



MISSION
MEDICINE
— DELIVERING LIFE —



Brief

Showcase the strength of the Indian pharmaceutical industry and its role in delivering medicines in India and across the globe

Pay tribute to all the people in the pharmaceutical industry tirelessly working behind the scenes, to ensure accessibility to medicines

Idea/ Tactics



Campaign film

A film highlighting how people are connected through medicines depicting how each house has a 'Chota sa Dibba' which saves lives

01



Showcase courage

Used integrated communications across PR, Digital, Video, to highlight the courage that the industry displayed to ensure that critical medicines reached people on time

02



Multi- channel

Launched with a multi-channel approach on digital via YouTube, Facebook, Twitter, LinkedIn and Instagram

03



Integrated approach

Supported by a PR outreach through a press release, KOL-led media interviews and opinion editorials

04

Outcome

Panel Discussion

A multi-channel amplification through a panel discussion on India Today TV



Stories in major publications

- A Times of India Q&A published on the edit page
- Lead Q&A story on COVID19 impact in the pharma & economy page
- Authored articles by external influencers in ET Online and Financial Express (print)



Digital

- Over 2.2 mn video views across social channels
- Over 2.2 mn impressions across channels like YouTube, LinkedIn and Twitter
- Close to 3 mn impressions on FB & Instagram



IPA | A tribute to the pharmaceutical community | [#MissionMedicine](#)

536,819 views • Jun 19, 2020

👍 51 💬 1 ➦ SHARE ⌵ SAVE ⋮

FILM-1 Mission Medicine - Delivering life

FILM-2 Mission Medicine - Delivering life



IPA | Har ghar mein rehta hain ek chhota sa dibba | [#MissionMedicine](#)

570,467 views • Jun 23, 2020

👍 11 💬 0 ➦ SHARE ⌵ SAVE ⋮



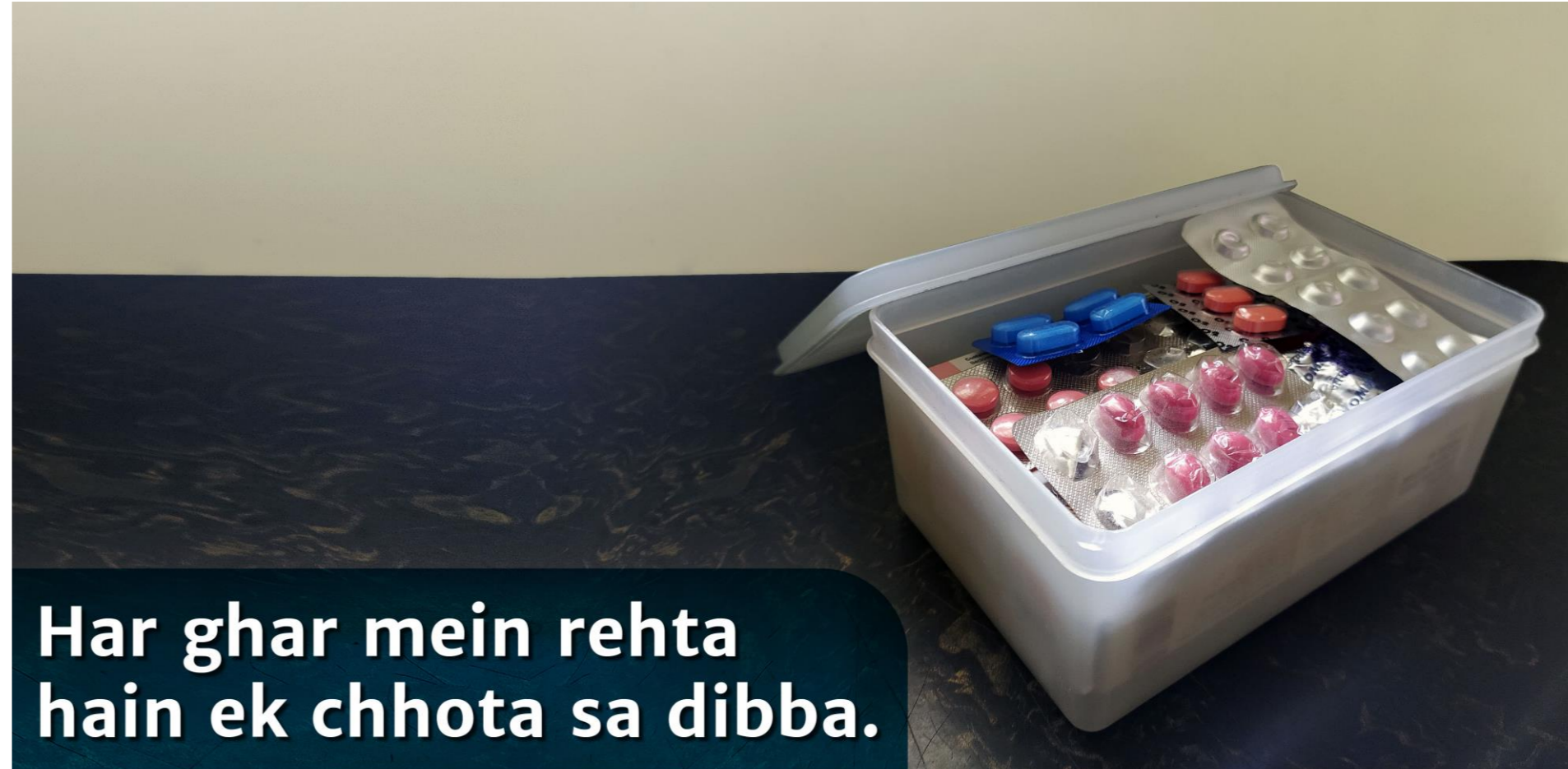
Har ghar mein rehta hain ek chhota sa dibba.



Behind every medicine is a story of over 2.7 million people.



They're the ones who deliver life!



Har ghar mein rehta hain ek chhota sa dibba.



Launch posts for the campaign

Comments/Appreciation - Digital

Pramod Chaturvedi @Prach82 · Jun 21
Infact a commendable job done by all Pharmaceutical companies of India they ensured availability of each n every essential drug in sufficient quantity on the retailers shelf.

Indian Pharmaceutical Alliance @IPAOfficialPage · Jun 19
Times are tough, but we are tougher! As the world battles on, it is only fitting that we pay tribute to the unseen heroes who are continuously working to ensure that life-saving medicines reach us, come what may! #MissionMedicine #DeliveringLife



1:02 | 129.7K views


A S Krishna @askrshn18 · Jun 23
Replying to @IPAOfficialPage
A timely reassurance ! You r the flag bearer of Indian Pharma industry. Innovations at your end , specially with the current API scenario, will go a long way in addressing the needs of human being .. both in and outside India .

Nikhil D. · 2nd
Business head, Pharma & Healthcare Sales & Marketing Professional.
3w · 🌐

Saluting to all those who relentlessly working to ensure a medicine pill reaching to each and every patient. Thanks

Indian Pharmaceutical Alliance
4,354 followers
1mo · 🌐

Times are tough, but we are tougher! As the world battles on, it is only fitting that we pay tribute to the unseen heroes who are continuously working to ensure that life-saving medicines reach us, come what may! #MissionMedicine #DeliveringLife



IPA | A tribute to the pharmaceutical community | #MissionMedicine

Biocon @Bioconlimited · Jun 25
A big shout out to all engaged in the #pharmaceutical sector for your spirit and courage and ensuring that patients in India and around the world keep getting their supply of medicines. #MissionMedicine #DeliveringLife

Indian Pharmaceutical Alliance @IPAOfficialPage · Jun 24
To all engaged in the pharmaceutical sector: we salute your courage and spirit which has ensured that patients in India and around the world keep getting their supply of medicines. #MissionMedicine #DeliveringLife



0:53 | 129.9K views

Comment as Indian Pharmaceutical Alliance 📷 GIF 🗨️

Press Enter to post.

Rajesh Nair
Appreciate the efforts in making this film and recognising the efforts of Pharma professionals

Like · Reply · Message · 4w

Conversations generated due to campaign content

Campaign Outcomes - PR

THE ECONOMIC TIMES

Indian healthcare ecosystem takes an integrated approach to fight COVID-19 : Prof. N K Ganguly, former DG, ICMR

The pandemic has provided us with a unique opportunity to enable enormous capacity building of the entire health sector which can be achieved through a multi-stakeholder approach

ETHealthWorld • June 20, 2020, 07:23 IST

'API package has led to some hope but government involvement is essential ... Policy shift has to be bold and sustained'

India's heavily dependent on China for active pharmaceutical ingredients (APIs), the main ingredient in medicines, triggering a call to incentivise domestic industry. Satish Reddy, president of Indian Pharmaceutical Alliance and chairman of Dr Reddy's Laboratories, speaks to Sanjiv Shankaran on the solution:

Q India was fairly self-sufficient in APIs 25 years ago. Why did the situation change?

A There were two or three factors. First, price control caused the trigger. DPCO (Drug Price Control Orders) was a cost-based pricing control order which included bulk drug imports. This led to an erosion of profits because government picked the lowest cost. When Chinese imports started we were unable to compete. Second is the China factor. China, at that point of time, got technology from Indian companies that were offering consultancy, and they were able to produce at scale and thereby low cost. The cost at which they were producing was incentivised by their government through capital subsidies. This drove us out of the market. Most of us decided to import.

Q Currently do most of our antibiotic APIs come from China?

A Absolutely. Take penicillin, for example. It's capital intensive to make and is produced at a large scale. When China started to produce it at a large scale most of our companies, including public sector enterprises, got out of the business. Our companies are now looking at high value products. They have given up space in large volume products to China.

Q Do IPA's (industry body) representations to the government mainly revolve around facilities to compete on costs?

A We are saying at this point of time if a policy shift has to be made, it has to be bold and sustained. We have to compete at scale and be competitive. What did we ask for? Some kind of production linked tax incentives to help companies get in. If there is lower cost access to capital it will help. We asked for infrastructure investment from the government. An industrial park, which involves land and utilities such as a common effluent treatment plant will be attractive in terms of companies wanting to invest and build on scale. The government has announced the policy but now it has to be implemented with details.

Q How are we placed in making intermediates (building blocks of APIs)?

A This is an important point because there are key starting materials and intermediates which we import from China in large quantities. If we have to become more self-sufficient these things have to be done on a much larger scale. The advantage of Indian industry was that it was a fully integrated chain and at a later point of time when we ceded space on APIs, we also ceded space on intermediates and key starting materials. We need to get that competitive edge back to India.

Q It's not really feasible to be self-sufficient in the entire chain, is it?

A Correct. All I'm saying is it needs a sustained effort. The policy level now is for domestic production and consumption. Now, if we need to do this on a very large scale, the policy has to cover a wider range. That's what we are asking for.

Q What are the most critical policy needs to revive the API industry?

A In terms of support, government needs to look at making certain issues concerning ease of doing business much better. An example is environmental clearance issues. This has always been a bottleneck because of a maze of approvals required from the Centre as well as states for a new project. In terms of getting public hearing through a pollution board certificate there

anywhere between 18-24 months. And the plant itself, about 18-24 months. Most of the essential medicines are under price control. And price control is market based; it's not the draconian cost-based price control of the past. Here we are asking for more flexibility in pricing. We're not saying remove them. The top four things would be incentives, access to low cost capital, ease of doing business especially in environmental clearances, and reforms in price control.

Q Hasn't China tightened enforcement of environmental regulations?

A They are two different issues. The key point for China becoming competitive is scale. Yes, they were flouting environmental norms. The government in China really clamped down in early 2018. That's when most units shut down and there was an increase in prices.

Most of our API companies have invested to comply with environmental norms. The reason we are asking for industrial parks and to make everything inbuilt is to make sure we don't have issues that China had. You have standards and treatment of effluents in industrial parks so that companies can invest in technology and make sure they're more competitive on cost.

Q What feedback are you getting on the opportunity in APIs?

A The package has led to some hope. It will attract investment. It's contingent on two or three factors. The involvement of government is essential. The

THE TIMES OF INDIA

ADGULLY MEDIA - EXCLUSIVES - ENTERTAINMENT - EVENTS -

Indian Pharmaceutical Alliance launches 'Mission Medicine- Delivering Life'

3 MINUTES TO READ
JUN 23, 2020

News in the domain of Advertising, Marketing, Media and Business of Entertainment

RELATED ITEMS: IPA, 0 YELLOW ELEPHANT

Indian Pharmaceutical Alliance (IPA), that represents 25 research-based pharmaceutical companies in India, today announced the launch of their digital campaign "Mission Medicine- Delivering Life". The campaign brings to light the human stories of the contributions made by people engaged in the pharma sector amidst the pandemic and subsequent lockdown.

COVID-19 has posed unforeseen challenges to countries across the world. Despite the challenges, there are several people who, at a great risk to their lives, have been working determinedly to arrest the spread of the virus. "Mission Medicine- Delivering Life" highlights the role of people who have been engaged in ensuring an uninterrupted supply of medicines. Narrated through a series of videos, the stories shed light on the challenges faced by the pharma employees - right from manufacturers to logisticians and pharmacists as a result of the lockdown. The campaign emphasizes the pharma industry's commitment to patient-centricity and accessibility.

IPA | A tribute to the pharmaceutical community | #MissionMedicine

Satish Reddy, President, Indian Pharmaceutical Alliance (IPA) says, "The COVID-19 pandemic has thrown unprecedented challenges at us. However, I believe that it has also given the pharmaceutical industry, an opportunity to rise to the occasion and to ensure the supply of quality medicines uninterrupted to people across the world. The entire supply chain of the pharmaceutical industry has been continuously working to provide medicines during the lockdown period and beyond. Notably, in these difficult times, India has supplied millions of doses of HCQ to almost 55 countries, which shows our industry and its people's commitment. Through this campaign, we would like to recognize the contribution of all those involved in the supply of medicines."

Sudarshan Jain, Secretary General, Indian Pharmaceutical Alliance (IPA) added, "Through the campaign, we want to communicate the commitment of the industry and those involved to brave odds and ensure an uninterrupted supply of all medicines so that people continue with their ongoing medication; not only in India but for the world as well."

India, as the pharmacy of the world, supplies medicines to many countries across the world, including US and UK. While the global lockdown caused disruption to the supply chains, the Indian pharma industry toiled hard to ensure adequate supply of raw materials to assure stockpile of medicines to meet the domestic and export demand.

INDIA TODAY

INDIAN PHARMA MAJORS ARE READY TO SHED THEIR HEAVY DEPENDENCE ON CHINESE COMPANIES, BUT ARE OF THE VIEW THAT THE GOVERNMENT WILL HAVE TO FACILITATE THE PROCESS BY MAKING IT EASIER FOR DOMESTIC COMPANIES TO DO BUSINESS.

INDIAN PHARMA GIANTS BELIEVE THE OUTBREAK OF COVID-19 AT THE START OF THE YEAR HAD ALREADY EXPOSED THE WORLD'S OVER-DEPENDENCE ON CHINA.

SAMINA HAMIED
EXECUTIVE VICE CHAIRPERSON, CIPLA LTD

indiatoday in

Drug firms keen to shed China crutch

But say govt must remove regulatory shackles

By Poulomi Saha
in New Delhi

INDIAN pharma majors are ready to shed their heavy dependence on Chinese companies, but are of the view that the government will have to facilitate the process by making it easier for domestic companies to do business.

Currently Indian firms import as much as 70% of the raw material or what are known as active pharmaceutical ingredients (APIs) to make medicines from China.

Indian pharma giants believe the outbreak of COVID-19 at the start of the year had already exposed the world's over-dependence on China.

It wasn't always

Chaitan Reddy, Dr. Reddy's, Nitish Gupta, Sunil Patel

COVID-19

The good fight

Dr KK AGGARWAL

The author is president, Heart Care Foundation of India, and former national president, Indian Medical Association

How govt, healthcare staff, pharma firms joined forces to fight Covid-19

THE WORLD IS walking a perilous path to fight one of the most challenging health crises of our times. The pandemic has upended healthcare systems everywhere. It appears our ability to pin down the virus, at this point, is slower than its speed to mutate. But the pandemic has given rise to several opportunities for the Indian healthcare system as well.

Tapping the vast potential

The healthcare system has been making a shift towards self-sufficiency and the outbreak has given impetus to the government to pursue ideas that would pave way for a self-reliant ecosystem. The Prime Minister's call for an Atmanirbhar Bharat provided further impetus to the Indian healthcare landscape to be 'vocal for local'. There has been a rise in the domestic manufacture of personal protection kits, testing kits and medicines.

As health workers race to contain the virus, there is also an increasing need for a collaborative approach. The country has seen a surge in cases owing to the migrant exodus, which might put undue burden on rural healthcare infrastructure. The government has risen to the challenge by injecting necessary stimulus to build capacity at the grassroots levels. There is also extensive collaboration between different communities—doctors, ASHA workers, pharmacists, supply chain employees and the government in arresting the spread of the infection, especially in peri-urban and rural areas. These efforts will translate into the upscaling of the rural infrastructure which will aid 'urbanisation of villages'. With healthcare providers making the shift to rural areas, the standard of care will become better and more affordable.

Working in collaboration

There is a degree of cooperation among various sectors, right from doctors to the police force, industry leaders and the government, which has made considerable difference in management of the pandemic. Doctors and healthcare workers are focusing efforts on diagnosing and reducing the mortality of those infected. They are also informing the people about good hygiene practices which would curb the spread at a microscopic level. The police force, too, are doing their part in positive regulation of the norms. While at the frontline, they are reinforcing the rules to ensure the infection is contained. The government and industry leaders have taken on the role of counsellors—scrutinising the situation and deciding the most effective course of action.

The role of the Indian pharmaceutical industry, too, has been pertinent. At the frontline, right alongside the healthcare workers battling the crisis, are our pharmacies, which relentlessly work towards ensuring that quality medicines reach people around India and around the globe. We did not witness drug shortage of any kind in the country. On the international front, we have provided hydroxychloroquine to the world in millions, and more than a million paracetamol tablets to 31 countries.

FINANCIAL EXPRESS