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3) What is the best way for Biocon India group to expand? Answer 3) In the context of the case study timeline (2000), Biocon India lacked presence only in the animal studies and clinical trials segments of the typical drug development and discovery value chain.

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Biocon Limited is a major part of this industry, and in this study, strategic opportunities of this organisation in the above-mentioned market have been evaluated and development strategies have been suggested based on the evaluation.

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Biocon's mastery of solid state fermentation was a good strategic weapon. 6. CONTINUED... US\$250000 from ICICI Bank, Biocon was able to build a solid state fermentation plant which helped in the growth of its R&D. In 1989, the Irish Biocon was acquired by Unilever.

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BIOCON INDIA GROUP Archana Kalegaonkar, Richard Locke, Jonathan Lehrich November 4, 2008 4  
The Biocon India Group Biocon India was established in 1978 by Kiran Mazumdar-Shaw, the Managing Director, as a joint venture with Biocon Ireland to bulk manufacture enzymes. Mazumdar-Shaw had begun her studies

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- Biocon is an Indian Drug company that has evolved over the years: It was an enzyme manufacturer for food industry and developed expertise in various fermentation processes In order to get into a bigger & faster growing market, it started manufacturing small molecule generic drugs like Statins and gained 15-20% share of the market

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