

The industry has focused on innovating business models in ways that are more patient-centric

The approval and launch of the COVID-19 vaccines is a beacon of hope as we enter 2021. Economic activity across markets has started normalising and we will continue to see stable trends and recovery and expect this momentum to be accelerated, particularly with the rollout of the vaccine.

The generic pharma industry has been focused on ensuring access of medicines to patients during these tough times and has ensured a stable supply chain through the pandemic. The industry has also focused on exploring ways of innovating business models in ways that are more patient centric. Industry has leveraged technology to deliver information and

medicines to patients and physicians in the backdrop of reduced in-person interactions.

We will seek to leverage these digital trends and we see digitalisation as a cornerstone of our business strategy, with a potential to impact across our value chain in research, manufacturing, quality operations, and commercial go-to-market

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strategies. Just as more patients seek engagement with physicians from the comfort of their homes through virtual platforms, we have been exploring ways of enabling our commercial teams to engage with Healthcare Practitioners (HCPs) via digital platforms. We look forward to accelerating this transformation across our value chain.

For us at Lupin, innovation is driven by what patients want and we are riveted to addressing their medical and access burden. We have accelerated the development of our novel products' pipeline. We are excited and look forward to bringing these complex, limited-competition products to the market.