

# Analysts' meet

GlaxoSmithKline Pharmaceuticals Limited

16<sup>th</sup> March 2023

**The session will begin at 4:30 pm (IST)**

Participants are requested to remain on mute and raise their hand to ask a question

## Bhushan Akshikar, Managing Director

Mr. Bhushan Akshikar has a successful track record of over 12 years in key leadership roles in GSK across India, Middle East, Russia CIS & Africa region.

Before joining GSK, Bhushan spent 15 years with Janssen, Johnson & Johnson, in various commercial roles leading both specialty and primary care business units in local and regional positions in India, S. Korea and Belgium.



## Juby Chandy, Chief Financial Officer

Mr. Juby Chandy has a successful track record of over 14 years in key leadership roles in GSK across India, Singapore, Southeast Asia, Vietnam, Turkey, and the Middle East.



# Agenda



Market overview



GSK India overview



Financial overview



Q&A

The GSK logo is rendered in a bold, white, sans-serif font against a vibrant orange background. The letters are thick and blocky, with a slight shadow effect that makes them stand out. The 'G' is particularly stylized with a rounded top and a thick stroke. The 'S' and 'K' are also very bold and blocky, with the 'K' having a distinctive shape with a vertical stem and a diagonal leg.

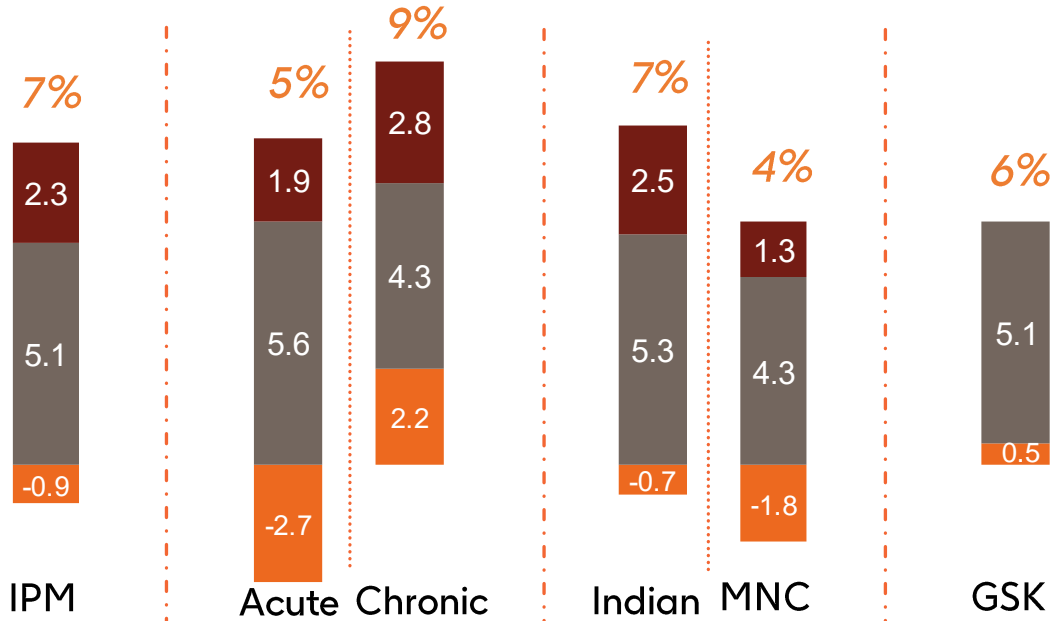
Our purpose

We unite science, technology  
and talent to get ahead  
of disease together

# The Indian Pharma market

## GROWTH DRIVERS

■ Vol.Gwth ■ Price Gwth ■ N.I Gwth



## Contribution



## 5 yr CAGR (15-20)

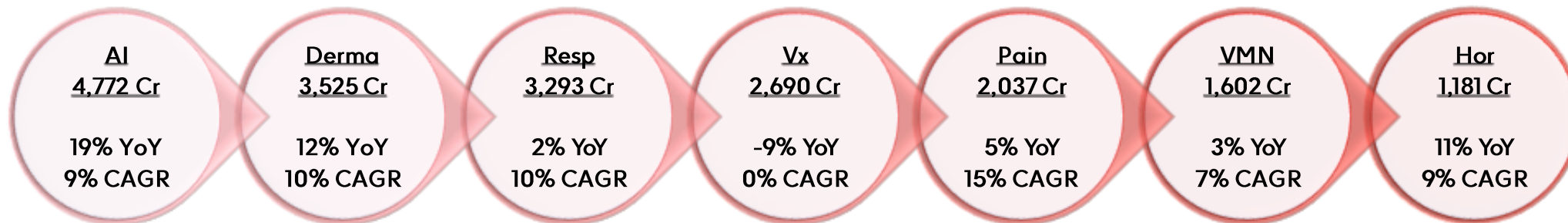


## Projected CAGR (20-25)



# GSK Pharma Represented Market: Key TAs

GSK operates in ~20k Cr market and growing in double digits



# GSK India Footprint

2<sup>nd</sup> Rank MNC in IPM (2.6% Value share & ~4% Volume share)



**3700+**  
Employees



**State-of-the-art Manufacturing unit**  
in Nashik, Maharashtra




**22 Contract Manufacturing Organisations**  
(68% of total Supply)



~ **200Mn**

patients on general  
medicine portfolio/year



~ **6Mn**

immunisation sessions





# GlaxoSmithKline Pharmaceuticals Limited's Manufacturing facility in Nashik

# Where to play?

## General Medicines

### Anti-infectives

**AUGMENTIN**

**CEFTUM**

### VMNs and Hormones

**ELTROXIN**

**CoBaDex CZS**

**CCM**

### Derma

**Neosporin**  
Skin Ointment

**BACTROBAN**  
Ointment

**Dermovate**  
Clobetasol propionate

**Cutivate**  
Flucicason propionate

**Betnovate**  
Betamethasone valerate

**Eumovate**  
Clobetasol butyrate

### Pain and Analgesics

**Calpol**

## Vaccines

**SHINGRIX**  
HERPES ZOSTER VACCINE  
(RECOMBINANT, ADJUVANTED)

**Fluarix Tetra**  
Inactivated Influenza Vaccine (Split Virion) IP

**Infanrix hexa**

**Synflorix**  
Pneumococcal Polysaccharide  
Conjugate Vaccine (adsorbed)

**boostrix**

**Havrix**  
Inactivated Hepatitis A Vaccine (Adsorbed)  
Think **LONG TERM**

## Specialty

**NUCALA**  
mepolizumab  
Injection 100mg/mL

**TRELEGY ELLIPTA**  
fluticasone furoate/umeclidinium/vilanterol

# How to win?



**FOCUS**

Sharper strategies to win vs competition and gain MS



**AGILITY**

Responsive GTM plans for evolving patient needs and market opportunities



**DIFFERENTIATION**

Differentiated customer experience

# Our Portfolio

Serving patients over decades with Quality brands

## Strong Portfolio



Ranked **#1 Brand** in  
Indian Pharmaceutical  
Market

4 of our brands in  
**Top 50** brands of  
IPM

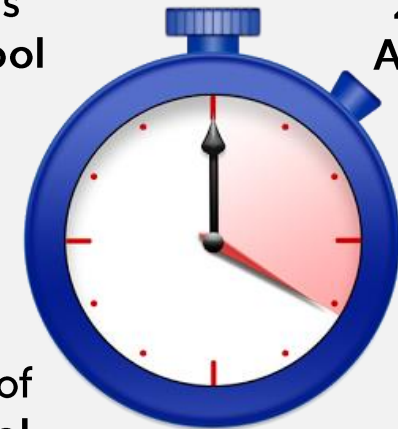


Focus brands growing ahead of market with  
**EI>100**

## Sold Every Second

8 Units  
of Calpol

2 Units of  
Augmentin



6 Units of  
Betnesol

1 Unit of  
T Bact

6 Units of  
Betnovates

# Continuing our strong footprint

## Physical and Omnichannel presence



50k attendance  
in SPMs/CMEs



480 Rep HQs



~10,000 Cities  
covered



20k HCPs calls per  
day



200k retailers  
covered every month

300k+ HCPs  
covered by 8  
teams



2900+ strong  
field force

30 Mn  
Touchpoints

2.7 Mn sessions on  
consumer website



1.7 Mn Reach on  
DNP's



10 Mn e-mails



22k HCPs  
attending webinars



1.8 Mn SMS &  
Whatsapp



# Our Strategic Focus



## Grow

Improve competitiveness by  
Investing behind Key Brands in  
Gen Med & Vx



## Defend

Protect market share & drive  
profit optimisation in  
Performance brands



## Launch

Deliver exceptional launches,  
starting with Shingrix

## Culture

Evolve a culture where our people develop, thrive & do the right thing

# Contemporising our portfolio

Augmentin LCM to fight rising resistance in India:  
Launch of Augmentin ES



Targeted at *Penicillin-resistant S. Pneumonia* (PRSP)

Promoted at Specialists only (ENT and Peds)



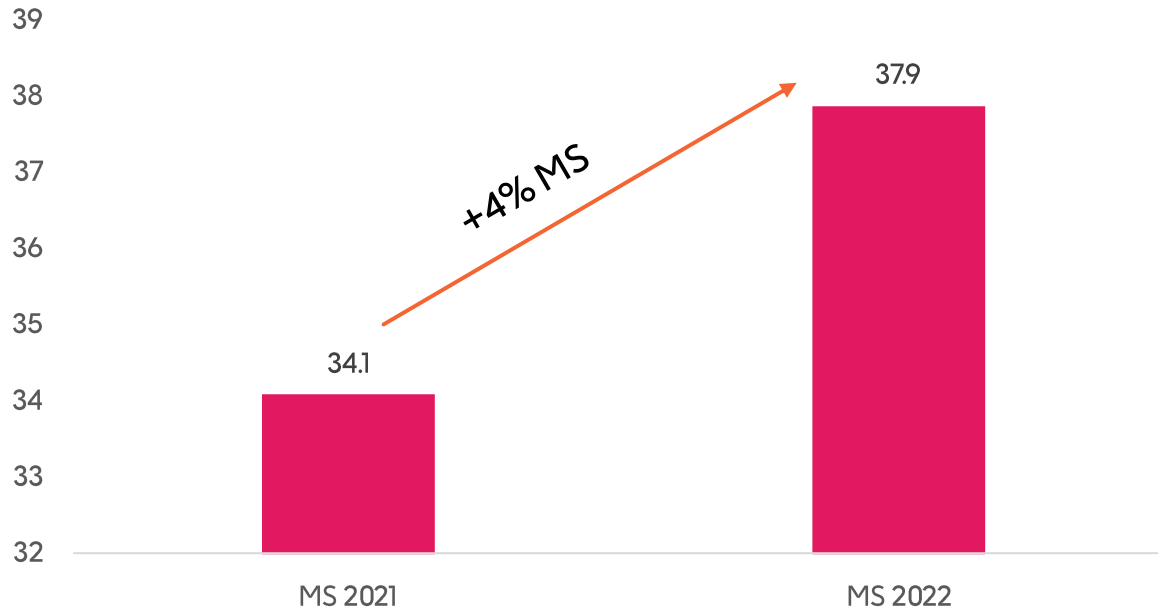
CALPOL 650 → CALPOL 650+ with OPTIZORB



Calpol 650 is now:  
'trusted' to 'trusted & advanced'

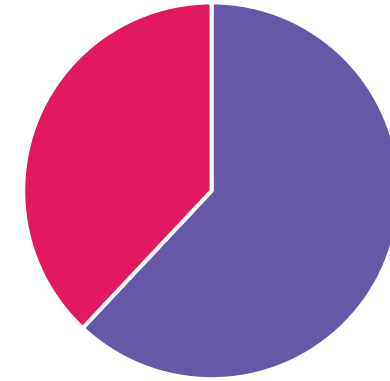
# Vaccines market yet to regain momentum

Focus brands gained MS despite a down market



Focus brands gained 4% market share in 2022

Surrogate Markets (Pregnancy related) showing >10% gr



■ Focus Brands ■ Rest of Portfolio

Our Vaccines in NIP portfolio are **getting stabilised**

Some key **Vx to resume supply in 2023** will help us to strengthen portfolio and **accelerate growth**

# Vaccination Awareness Campaigns for Consumers

Creating Awareness through Omnichannel presence (Digital, Mainline Media, PR )

## 6 in 1 campaign



**Reach: 30 Mn, Impressions: >3Bn**  
(2 bouts of campaign in Mar-Sept 22)  
Mothers of 0-3 months old

## Vaccination compliance campaign



X



X



GSK partnering with Kareena Kapoor Khan (mom ambassador) and Doctors to drive compliance in toddlers aged 1 year+ in-clinics

## Annual Flu Vaccination campaign



**Reach: 35 Mn, Impressions: >2Bn**  
(2 bouts of 6 weeks campaign in Jun-Jul 22 and Nov-Dec 22)  
Parents of children below 5 years old

## Annual Partnership



**MyVaccinationHub.in**

X

**firstcry.com**

ASIA'S LARGEST ONLINE BABY & KIDS STORE

Drive Faisla Sahi Zindagi Sahi & MyVaccinationHub.in vaccination tracker registration & usage



# Driving Awareness



GSK partnering with Kareena Kapoor Khan (mom ambassador) and Doctors to Drive compliance of annual flu vaccination in kids 1-5 years old

# Driving Awareness



GSK partnering with Kareena Kapoor Khan (mom ambassador) and Doctors to drive compliance in toddlers aged 1 year+ in-clinics

# Shingrix

Our Vision : A world protected from Shingles



**SHINGRIX**  
HERPES ZOSTER VACCINE  
(RECOMBINANT, ADJUVANTED)

- Globally, vaccines growth was fueled by Shingrix registering **GBP 3 Bn** with a growth of **72%\***
- Launched in **9 markets** in 2022 & is now available in **26 countries**
- Shingrix contributes **more than 1/3<sup>rd</sup>** of global Vaccines sales for GSK

**>90%**

of Adults >50 years old are infected with virus that causes Shingles<sup>1</sup>

**1 in 3**

Estimated lifetime risk of Shingles due to VZV reactivation<sup>2</sup>

**PHN & HZO**

Most common complication impacting quality of life<sup>1</sup>

# Shingrix : Creating a new Adult vaccine category in India

India a key market for Shingrix

Approval for adults  
**>=50 years** of age.<sup>1</sup>

**1st Non live,  
recombinant,  
adjuvanted vaccine**  
against shingles with  
**97% efficacy**<sup>1</sup>

Only **NON LIVE** vaccine approved for individuals **≥50 years of age**



Up to **10 years**  
**protection (~89%)**<sup>2</sup>

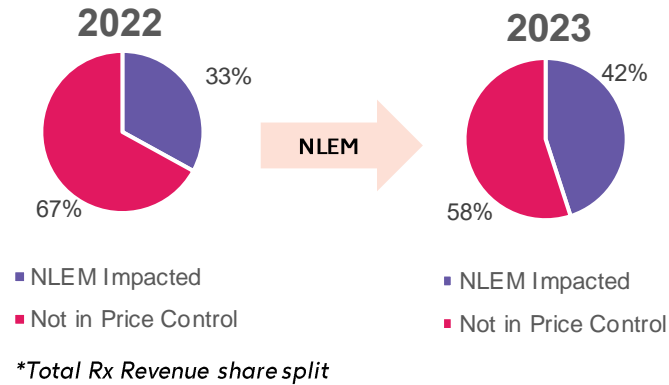
Pre-launch HCP  
connect  
**~100k HCPs**<sup>1</sup>



1. Shingrix India Prescribing Information July 2022
2. Strezova, Ana et al. Open forum infectious diseases vol. 9:10 ofac485. 23 Oct. 2022

HCP=Health Care Practitioner

# 2023 NLEM impacts pharma business, mitigation planned through various initiatives



## Key Highlights 2023

- NLEM once in 5-year event; impacting 2023; Ceftum & T-Bact are new inclusions
- Shingrix Launch
- Vx Stabilization

## Initiatives to mitigate

- Vol increases : NLEM / Non-NLEM prods
- Vol increases : Ceftum / T-Bact / Augmentin
- WPI increase
- Cost Optimization

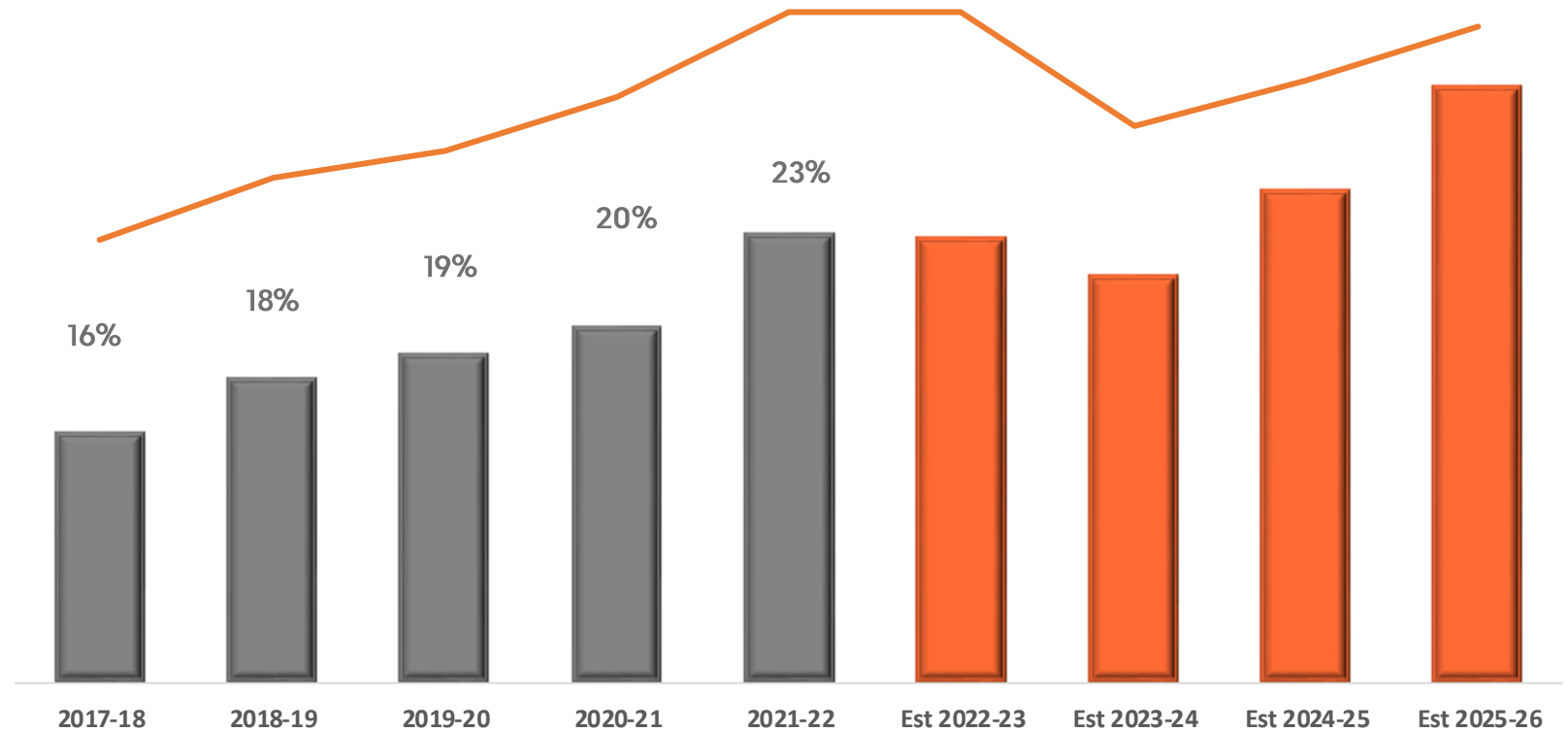
# Focus on growing the top line; EBITDA evolution

Turnover  
FY23 – FY25

High single digit  
growth

Volume driven  
growth

## EBITDA and Margins



EBITDA impact due to NLEM mitigated through cost optimization over 3 years

# GSK India Ambition | 2023-28

Deliver Double digit growth to touch the lives of a billion Indians



Deliver new launches to drive innovation growth



Continue **competitive performance** with **profitable growth** in the base business



Evolve a culture where our people **develop, thrive & do the right thing**



Ambitious for Patients

Accountable for Impact

Do the right thing

Building trust in India

100  
years



Q&A

GSK

**GSK**