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## Interview

### 'Customers appreciate our pure-play status'

*Kemwell has recently been in news for being the first Indian contract manufacturer to purchase Pfizer's manufacturing plant in Sweden. **Subhash Bagaria**, Managing Director, Kemwell speaks about the company and its future plans*

#### Why is Kemwell now looking at global contract manufacturing?

Analysts at Frost & Sullivan peg the worldwide revenues for CRAMS to around \$100 billion in 2004. This figure is expected to grow at an average annual rate of 10.8 percent to reach around \$168 billion by 2009. Given such huge opportunities abroad, we are ready to reach for new frontiers. For this, we are prepared on all the fronts like product quality, infrastructure, an understanding of the regulations abroad and on the service fronts. To further augment our current expertise, we have also recently acquired a manufacturing facility from Pfizer in Sweden.

#### How well are you equipped to succeed in contract manufacturing segment?

Currently, we have four manufacturing facilities running in Bangalore. Also, a new tablet facility with capacity to manufacture up to five billion tablets is near completion. This facility will cater to US and European customers. We manufacture 100 million liquid orals, 42 million ointments and creams, 24 million liquid oral drops, 12 million units of powders, 12 million units of external drops and will add another five billion tablets per year from the new facility.

#### What is Kemwell's competitive advantage?

Our customers appreciate our pure-play contract manufacturing status. We do not manufacture or market any product under our own brand name. Moreover, we respect patent laws of ethical drugs. Hence, innovator pharmaceutical companies worldwide show deep interest in exporting from Kemwell. Also, our 100 percent focus on contract manufacturing allows us to channel our creativity and skills completely toward innovating for our customers.

#### How have you prepared for Kemwell's thrust abroad?

It is our vision to construct India's largest contract manufacturing facility for exporting tablets. We are also working towards establishing operations world-wide in geographies such as USA, Europe and South America. The first international acquisition in Uppsala, Sweden is a manufacturing facility from Pfizer.

#### What are the advantages and spin-offs from this acquisition?

The acquisition is expected to increase Kemwell's turnover by Rs 200 crore. This does not include the additional business we will get from the launch of analytical services. Also, the experience of running the plant will be invaluable to us in India as well.

Learnings, in both technical and commercial aspects will be applied in the running of our new tablet facility in Bangalore. Above all, it has helped to build a strong relationship with Pfizer and has put Kemwell on the global map of contract manufacturing.



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