

Strategic Recommendations on a New Product Launch for an Indian Generic Manufacturer

➔ **Client Objective:** An Indian generic manufacturer had recently established a biopharmaceutical manufacturing plant in India and wanted strategic recommendations on the biosimilars that they should launch.

➔ **IMRAC's Process Map:** The study involved a comprehensive analysis to screen out biopharmaceutical products that had achieved blockbuster sales in the US and Europe but were not yet launched in India. The study was further complemented with an extensive patent search and primary research to identify a list of biosimilars that that the company should launch in India.

