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What are some key milestones that demonstrate your company's adaptability in recent years?

RPG Life Sciences, a company with over five decades of experience in the pharmaceutical industry, has undergone a significant transformation over the past few years. Originally starting as a joint venture with GD Searle, the company was retitled as RPG Life Sciences after Searle exited India in 1993. The company inherited iconic brands, R&D, manufacturing, regulatory infrastructure, processes, and equity, making it one of the few mid-size pharma companies well-represented in all three segments: Domestic Formulations, International Formulations, and APIs

Backed by a well-conceptualized transformation agenda, diligently executed by a team of 1300 members, RPG Lifesciences has emerged as a benchmark mid-size company. The company's revenue growth has consistently outpaced the market, with all three segments experiencing healthy double-digit

growth. Profitability and profits have grown manifold, and the company has become debt-free, generating healthy positive cashflows. The success is reflected in the company's market cap, which has leapfrogged significantly, outpacing the growth of the BSE Healthcare index

How has your company integrated technology to enhance efficiency, streamline operations, and improve customer engagement?

The company has outlined a year-wise technology adoption plan for various business processes, from frontend to backend. In sales and marketing, the company launched RPGserv, a digital platform for comprehensive doctor engagement, integrating physical and digital capabilities to provide "Anytime, Anywhere Doctor Support" across therapies. Generative AI is being deployed for customer-customized marketing. In the backend, several digital interventions are planned and in various stages of implementation, including e-QMS, e-DMS, e-LMS, e-LIMS, e-APQR in Quality; e-BMR, e-PPR, e-IPQC, e-CAPS, and so on. These initiatives aim to improve efficiencies, optimize costs, and enhance quality as the company moves to the next leg of growth.

What is your company's growth strategy for the next 3-5 years, and how does it align with the evolving MSME landscape?

The overall strategy of the company is to achieve sustainable and profitable growth in both Domestic and International markets. The company has significant potential and latent strengths to become a major pharmaceutical player. This is due to its geographical spread (India, regulated, and ROW markets), segment spread (API and Formulations), therapy spread (acute and chronic), powerful iconic brands, front-end capabilities (marketing and sales in both mass and specialty segments), and back-end infrastructure and capabilities (API and Formulations plants, R&D, regulatory, project management, and quality orientation to support exports to highly regulated markets).

The company has devised a diligent transformation strategy focused around six pillars and is currently engaged in implementing in building high-growth therapies/ product portfolios in the domestic market and stepwise build-up of international formulations and API business through new products, new customers, and new markets.

India's pharmaceutical industry is a structural growth story driven by a wide range of demographic, economic, geographic, and infrastructural factors that are likely to sustain over the years. The company's overall strategy is to capitalize on the opportunities in India. ■