

Lupin's Global Champion

▶ **VINITA GUPTA** played a huge part in fulfilling her father Desh Bandhu Gupta's dream to make Lupin Laboratories a truly multinational company. "I prepared long years for it while studying, understanding key factors for success of products in U.S.," she says. Gupta's resolve has made Lupin a global pharma major and garner market share across geographies. Its U.S. business brings in ₹5,700 crore revenues. Today, Lupin ranks 3rd in U.S.

by prescription volume. The country contributes 36% to revenues.

The company has been gaining from three major developments. One is progress in complex generics, in particular on the inhalation front. Second is reworking of marketing in the women's health segment. Third is progress on the GMP (good manufacturing practices) front.

Last year, Lupin entered the diagnostics market in India. It is planning to unveil a variety of digital tools and diagnostic products and has eyes on the NCE pipeline. "We may not have a molecule now but we have a pipeline in oncology. Ten years from now, we want to bring our molecule, and oncology is our hope in NCE."

—Gina Krishnan



24

VINITA GUPTA

AGE: 54;

CEO, Lupin
Laboratories