



A decorative graphic at the top of the slide consisting of a dark blue arrow pointing right, followed by a long cyan arrow pointing right.

# Business Case Study

## INTRODUCTION

With the current pandemic in place, a pharmaceutical company 'ChemX' is planning to roll out it's own newly developed Covid-19 vaccine in the Indian market.

The company was established in 2020, currently holds 2% of the pharmaceutical market share in India and plans to use the current situation to expand its market share in the near future.

## Market Opportunity

Pharma Companies	Market Share (In 2020) (In percentage)	Revenue Generated 2020 (Billion INR)
Sun Pharmaceutical Industries Limited	6.84	273.28
Dr. Reddy's Laboratories	5.5	219.74
Glenmark Pharma Limited	4.43	176.99
Cadila Healthcare Limited	4.88	194.97
Lupin Limited	6.1	243.71
Mankind Pharma Limited	3.93	157.02
Intas Pharmaceuticals Limited	4.67	186.58
Cipla Limited	5.95	237.72
Aurobindo Pharma Limited	6.45	257.7
Torrent Pharmaceuticals Limited	4.25	169.8
Others	45	1877.8
<b>Chem-X</b>	2	79.90

**Note:** i. The top 10 companies will individually lose 2.2% of its revenue generated in 2020. The half (50%) of the lost revenue will go to 'Chem-X' and the rest to the **others**.

ii. The revenue generated by a company is proportional to its market share.



Q1)

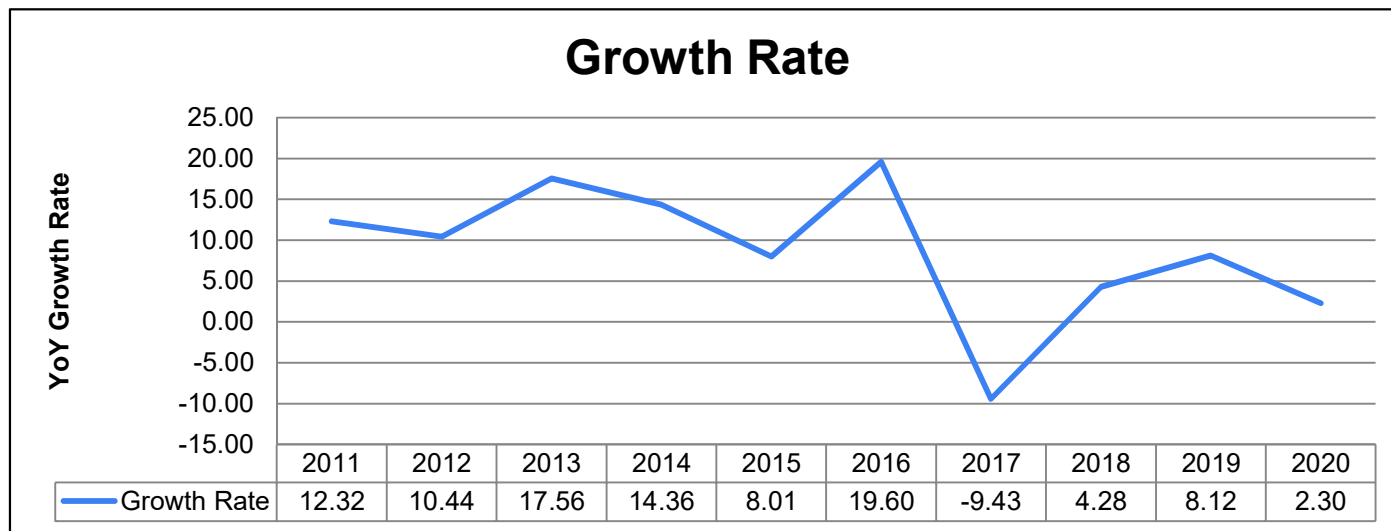
- A. What will be the market Share of Chem-X and the top 10 companies in 2021?
- B. Also calculate the revenue generated by Chem-X in 2021 if the overall revenue generation for individual companies is increased by 5% of that in 2020.

## Forecast of the revenue

Q2) There was another competitor (Medical MoJo) which was established in 2010 and had the same profile and outlook as Chem-X.

How much revenue ChemX will be able to generate in 2031, considering ChemX grows at an average growth rate (*across 10 years*) as Medical MoJo.

\* The growth trend of Medical MoJo is available in the chart next page.



E.g. 17% growth in 2024 represents YoY change in revenue of the company



**Note:**

1. The revenue for ChemX for 2021 to be leveraged from Question-1.1.
2. We expect a higher uptake (about 1.5) in the average growth from 2026, **(not for subsequent years)**.
3. Another major competitor launch is planned for 2029 which leads to an expected slowdown in growth for ChemX and revenue is expected to become stagnant from 2028 onwards.





