

Strategic Roadmap

Marketing

In context of domestic marketing, Indoco now has 7 marketing divisions. The main division contributes around 47% of sales, Spade 21%, Warren 14.5%, Spera 6.1%, Surge-Radius 6% and Excel 5.4%. Oncospira, the new Oncology division has just been launched.

As a part of its strategy to achieve high growth, the company's efforts are on to consolidate the old product portfolio, most of which are progressing in their individual therapeutic segments.

Simultaneously, efforts are also on to develop sales through new products, for which a set of products have been identified for each marketing division. Oxipod, Ceftichek, Kefchek, Methycal and Resichek are some of the progressive new products. Similarly at the divisional level, while the company is in the process of further consolidating on sales of the older divisions and in particular Indoco, Spade and Warren, efforts are on to expand sales by developing the value output of the new divisions with special emphasis on Spera.

With respect to development of the product portfolio, special focus is being laid on the Anti-Infective segment, through each of the marketing divisions, which have done well in the nine month period of last year. This range contributes approximately 22% of the domestic sales with a growth of around 17%.



Operations

The Operations department covers all manufacturing locations (Indoco's manufacturing and Loan license manufacturing) and third party formulation purchase. Indoco has four plants of their own situated at Goa (two plants), Waluj and Baddi. Loan license manufacturers are around 4 and third party manufacturers stand at 15. The operations strategy revolves around planning, manufacturing quality products and dispatch upto depot level. Major emphasis is given on timely delivery of quality finished products, cost saving on all fronts, inventory control, savings and optimization of resources like fuel and electricity, supporting marketing department in launching of new products. Considering future objectives of the organization, new projects and activities are planned to improve on production output / productivity.

Research & Development Facility & Initiatives

Indoco's ultra modern Research & Development Centre is spread over an area of 70,000 square feet. The present strength is 100 Scientists including 8 Doctorates. The new R&D set up houses state-of-the-art equipments, analytical instruments and latest databases.

The type of research activities undertaken at the R & D facility includes

- **IPR Studies**
- **Synthetic Chemistry**
- **Analytical Chemistry**

On the formulation front, the R & D Centre is capable of handling formulations in various dosage forms, Novel drug delivery systems and Technology platforms. The department is engaged in the development of various dosage forms which include solid orals, topicals, injections and ophthalmic preparations.

Indoco is also working on new drug delivery system projects and is focusing on developing and scaling up the formulations to the commercial batch sizes. The centre has capabilities to develop any type of dosage form, work on non-infringing routes and file Para IV applications.

The Contract Research & Custom Synthesis activities are focused on catering to the generic & innovator companies.

For generic business, Indoco has completed few projects in the area of Analytical Research for some of European Customers under Fee for service model. It has developed cost effective, non infringing processes & filled patents.

For innovation business, Indoco is working with leading Japanese & American companies for developing products & its intermediates under various phases of development like Preclinical, Phase-I & Phase-II.

Apart from the in-house development work, Indoco is involved in contract research where Indoco's Research Centre develops the products for other organizations, both domestic and international and compiles dossiers for submissions to the various regulatory agencies globally.

