

Case Study

**Analysis of Indian Pharma/Lifesciences Supplier
Landscape for a Consulting Firm**



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About the Client



- The client is a pharma/lifesciences domain consulting firm in North America
- Engages with pharma companies in therapeutic area assessment, supplier analysis and product lifecycle planning

Client Objectives / Goals



- Understand the Indian pharma/lifesciences supplier landscape in the API and Formulations categories
- Identify the various business models and strategies employed by Indian suppliers to expand in the emerging markets, particularly in the BRIC countries – Brazil, Russia, India and China

Approach and Methodology

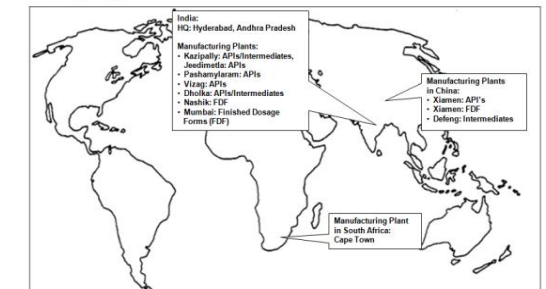


- The team conducted in-depth primary and secondary research to understand the market
- Data from the research was analysed to understand the Indian suppliers landscape and map their existing presence as well as expansion plans in the emerging market
- The study included supply chain analysis; identifying manufacturing locations; profiling channel marketing partners; understanding expansion strategy and focus regions; creating detailed profile of supplier in the API and Formulations categories

Sample Output



Facility Map



Results / Value-add



Our findings enabled the client to identify specific suppliers in two categories by therapy classes (dermatology and oncology), in order to target for new business development