaries.