

## **CRAMS Insights: Update (November Issue)**

**A bi-monthly newsletter update**

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"CRAMS Insights", a bimonthly newsletter is an update to the report "[Pharma Outsourcing in Drug Discovery & Development: Contract Research Opportunity in India](#)". The newsletter focuses on shifts in business models, M & A trends, emerging technology platforms, service capabilities of vendors, and a macro level view of the Indian pharmaceutical business against a global backdrop. The Deal-tracker section features the latest in deals being struck, Mergers and Acquisitions and capability building exercises in CRAMS space while the News Brief section covers key trends in life science business. Each issue will also feature One-on one with key movers within the CRAMS business.

### **Cover Story - Abstract**

The November issue has a cover story on the critical challenges to bioinformatics vendors. Indian vendors have a huge emerging opportunity in bioinformatics services, customization of existing products and creation, licensing and manipulation of databases. However, they face certain critical challenges like the lack of standardization in service platforms and modular systems, problem of market / data heterogeneity, and an acute shortage of qualified manpower. They would also need to find a niche focus, in order to move higher up the value chain of services. However, Indian bioinformatics vendors are aware of these challenges, and have started improving their processes to succeed as preferred outsourcing partners to global research clients.

### **One on one**

In an interview with Dr B Sahu, CEO & President, Innovassynth Technologies, Dr Sahu talks about the company's business focus with special emphasis on the niche area of DNA and RNA based drugs. The interview is followed by an in-depth profile of the company detailing the company's service emphasis, strengths, partnership deals, and key insights into the company. This section is followed by recent news in the CRAMS space.

### **Major Events Covered:**

Of all the deals announced during the period September - October 2007, the most prominent were

- Contract Research – Jubilant Organosys has tied up with Syngenta to supply pyridines. The contract beginning in 2008 will be valid for 5 years.
- M&A – Wockhardt's acquisition of Morton Grove Pharma will mark Wockhardt's entry into the US generic market with 31 products.
- Building Capabilities – Dr Reddy plans to open a new office in Manila, Philippines in partnership with Britton Marketing Corporation for the distribution of its product in the region.