

Press Release

Pharmarack and Indian Pharmaceutical Alliance (IPA) launch report on “Changing Dynamics of Indian Pharma Supply Chain”

26 August 2024, Mumbai, India – Pharmarack Technologies Pvt. Ltd., a market leader in pharmaceutical digital supply chain and Indian pharmaceutical market intelligence, in collaboration with the Indian Pharmaceutical Alliance (IPA), released a report titled “**Changing Dynamics of Indian Pharma Supply Chain**”.

The Indian pharmaceutical supply chain has undergone significant transformation over the past decade, with the COVID-19 pandemic accelerating these changes. The report delves into this evolving landscape given the introduction of recent regulations such as Good Manufacturing Practices (Revised Schedule M) and Good Marketing Practices (UCPMP). The report also underscores the critical need for Good Distribution Practices to ensure quality and last-mile connectivity at every stage of the distribution chain.

Central to the report’s findings is the importance of compliance across the entire supply chain, anchored by the doctor's prescription. The study is based on the multi-phase research methodology that included the use of Pharmarack’s advanced data analytics platform to collect and analyze real-time data from over 2,00,000+ chemists and 12,000+ distributors, that trade products of 6,000+ manufacturers and pharma companies across India. Furthermore, there were in-depth interviews with key stakeholders, including top pharma companies, distributors, retail chemists, and industry experts, for qualitative insights. The report also looks at the global best practices, identifying areas for learning from other evolved markets. The key recommendations are as follows:

- 1. Empowering Pharmacies:** Upskilling, digitization and extending value-added services for comprehensive patient care
- 2. Prioritizing Patient Safety:** Strengthening drug quality compliance across the entire value chain
- 3. Ensuring Integrity:** Enhancing transparency to tackling counterfeit drugs
- 4. Leveraging Digital Technologies:** For building supply chain resilience

This report provides a comprehensive roadmap for stakeholders to enhance the efficiency, transparency, and quality of the Indian pharmaceutical supply chain, making India a global benchmark with a strong focus on patient welfare.



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Mr. Dhruv Gulati, CEO of Pharmarack Technologies, highlighted, "Patient welfare is the cornerstone of the pharma sector and must be at the heart of every distribution channel. The doctor is the guardian of the patient's health, making their prescription fundamental to the entire process. We are releasing this report at a crucial time when the industry is focused on ensuring affordable, high-quality medicines reach every corner of the country. Empowering pharmacists, optimizing the distribution network, and leveraging technology will be essential to building an efficient, transparent, and resilient supply chain that truly benefits patients. We are grateful for IPA's support in this initiative."

About Pharmarack: Pharmarack Technologies Pvt. Ltd. is a leading provider of pharmaceutical digital supply chain solutions and Indian pharmaceutical market intelligence. The company's platform connects manufacturers, distributors, and retailers, enabling seamless transactions, real-time data sharing, and improved efficiency across the pharmaceutical supply chain.

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