



GlaxoSmithKline Pharmaceuticals Limited  
GSK House, Dr. Annie Besant Road,  
Worli, Mumbai - 400 030  
Tel No: +91 22 2495 9595  
Fax No: +91 22 2495 9494  
Web: [www.gsk-india.com](http://www.gsk-india.com)  
Email: [askus@gsk.com](mailto:askus@gsk.com)

16<sup>th</sup> March 2023

To,

**BSE LIMITED**

Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai - 400001

**THE NATIONAL STOCK EXCHANGE OF INDIA LIMITED**

Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1, G Block  
Bandra-Kurla Complex, Bandra (East)  
Mumbai - 400051

Dear Sirs,

**Subject: Outcome of Schedule of Analyst / Institutional Investor Meetings**

We refer to our letter dated 13<sup>th</sup> March 2023, informing you of our Investor / Analysts call scheduled today i.e., 16<sup>th</sup> March 2023 at 4:30 p.m.

Pursuant to Regulation 30 read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the presentation made to the Investors / Analysts Call and the same is also being uploaded on the website of the Company. The recording is uploaded at <https://india-pharma.gsk.com/en-in/investors/analyst-meets/>.

Thanking you,

Yours faithfully

For **GlaxoSmithKline Pharmaceuticals Limited**

Ajay Nadkarni  
Vice President – Administration, Real Estate  
& Company Secretary

CIN : L24239MH1924PLC001151

# 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 gives them a three-dimensional appearance. The 'G' is particularly stylized with a rounded top and a thick vertical stem. The 'S' and 'K' are also very bold, with the 'K' having a distinctive shape where the vertical stem is slightly offset from the horizontal base.

# GSK

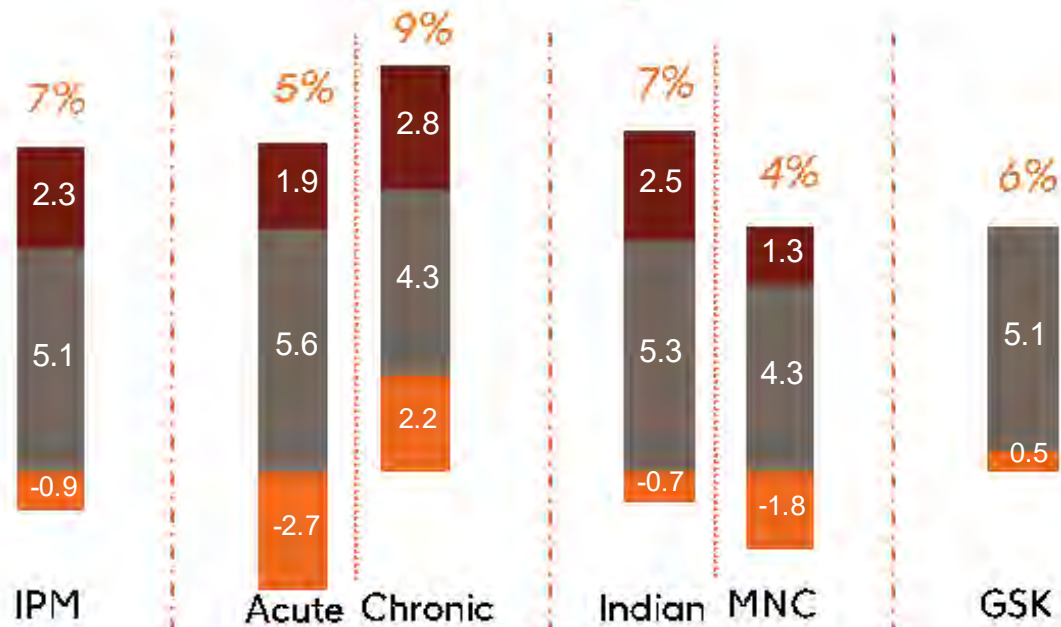
Our purpose

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

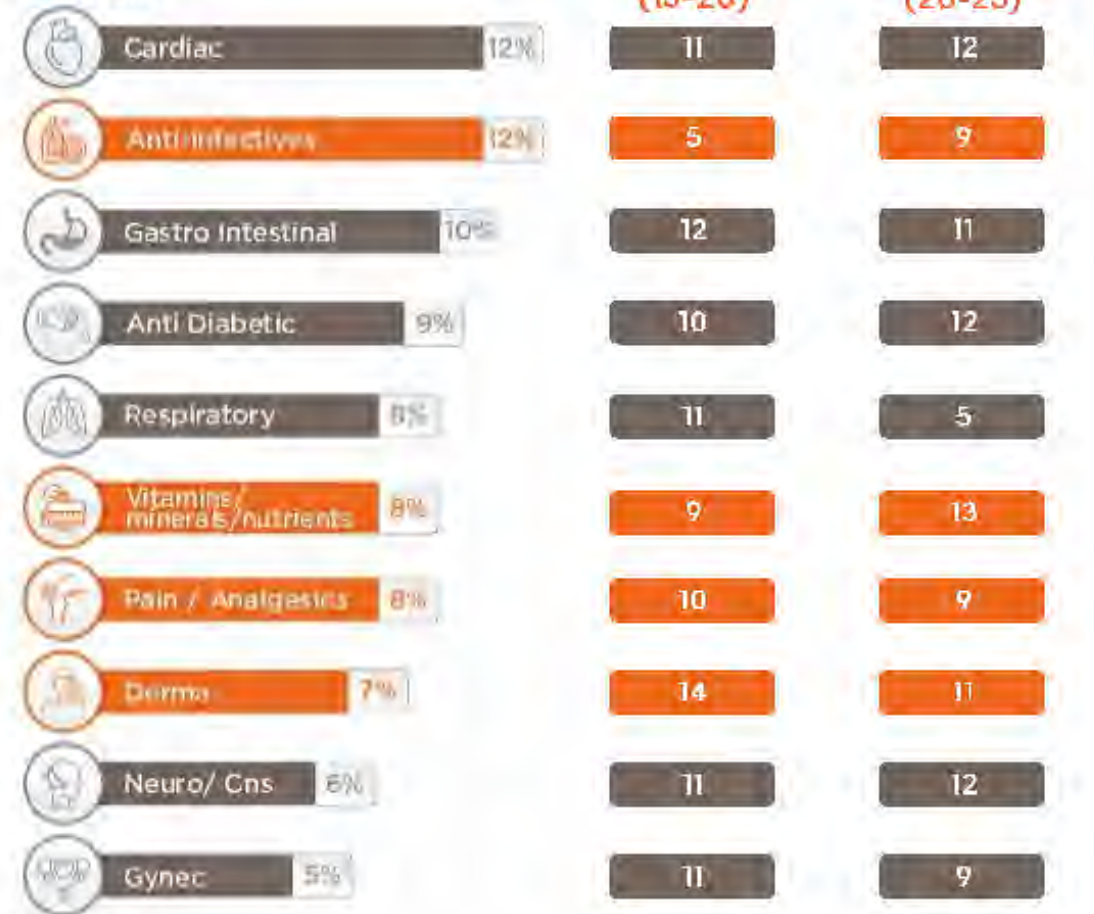
# The Indian Pharma market

## GROWTH DRIVERS

■ Vol.Gwth ■ Price Gwth ■ N.I Gwth



## Contribution



# GSK Pharma Represented Market: Key TAs

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



**GSK**



# GSK India Footprint

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



**3700+**  
Employees



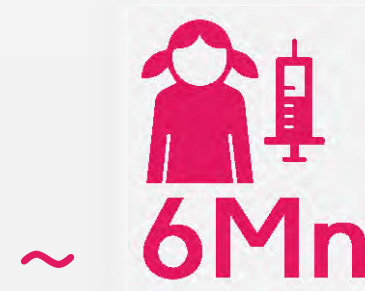
**State-of-the-art Manufacturing unit**  
in Nashik, Maharashtra



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



patients on general  
medicine portfolio/year



immunisation sessions

**GSK**

**GlaxoSmithKline  
Pharmaceuticals Limited's  
Manufacturing facility in Nashik**

# Where to play?



## General Medicines

### Anti-infectives

**AUGMENTIN**

**CEFTUM**

### VMNs and Hormones

**ELTROXIN**

**CollaDex CZS**



### Derma

**Neosporin**

**BACTROBAN**

**Dermovate**

**Cutivate**

**Betnovate**

**Eumovate**

### 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



**AUGMENTIN**

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

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

**AUGMENTIN**

**Calpol**

**T-bact**

**CEFTUM**

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



# 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)



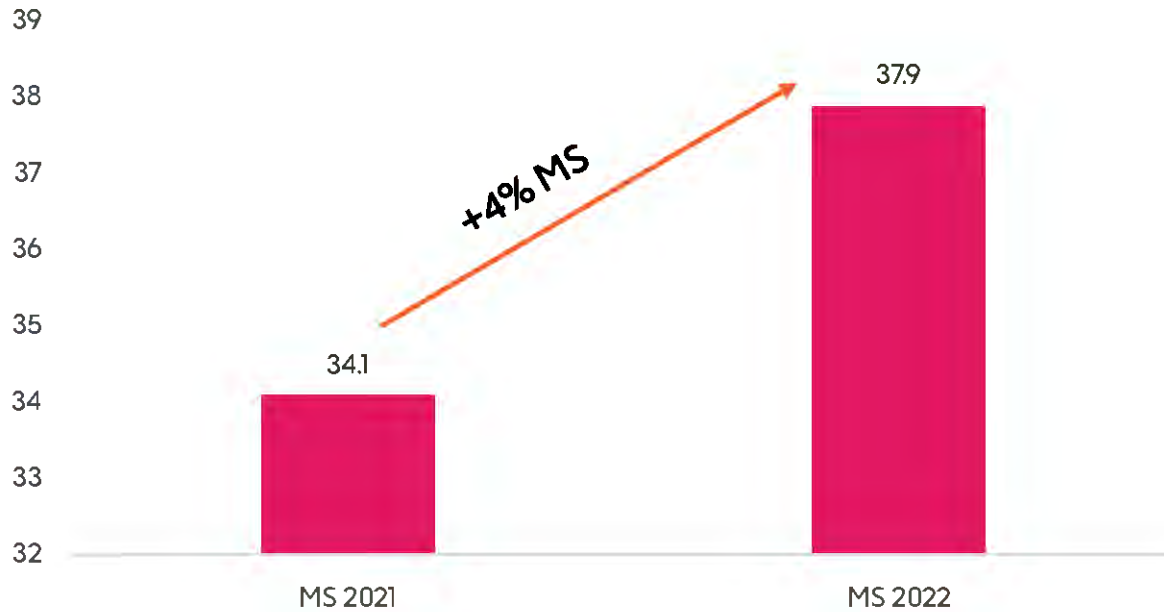
CALPOL 650 → CALPOL 650+ with OPTIZORB



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

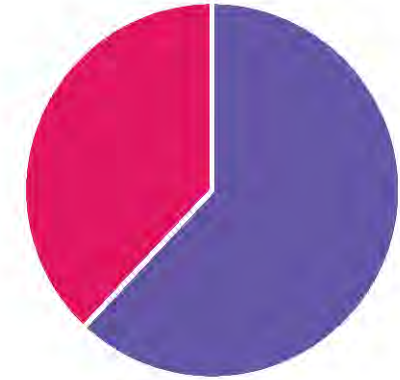
# Vaccines market yet to regain momentum

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



 **Faisla Sahi**  
**Zindagi Sahi**

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**

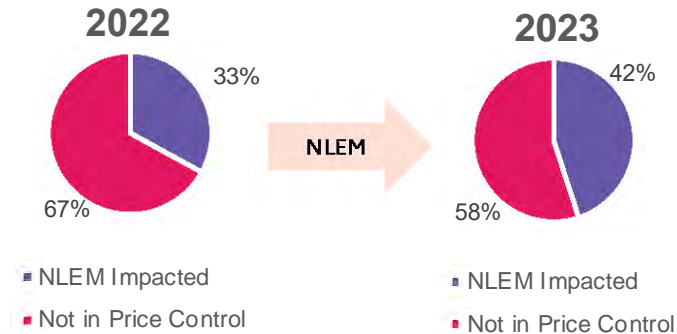


Up to **10 years**  
**protection** (~89%)<sup>2</sup>

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



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



\*Total Rx Revenue share split

## 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

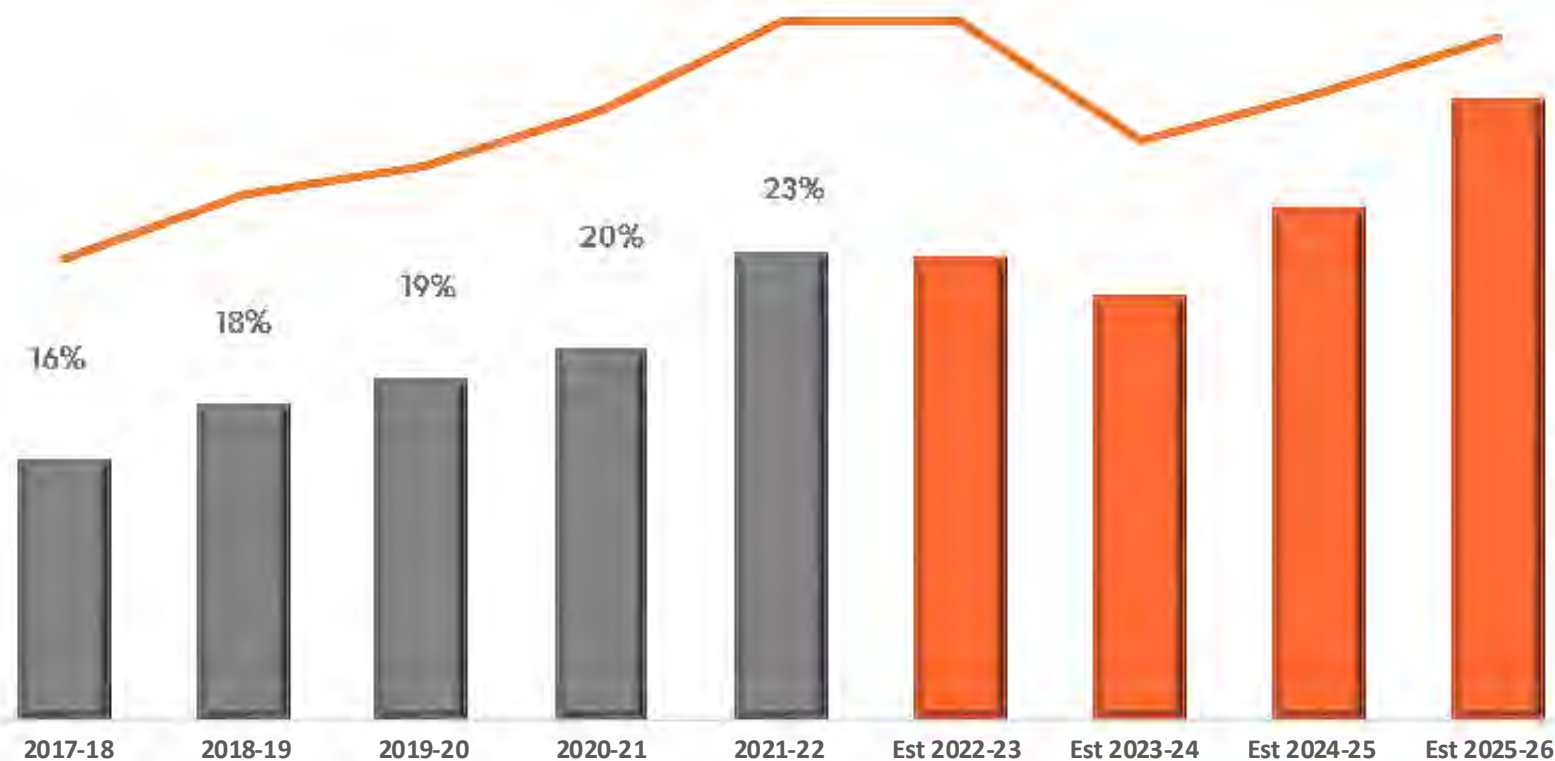
## Focus on growing the top line; EBITDA evolution

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**