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## Vridddhi 2

## IDMA's 62nd Annual Day Celebrations

*Elevate, Accelerate, and Grow: The Indian Pharmaceutical Industry's Odyssey*

on 23-24 Feb 2024 at

**FLAME UNIVERSITY, PUNE**

### Message from IDMA National President



Ladies and Gentlemen:

*Namaste.*

I am pleased to invite you to “Vridddhi 2”, India’s pre-eminent platform for collaboration between stakeholders of the Indian pharmaceutical industry. Vridddhi is conceptualised and delivered by **The Indian Drug Manufacturers’ Association (IDMA)** in partnership with **Bain & Company**. The first edition (V1) was organised on 16 Sep 2022 at The Trident Nariman Point, Mumbai for pharma entrepreneurs to expand their vision by embracing founder’s mentality and making private equity capital work to their advantage. The second edition (V2) will be organised on **23-24 Feb 2024** at **Shantiniketan**, the majestic 500-seater auditorium, at **FLAME University**, Pune, to share best practices on corporate strategy, capital allocation, and leadership for inspiration and action.

# Happy New Year 2024

IDMA estd. 1961, the non-profit industry consortium of 1,100 Indian pharmaceutical companies, represents consolidated revenues of more than \$25 Billion and serves 5+ Billion patients and consumers across 50 countries. It works with Government of India, state governments, regulators, and foreign government offices on policy making and stakeholder engagement. It also represents the Indian pharmaceutical industry esp. small and medium companies on key matters. IDMA also organised Diamond Jubilee (60th year) celebrations on 14-15 Apr 2022 at The Sahara Star, Mumbai. The event, a stupendous success, was graced by Union Ministers Dr. Mansukh Mandaviya and Shri Piyush Goyal, apart from participation of Shri N Chandrasekaran (Tata Sons), Shri Dilip Shanghvi (Sun Pharmaceutical), Shri Pankaj Patel (Zydus), Shri Satish Reddy (Dr. Reddy's), Shri Premchand Godha (Ipca Laboratories), Dr. Satyanarayana Chava (Laurus Labs), Dr. Amit Varma (Quadria Capital), Ms. Renuka Ramnath (Multiples PE), Shri Ramesh Damani (BSE, DMart), and Shri Utpal Sheth (Rare Enterprises).

Bain & Company, world's leading management consulting firm, helps most ambitious change makers define the future. Across 64 cities in 39 countries, Bain teams work alongside their clients as one team with a shared ambition to achieve extraordinary results, outperform the competition, and redefine industries. FLAME University is the philanthropic venture of ENAM Holdings, one of India's most respected investment firms. It was established in 2004 to become an excellent institution of higher learning grounded in Indian values. It is nested in a 70-acre green valley and is an architecture marvel that blends contemporary and traditional art. ENAM, led by Shri Vallabh Bhanshali and Shri Nemish Shah, has a 40-

year unparalleled heritage of investing in Indian capital markets. Dr. Dishan Kamdar, a globally acclaimed academician and revered thought leader on negotiation, leadership, and organisation behaviour, is the Vice-Chancellor of FLAME.

The organising committee comprises of Shri Mahesh Doshi (Immediate Past National President, IDMA and Chairman, Dy-mach Pharma), Shri Bharat Shah (Senior Vice-President, IDMA and Chairman, S Kant Healthcare), Shri Mehul Shah (Honorary General Secretary, IDMA and Managing Director, Encube Ethicals), Shri Daara Patel (Secretary General, IDMA), Shri Nirav Mehta (Director, Corona Remedies), Shri Parijat Ghosh (Managing Partner, Bain & Company), Shri Arunava Saha Dalal (Partner, Bain & Company), Shri Sujay Subrahmanyam (Partner, Bain & Company), and Mr. Vikrant Parashar (Principal EA (Strategy) to MD, Encube Ethicals) apart from myself. It is our earnest endeavour to make the event engaging and enriching for all participants.

Vridhhi 2 provides valuable insights and offers an excellent opportunity to connect with echelons, peers, and partners from the Indian pharmaceutical industry. I am confident that your presence will enhance overall success of the event and I look forward to meeting you and everyone.

Sincerely,

**Dr. Viranchi Shah**



**National President, IDMA and Director, Saga Laboratories**

**Happy New Year 2024**

# Agenda



**Important: All speakers and panellists are confirmed *except* those with an asterisk.**

**Fri, Feb 23, 2024**

14:30	<i>Arrivals and Welcome Lunch</i>
15:30	<p><b>Inaugural Session</b>            Daara Patel, <i>Secretary General - IDMA</i>            Mehul Shah, <i>Honourary General Secretary - IDMA and Managing Director - Encube Ethicals</i>            Dr. Viranchi Shah, <i>President - IDMA and Director - Saga Laboratories</i>            Satish Mehta*, <i>Managing Director and CEO - Emcure Pharmaceuticals {ChiefGuest of Inaugural Session}</i></p>
16:15	<p><b>Enhancing the Quality Quotient of The Indian Pharmaceutical Industry {Panel}</b> Dr. Rajeev Raghuvanshi*, <i>Drug Controller General of India</i>            Sarah McMullen*, <i>Director (India Office) - US FDA</i>            Sudarshan Jain, <i>Secretary General - IPA</i>            Dr. Viranchi Shah, <i>President - IDMA and Director - Saga Laboratories</i>            Sriram Shrinivasan, <i>Partner - Bain &amp; Company (Moderator)</i></p>
17:00	<p><b>Build to Last: Making of an API Behemoth {Case Study}</b> Dr. Murali Divi*, <i>Managing Director - Divi's Laboratories</i></p>
17:30	<b>High-Tea</b>
18:15	<p><b>Digitization: Enabling Competitive Advantage {Case Study}</b> Jens Woehlbier*, <i>CEO - Werum Körber</i></p>
19:00	<p><b>Innovation in India for the World {Case Study}</b> Kaushik Mudda, <i>Cofounder - Ethereal Machines</i></p>
20:00	<p><b>Passing the Baton: Succession for Success {Leadership PoV}</b>            Janmejaya Sinha, <i>Chairman - BCG India</i></p>
22:30	<i>Musical Performance and Dinner</i>

**Sat, Feb 24, 2024**

09:15	<b>Introduction to FLAME University</b>
10:15	<p><b>The Art of Persuasion: A Masterclass on Negotiation and Influence {Leadership PoV}</b>            Dr. Dishan Kamdar, <i>Vice-Chancellor - FLAME University</i></p>
10:30	<b>Break</b>
11:00	<p><b>Play to Win Strategies in Emerging Markets {Strategy PoV}</b> Arunava Saha Dalal, <i>Partner - Bain &amp; Company</i></p>
11:45	<p><b>Achieving Vibrant Success in Emerging Markets {Case Study}</b> M V Ramana*, <i>CEO (India and Emerging Markets) - Dr. Reddy's</i></p>

**Happy New Year 2024**

<b>Sat, Feb 24, 2024</b>	
12:45	<b>Packing a Punch in India Domestic Market {Panel}</b> Arjun Juneja, <i>COO - Mankind Pharma</i> Nikhil Chopra, <i>CEO - J B Chemicals &amp; Pharmaceuticals</i> Nirav Mehta, <i>Director - Corona Remedies</i> Sandeep Singh, <i>Managing Director - Alkem Laboratories</i> Umang Vohra, <i>Managing Director and Global CEO - Cipla</i> Parijat Ghosh, <i>Managing Partner - Bain &amp; Company (Moderator)</i>
14:00	<b>Lunch</b>
15:00	<b>IDMA 62nd Annual Day Celebrations and Chief Guest's Address</b> Dr. Mansukh Mandaviya, <i>Honorable Minister of Health and Family Welfare, Chemicals and Fertilizers, GoI {Chief Guest}</i> Dr. Arunish Chawla*, <i>Secretary - Department of Pharmaceuticals, GoI</i> Dr. Vinod Paul*, <i>Member - NITI Aayog, GoI</i> Dr. Viranchi Shah, <i>President - IDMA and Director - Saga Laboratories</i>
16:00	<b>Rx for Success: M&amp;As, Private Equity, and IPOs {Panel}</b> Amit Bakshi, <i>Chairman and Managing Director - Eris Lifesciences</i> Amit Jain, <i>Managing Director - Carlyle Group</i> Shweta Jalan*, <i>Managing Partner - Advent International</i> Sudhir Vaid, <i>Chairman and Managing Director - Concord Biotech</i> Dr. Amit Varma, <i>Managing Partner - Quadria Capital (Moderator)</i>
16:30	<b>High-Tea</b>
17:30	<b>Leading with Values for Value-Creation {Fireside Chat}</b> Vallabh Bhanshali, <i>Chairman - ENAM Holdings</i> Mehul Shah, <i>Honourary General Secretary - IDMA and Managing Director - Encube Ethicals</i> (Moderator)
18:30	<b>Vision 2030 of The Indian Pharmaceutical Industry {Panel}</b> Dilip Shanghvi, <i>Managing Director - Sun Pharmaceutical</i> G V Prasad*, <i>Co-Chairman and Managing Director - Dr. Reddy's</i> Nilesh Gupta*, <i>Managing Director - Lupin</i> Pankaj Patel*, <i>Chairman - Zydus Lifesciences</i> Samir Mehta, <i>Chairman - Torrent Pharma</i> Karan Singh, <i>Chairman - Bain &amp; Company (Moderator)</i>
19:00	<b>Closing Session and Vote of Thanks</b> Mehul Shah, <i>Honourary General Secretary - IDMA and Managing Director - Encube Ethicals</i>
20:00	<b>Dinner and Departures</b>



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**Happy New Year 2024**