

BAL PHARMA EXTENDS ITS Foothold IN THE PHARMA MARKET

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BAL PHARMA LIMITED, (BSE, NSE: BAL PHARMA) one of India's leading Pharma companies, has announced their expansion plans in the Andhra Pradesh market with a view to garner control over a market in which they already have a substantial presence and market share. Bal Pharma, operates in domestic market through its four divisions viz MSD (Multi Specialty Division), Glyduz (Diabetes –Specialty), Servetus (Cardiology-specialty) & Bal Vedics (Ayurvedic Division) with a strong and dynamic field force of 600 Marketing executives and managers. With the Current year Man power expansion to 50 marketing executives, the sales in A.P is expected to increase three folds in this financial year.

Speaking on the refurbishing of its marketing and distribution force, Mr. Deepak Sarda, Vice President, Marketing, Bal Pharma limited said “We have taken this strategic step to market aggressively in South India with a prime focus in Andhra Pradesh; one of India's largest pharma market. The company has a strong establishment in other three states of South and feels this is a right time to look towards largest South market, especially when the company has won acknowledgement at the international level too. We are looking at an exponential growth taking the present AP market to 20 crores in the next 4 years. This step will also support our vision to be a 1000 crore company in the near future.”

Bal Pharma Limited has embarked on a greater expansion keeping in view of the ambitious vision plan of 1000 Cr by 2012. The total Indian Pharma market is estimated to be around 32409 Crores growing at the rate of 15 %. Andhra Pradesh contributes 9.5 % to total Indian Pharmaceutical Market. The pharmaceutical market in Andhra Pradesh is estimated to be 2900 Crores growing at the rate of 14 %. In A.P, the total market size of the therapeutic segments like Anti-Diabetes (OHA's) is 130 Cr, Cardiology: 331 Cr, PPI: 130 Cr, Antihistamines: 51 Cr, Gynecology (Nutraceuticals like Calcium & Iron Preparations): 94 Cr, & Antibiotics groups like Macrolide 44 Cr,. Currently, Bal Pharma represents in these therapeutic segments of A.P market with its well established brands like Aziwin ,Diabend-M, Lipofix and new introductions, added Mr. Sarda.

Recently, Bal Pharma has already introduced few promising molecules like TELONG (Telmisartan 20, 40 & Telmisartan-H) for Hypertension, RABIFIX (Rabeprazole 20 mg &

Rabeprazole 20 mg with Domperidone 30 mg) PPI, GLYVOG (Voglibose 0.2 & 0.3 mg) for Diabetes & AZIWIN-AX (Azithromycin with Ambroxol) for Respiratory infections. Bal

Pharma plans to launch many molecules in various therapeutic segments like Cephalosporin's, Anti-Arthritis, Nutraceuticals, Anti Hypertensives, Anti-Diabetes (OHA's), Anti-Allergics & New Lipid lowering Agents, on all India basis which will boost up the net sales of Bal Pharma in the months to come.

Going ahead, the company is planning to file more DMFs in next few months, and this would comprise of a basket of products being required by the market as the country has an advanced healthcare system and demand for all types of pharmaceuticals is high. The company would be entering 15 new countries within the next financial year. With manpower of more than 1000 in the company, the company is committed to develop, manufacture and market innovative Pharma products. The company with its international quality systems, excellent infrastructure and outstanding manpower skills is working aggressively to become a reckoning name in the Indian & Global Pharmaceutical industry.

MORE ABOUT BAL PHARMA

Bal Pharma Ltd, a pharmaceutical company listed at Bombay Stock Exchange & National Stock Exchange is a leading manufacturer, marketer and exporter of pharmaceutical products in India and abroad. Established in 1993, the company has an envious track record of providing its immaculate services in the health care market. The company's strength spans a range of

Branded formulations, APIs, Generics including Parentereals, and Intermediates, to Herbals. Bal Pharma has three manufacturing units, one for APIs coupled with R & D, the second for formulations both located at Bangalore and a third unit for Parentereals at Pune; all equipped with ultramodern state-of-the-art technology. All units conform to the GMP standards as laid down by WHO. Bal Pharma is also one of the top companies in the country having the latest Form Fill and Seal (FFS) technology.

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