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**Marksans Pharma Ltd.**

**What are some of the key milestones in Marksans Pharma's journey as a value creator?**

The journey of our company has been both challenging and rewarding. Our vision is to create a global pharmaceutical company and we are having continuous and sustainable growth towards our vision. As a value-driven company, we prioritize corporate responsibility and adhering to the highest standards of ethical conduct and transparency.

**We have had various milestones in our journey through our focus on our front-end business model and concentration of the OTC business segment.**

1. **We are now a partner of choice with most of our customers:** We increase access to products, and low-cost manufacturing, and bring mass customization and quality expertise. We are directly distributing our products to most of large pharmacies & groceries in USA, UK & Australia

2. We **expanded our manufacturing capacity from 18 bn units to 26 bn units** through the acquisition of Teva Pharma's manufacturing unit in Goa, India. This move assists us with scalability and responsiveness to market demand. Our 4 manufacturing facilities are spread across USA, India & UK. They have accreditations from USFDA, UK MHRA, EU & Australian Health Authorities.

3. Expansion has played an important role in our growth strategy, with successful front-end companies in the UK, US, and Australia, we have **expanded our front-end reach to the Middle East** through the acquisition of Access Healthcare in UAE.

4. **Financial milestones**, such as investment from a strategic partner, Orbimed. Nearing INR 2000 crore revenue in FY24 as promised. One of the leading Indian pharmaceutical firms in the UK in terms of revenue. There has been margin expansion due to our operational efficiency strategies. Completed buyback of INR 32 Crore in FY23. USA revenue are reaching around USD 100 million. With the new increased capacity we have aggressive road map of doubling our revenues in next couple of years.

**We will continue to have various milestones in the coming journey of growth along with deep-seated responsibility towards our shareholders.**

**What key initiatives has the company taken to enhance operational efficiency and overall productivity in its business operations?**

In our continuous commitment to improvement, we have undertaken several strategic initiatives to bolster our operational efficiency and productivity,

1. Our focus area has been the integration of **advanced automation and robotics** into our production lines. We have also **implemented lean principles** enabling us for continuous process improvement and to identify areas of waste and inefficiency.
2. **Digital transformation** has been a key driver for helping us drive operational efficiencies, real-time data analytics has been put in place, which allows us to monitor our process and quickly respond to deviation from expected output, using collaboration tools and platforms are teams and partners can effectively communicate and work.

**How is the company leveraging data and technology to improve its business resilience?**

1. Data and technology are important to our strategy, we have **invested in data analytics** to get real-time insights into our day-to-day operations. We are using data-driven decision-making to identify any variation in desired performance.