

Case study | Generics and API manufacturing solutions

Driving target product selection at Neuland

India-based API manufacturer applies unique insights to inform strategic portfolio strategy

Neuland Laboratories Limited is a leading manufacturer of active pharmaceutical ingredients (APIs) to major generic players in regulated markets.

With its proven expertise in chemical process development and manufacturing and a deep understanding of complex chemical processes, Neuland also ventured into the Custom Manufacturing Solutions (CMS) space to cater to the needs of innovator companies. They currently have more than 50 US drug master files (DMFs) to serve the generic space and over 75 CMS projects. Since Neuland was growing and expanding into new offerings, they needed a better way to strategically plan and manage their portfolio.

Mr. Sajeew Emmanuel Medikonda, Head of Corporate Planning and Strategy at Neuland, says that they are a pure API company with a rich portfolio that caters to customers in niche and specialty segments. "We need answers to questions such as which players are doing well in the U.S. market for generics, which products are likely to do well over a 5-year period, which products are in the pipeline for key customers, when is the patent likely to expire for a target molecule and [how can we] track competitor moves which are key to managing our product portfolio."



Strategic decisions supported by comprehensive solutions



Select new products to accommodate the current and anticipated needs of their customers



Understand market share in the U.S. and key players operating in the region



Understand patent landscape and complexity of manufacturing/synthesis



Profile partners to expand client base for generics and innovators



Identify target molecules in phase II onwards with deals information, trials, forecast and SWOT

"Without an integrated solution, all the decisions were dependent on our own customer sources for product selection"

**Mr. Sajeew Emmanuel Medikonda,
Head of Corporate Planning
and Strategy, Neuland**

Essential support for effective product strategy

Neuland turned to Cortellis Generic Intelligence™ (formerly known as Newport, a Cortellis™ solution) to aid in efficient and strategic product selection, and to Cortellis Competitive Intelligence™ to understand customer pipeline and molecules in the pipeline in granular detail.

"A combination of [Cortellis Generic Intelligence] and [Cortellis Competitive Intelligence] provides information about target products, molecules and companies, API manufacturing landscape, patent landscape, drug level sales forecast and SWOT analysis. All of these inputs are extremely important insights to have when building and maintaining our product portfolio," Medikonda said. "[Cortellis

Generics Intelligence] is a one stop solution for a generic API player. It keeps us updated with potential products in the market and provides us [with] trusted insights to track the evolving competitive landscape for the U.S. at the molecule level. [Cortellis Competitive Intelligence] on the other hand provides an in-depth understanding of molecules from early stages and the drug-level SWOT is also very helpful," he added.

Neuland has embedded both Cortellis Generics Intelligence and Cortellis Competitive Intelligence as critical elements in their workflow and use them nearly every day. Cortellis Generics Intelligence helps them continuously work on product selection and strategy, keep a close eye on the evolving market landscape and generate leads to expand their CMS business.

"Once you know what you are looking for in the database, it is very easy to access the information. For a single molecule or company information, we use quick search, for a more specific query we use advanced search and for [understanding] molecules,

companies, [clinical] trials, deals, patents, etc. we use the analytics tools," Medikonda said. "We also appreciate the great relationship we have with Clarivate and value the interaction across the multiple functions including the team's regular efforts to interact with Neuland to [keep us updated] on data [and interface] changes or [upgrades]," he added.

When asked if he would recommend these solutions to a colleague in the field, Medikonda said, "Yes, definitely! Neuland has been a user of [Cortellis Generics Intelligence] for a long time. [Cortellis] solutions are user friendly and I am extremely comfortable using them."

"Clarivate has helped Neuland accelerate business growth in the CRAMS [Contract research and manufacturing services] segment and helped us [make] strategic decisions in product expansion."

**Mr. Sajeew Emmanuel Medikonda,
Head of Corporate Planning and Strategy, Neuland**

To learn more about how to grow your API business, please visit:

clarivate.com/cortellis/solutions/generics-intelligence-analytics