

# INDIA: Pursuing market expansion

Wockhardt is one of the strongest integrated pharmaceutical, biotechnology and healthcare companies in India. As Wockhardt continues on its journey of excellence, it has set its sights on reaching new heights by capturing new opportunities and market share.

The company is capitalising on its past successes through a strategy of introducing new products and exploring

new markets. This focus resulted in the domestic business showing a 20% growth in the first six months of 2010.

## Tapping opportunities in extra-urban markets

Through its new division, Spectra, Wockhardt is now foraying into extra-urban and rural markets to reach India's vast untapped potential. The need for healthcare in small town

locations, driven by continued economic growth, has led to significantly increased demand for pharmaceuticals. This, along with a product offering specifically geared for these new markets, brings a relatively faster return on investment. The penetration of the extra-urban market has allowed the company to build relationships with more than 70,000 new doctors who are able to recommend Wockhardt products.



### **Focusing on the fast-growing lifestyle diseases segment**

Wockhardt has introduced new products into the orthopaedic, dental and dermatology segments through its in-licensing agreements. A new cardiology division has been created to cover one of the fastest-growing segments of lifestyle diseases. The company's consistent focus on key lifestyle diseases such as diabetes and nephrology, supported by biotechnology products such as Wosulin, Glaritus and Wepox are driving growth in the

Super Specialties division.

In addition, Wockhardt's nutritional segment has significantly boosted business growth in India. Dexolac and Nusobee remain the most prescribed brands in the infant food formulation segment and its heritage product Protinex was awarded 'Most Trusted Brand' by The Reader's Digest 'Asia's Trusted Brands' Survey.

### **Reinforcing the portfolio through consolidation and focus**

By building on its product portfolio and

expanding and restructuring divisions, the company has developed a sharper focus for its 'Power Brands' segment for better growth.

Wockhardt plans to triple its workforce to meet the demands of new business and increased growth in the next three years.

Through an IMS-commissioned study the company is further sharpening its understanding of customers. This insight is helping to improve sales force effectiveness and productivity.

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