

GSK Pharma to expand into oncology, focus on adult vaccines in India

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New Delhi:

GlaxoSmithKline (GSK)

Pharma, marking its 100th year in India, is shifting its focus toward becoming a specialty-driven company, with an emphasis on preventive healthcare through adult vaccines. As India's second-largest

multinational pharmaceutical company, with close to 30 crore prescriptions annually, GSK Pharma is also preparing to enter the oncology market, launching two high-value therapies as part of its expansion beyond general medicine.

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As part of its strategy to strengthen its preventive healthcare portfolio, GSK Pharma plans to launch more adult vaccines. This move signals a shift from the traditional focus on infant immunization to a broader preventive approach targeting people of all ages. GSK aims to build a comprehensive healthcare ecosystem to support this initiative.

On the pricing front, Akshikar pointed out that GSK Pharma has always maintained a tiered pricing strategy in India. He explained that while some of their products, such as paracetamol, fall under the National List of Essential Medicines (NLEM) and are subject to price control, the company manages to offer competitive pricing without compromising quality. "We've always had tiered pricing in India," he said, citing the example of their popular paracetamol brand Calpol, which operates within the same price range as commoditized products.

GSK Pharma's strategic focus on specialty treatments and preventive healthcare reflects its commitment to innovation as it enters its second century in India. The company's efforts to expand its vaccine offerings and introduce cutting-edge cancer therapies signal a continued dedication to addressing India's evolving healthcare needs.

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