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Pharma CEO Roundtable deliberates on innovation
and sustainability at CPhI & P-MEC India 2023

Our Bureau, Mumbai

One of the highlights of CPhI & P-MEC India 2023 was the Pharma Leadership Round Table, which brought together senior executives from well-known pharmaceutical companies to have strategic conversations. In recent years, the invitation-only roundtable

has constantly demonstrated that it is an effective means of offering a forum for stimulating conversations.

The dual themes of innovation and sustainability were the focal points of this year's round table, which brought together a diverse group of industry leaders to brainstorm growth directions for the Indian pharmaceuti-

cal sector over the next ten years. Acknowledging the nation's robust track record of achievement and strong international standing in the domains of innovation, biologics, and generics, the talks focused on measures to accelerate growth of the sector.

The key participant included Dr. Sarah McMullen, Country Director at FDA, Anil Matali, Di-

rector General, CPPI, Harish K Jain President, FOPE, Director, Embiotic Laboratories, Nikhil Chopra, CEO & Whole Time Director, J B Chemicals & Pharmaceuticals, Sudashan Jain, Secretary-General, Indian Pharmaceutical Alliance, SV Weermani, Chairman and Managing Director, Fournis India, Dr Sunil Bambarak, Managing Direc-

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PIOMA
chemicals
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CPHI
India

**HALL No : 08
STALL NO : 8.Q01**

NOVEMBER 2023

28TH - 29TH - 30TH

VENUE: India Expo Centre
Greater Noida



Q How is AI bringing efficiency in the Pharma industry?



“THE ENTIRE SCOPE OF AI IN PHARMA INDUSTRY IS THROUGHOUT THE VALUE CHAIN STARTING FROM PRODUCT CONCEPTION TO DEVELOPMENT. I WOULD SAY THAT IT STILL IS AT A NASCENT STAGE AND NOT MUCH HAS BEEN EXPLOITED TILL NOW. BUT, ONCE THAT ASPECT IS EXPLORED, STARTING FROM MANUFACTURING TO CONTROLLING REJECTIONS TO OPERATING MACHINES WHICH ARE DRIVEN THROUGH AI, WOULD RESULT IN REDUCING SET UP REJECTIONS, GIVING THE RIGHT PRODUCT AND RIGHT QUALITY. WE CAN IMPROVE YIELD, COST AND EFFICIENCY AND TAKING IT FURTHER TO INVESTIGATION OF ISSUES AND COMPLAINTS. THERE IS A LOT OF DATA SITTING WITH US IN THE AI FORM AND AI DOES A LOT OF SELF-ANALYSIS ALSO WHICH HELPS US WITH INVESTIGATION TIME BUT MORE IMPORTANTLY, ZEROING DOWN ON THE RIGHT ROOT CAUSE. SO, AS I SAID THE ENTIRE VALUE CHAIN STARTING FROM CONCEPT TO LIFE CYCLE MANAGEMENT EVEN WHEN THE PRODUCT HAS GONE TO THE MARKET, HOW DOES IT BEHAVE OVER A PERIOD CAN BE MEASURED. AI IS HELPFUL EVEN INTO SALES AND MARKETING, BECAUSE IT CAN DERIVE A LOT OF FORECASTING DATA FOR US DEPENDING ON THE DEMOGRAPHY, GEOGRAPHY, SEASON, ETC. I THINK THIS IS STILL NOT BEING EXPLOITED TO THE EXTENT WHICH IT IS POSSIBLE BUT HAPPY TO SEE THAT PEOPLE ARE GETTING USED TO USING AI FOR THEIR END-TO-END OPERATIONS.

Ashok Saxena

Managing Director – SCHOTT Poonawalla

“ARTIFICIAL Intelligence (AI) is transforming the pharmaceutical industry. Currently, AI aids in faster drug discovery by analyzing vast data, streamlining clinical trials, and enabling personalized medicine. In the future, its role is expected to expand, potentially leading research in developing treatments for complex diseases and making drug manufacturing more efficient. AI could also play a crucial part in global health, like in rapid vaccine development during outbreaks. Balancing technological advancements with ethical use and data safety remains essential. This evolving AI landscape in pharmaceuticals promises a more efficient, responsive, and personalized healthcare future. AI analyzes patient data to identify genetic markers and biomarkers, facilitating the development of personalized treatment plans. Tailored therapies based on individual patient characteristics lead to more effective and safer treatments.



Parth Pandya

Director, Varahi Technologies Pvt Ltd



“ARTIFICIAL Intelligence (AI) is revolutionizing the pharmaceutical industry by significantly enhancing efficiency across various stages of drug development, manufacturing, and distribution. Here are key ways in which AI is making a profound impact:

AI algorithms analyze vast datasets, accelerating the drug discovery process by predicting potential drug candidates. Machine learning models predict drug interactions and identify potential side effects, streamlining the pre-clinical testing phase.

AI helps in patient recruitment by identifying suitable candidates based on specific criteria, reducing time and costs associated with clinical trials. Predictive analytics improve trial design, optimizing protocols and increasing the chances of successful outcomes.

AI analyzes patient data to identify genetic markers and biomarkers, facilitating the development of personalized treatment plans. Tailored therapies based on individual patient characteristics lead to more effective and safer treatments.

Dr Sanjay Agrawal

Leading Pharmaceutical Consultant and Editor – in Chief of IJM Today.