



Graph 21

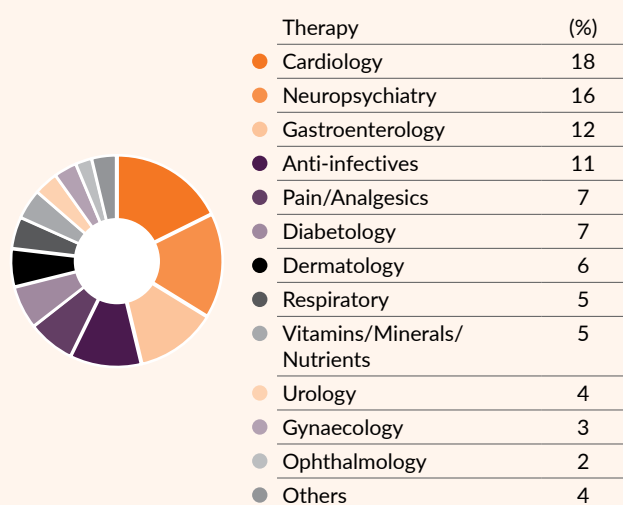
India Business Therapeutic Revenue Break-Up⁴ (%)India Prescription Ranking – Leadership in Key Therapeutic Areas⁵

Table 11

Specialist	February 2023	February 2022
Psychiatrists	1	1
Neurologists	1	1
Cardiologists	1	1
Orthopaedic specialists	1	2
Diabetologists	1	1
Gastroenterologists	1	1
Nephrologists	1	2
Consultant Physicians	1	1
Urologists	1	1
Dermatology	1	1
ENT Specialists	1	1
Chest Physicians	1	1
Ophthalmologists	2	2
General Surgeons	2	1
Gynaecologists	2	2

Best-in-class Field Force Productivity

Sun Pharma has among the highest sales per Medical Representative (MR) ratio in India's pharma sector. The Company's MRs are well trained and scientifically oriented, with a strong performance record.

Graph 22

Sales Per Medical Representative

(₹ in Million)



FY23 Highlights

- Revenue from the India business* grew by 6.6% to ₹ 136,031 Million, driven by growth across most of the Company's therapies.

*India business comprises India Branded Formulations business, described here, and part of Global Consumer Healthcare business, described in a later section.

New Product Approvals, Launches and Acquisitions in India

- Sun Pharma acquired three brands viz. Disperzyme® (Trypsin BP 96 mg, Bromelain 180 mg & Rutoside Trihydrate 200 mg), Disperzyme-CD® (Trypsin BP 48 mg, Bromelain 90 mg & Rutoside Trihydrate 100 mg) and Phlogam® (Trypsin BP 48 mg, Bromelain 90 mg & Rutoside Trihydrate 100 mg) from Aksigen Hospital Care. All the brands are approved by the Drugs Controller General of India (DCGI) for post-operative inflammation in patients undergoing minor surgery and dental procedures. The addition of Disperzyme® and Phlogam® strengthens Sun's anti-inflammatory portfolio.
- Sun Pharma launched a novel anti-cancer drug, Palbociclib in India for patients who have advanced breast cancer, the most common cancer among women in the country. The Company has made the drug available under the brand name, PALENO™ (Palbociclib) 75 mg, 100 mg, 125 mg. Palbociclib is already approved by the USFDA, EMA and CDSCO in combination with hormonal therapies for patients with hormone receptor positive, human Epidermal Growth Factor Receptor-2 negative locally advanced or metastatic breast cancer.

[Source: Press Releases]

Road Ahead

- Continue to focus on productivity improvement
- Strive to maintain leadership position in a fiercely competitive market
- Continuously innovate to ensure high brand equity with prescribers
- Continue to evaluate in-licensing opportunities for latest generation innovative products

