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By combining scientific evidence with local market insights, we develop quality pharmaceutical and wellness solutions that are both relevant and accessible. This market-led approach has been fundamental to our international growth.

What has helped Indus Life Sciences build trusted brands while adapting its market strategy to local consumer needs?

Trust has been built through consistency, quality, and long-term partnerships. Rather than adopting a uniform global strategy, we work closely with local partners to understand each country's healthcare ecosystem and adapt our product portfolio, scientific communication, and brand-building initiatives accordingly.

Our emphasis on internationally compliant manufacturing, strong regulatory standards, dependable supply, and responsive customer support has strengthened confidence among healthcare professionals, distributors, and patients alike.

Beyond products, we invest in medical education, disease awareness, and community-focused initiatives that create meaningful value. We believe sustainable brands are built by delivering reliable healthcare solutions while respecting local market realities and cultural diversity.

How does Indus Life Sciences identify healthcare and wellness opportunities that can succeed across international markets?

At Indus Life Sciences, based on our earlier experience in Pharma Selling & Marketing, we began with understanding local healthcare needs rather than simply introducing products. We study disease patterns, prescribing practices, regulatory requirements, affordability, and consumer behavior in each market before evaluating commercial potential.

Our teams work closely with healthcare professionals, distributors, and regulatory authorities across more than 45 countries, enabling us to identify unmet needs and emerging trends. We assess every opportunity through a structured framework that considers medical relevance, market potential, regulatory feasibility, manufacturing capability, and long-term sustainability.

Which products and markets will shape Indus Life Sciences' growth over the next five years?

Our growth strategy focuses on expanding both our geographic presence and therapeutic portfolio. While Africa, Southeast Asia, Latin America, and the Caribbean will remain key markets, we also aim to strengthen our position within existing countries through broader product offerings.

We see significant opportunities in chronic disease management, cardiometabolic care, gastroenterology, women's health, paediatrics, and evidence-based nutrition. We are also exploring innovative therapies, specialty wellness products, biologics, biosimilars, and advanced drug delivery systems that address evolving healthcare needs.

Guided by our Vision 2035, our objective is to expand to 100 countries with over 2,000 product registrations while remaining committed to quality, affordability, innovation, and trusted partnerships that improve access to healthcare worldwide. ■