

## New export norm to identify origin, 7/1 maker of drugs

Our Bureau

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The Union Government will announce new regulations for pharmaceutical exports soon to clearly identify the origin of the product and its manufacturer.

"The idea behind the move is to tackle the campaigns on the quality of Indian generics and their wrongful identification with counterfeit drugs," Mr Rajeev Kher, Joint Secretary, Department of Commerce, told newsmen on the sidelines of a pharma CEO conclave organised by Pharmaceutical Export Promotion Council here on Friday.

The 'confusion' over the difference between the generics and counterfeits/substandard drugs has resulted in some Indian pharma exports to Latin America and Africa being detained in Europe, he observed.

"The introduction of traceability for drug exports will solve this problem as it helps identify the origin of the product," he said.

### M&A

The Government is also concerned at the possibility of Indian drug companies "being pushed/forced" to go for mergers/acquisitions by the global majors.

"We want to protect the uniqueness of the Indian pharma industry in terms of

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pricing and quality. If mergers and acquisitions are market driven, we have no problem. But if they are forced because of financial constraints, the Government may have to take policy intervention. The Government has commissioned a study to analyse the pattern of M&As. The report is likely within three months. Further course of action will be decided after that," the officials said.

To ensure availability of funds for the pharma companies, a platform would be created by the Government.

"A common platform to bring together banks, financial institutions and pharma companies would be organised in October," he said.

Addressing participants in the meet earlier, Dr S. M. Jharwal, Chairman, National Pharmaceutical Pricing Authority, said the industry had to "live with price controls".

*Saxena*