

USA: Continuing ascent



More than a decade ago Wockhardt saw the huge role generics would play in the world's largest pharmaceuticals market. With a two-pronged strategy of filing Abbreviated New Drug Approvals (ANDA) and building on the basket of branded generics of Morton Grove, Wockhardt has gained critical mass in the US market.

Capturing the value chain with ANDAs

Wockhardt gains competitive advantage and strengthens its US operations by filing ANDAs, that include technologically advanced and challenging products involving complex modified-release technologies.

During the period January 2009 to March 2010, Wockhardt received 22 ANDA approvals and launched eight new products, thereby expanding its product basket to 87. Of these approved ANDA products marketed in the US, nine products rank among the top four generics in their respective therapies, according to Wolters Kluwer March 2010 data.

The Generics Bulletin 2009 noted Wockhardt's rare distinction of being among the top five companies globally to have received 23 ANDA approvals from the US FDA in a single calendar year.

Morton Grove boosts market presence

Wockhardt has ramped up its US business by introducing a number of branded generic products from Morton Grove, a leading liquid generic and speciality dermatology company. This boosted Wockhardt's US revenues by providing a complete range of dosage forms from tablets, capsules and liquids to injectables.

Morton Grove is a robust business showing promising growth year-on-year. Based on March 2010 Wolters Kluwer data, 13 Morton Grove products ranked No.1 and another 13 products ranked No. 2 in their respective therapeutic groups in the US.

Generics provide firm footing

The launch of the Nicardipine injection gained the company a significant foothold in the US injectables market. Wockhardt was among the first to market this generic in the US. It now commands a 28% market share, second only to Sandoz in this product.

Bromfed DM is the only FDA approved Non-Narcotic Cough Cold (NNCC) prescription product in the US. To facilitate its promotion amid stiff competition, Wockhardt launched a Paediatric Sales team of 30 dedicated territory representatives, gaining 10% share of the market segment.

Cost rationalising and restructuring have recently been completed. The company has a varied product basket and a strong ANDA pipeline. With Morton Grove's manufacturing facility having passed a full FDA inspection, the stage is set for Wockhardt USA to capture an even bigger market share as the US Administration drives through healthcare reform and increases the role of generics.

'The stage is set for Wockhardt USA to capture an even bigger market share as the US Administration drives through healthcare reforms'

