

# PARTNERSHIPS: A model for the future

Custom manufacturing outsourcing in India is growing at an annual rate of 43% – three times the global rate. International pharmaceutical companies are also now looking for partners to undertake their research activities. This trend means growth is being driven by the ability to create a differentiating value proposition based on lower manufacturing costs, skilled manpower and strong technical capabilities. Wockhardt has built an enviable advantage. The company has geared up to cater to the world market as an outsourcing partner of choice for research and manufacturing.

## Key growth driver

Wockhardt saw opportunity in the emerging contract research and manufacturing services (CRAMS) business early on and made significant investments in technology, infrastructure and people. Sustained pursuit of this route is paying dividends. Today CRAMS

is an integral part of Wockhardt's business strategy.

## Outsourcing partner of choice

When multinational corporations look to outsource manufacturing, research and development they look for excellence in Continuous Good Manufacturing Practices (cGMP), an international regulatory approval either from the United States Food and Drug Administration (US FDA) or the United Kingdom's Medicines & Healthcare Products Regulatory Agency (UK MHRA) or the European Medicines Agency (EMA) as well as end-to-end capabilities and cost efficiencies.

Today, Wockhardt has built a reputation as a leading global player in this field. It has focused on the opportunity, been aggressive in its business development efforts and the results are being seen. Big pharmaceutical companies, mega retailers in the grocery and pharmacy

sectors, and wholesalers have bought into the Wockhardt advantage.

## Alyante is born

Continuing this journey, Wockhardt realised that its alliances and partnerships further blossomed making it a trusted partner for innovation and research. Born out of these relationships, Alyante is a newly launched custom research organisation.

Alyante aims to become a preferred partner in pharmaceutical contract research engaged in the development and production of generics, new drug delivery systems and new chemical entities.

As global pharmaceutical players seek new business models to meet the needs of new customers, collaboration and strategic alliances will increasingly feature in their approach. Alyante is poised to be the preferred partner.

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