

Case study | Generics and API manufacturing solutions

Understanding competitive dynamics at IQGEN-X

India-based company applies unique insights to inform generics portfolio selection

IQGEN-X is a new entrant in the contract research space and is involved in the development of generics, generics plus and branded formulations for regulated markets. Based in Navi Mumbai, India, the company was looking for a one-stop solution to build and continuously monitor its differentiated product portfolio.

Dr. Mandar M. Kodgule, Chairman and CEO at IQGEN-X, says that the company operates with a complex portfolio of niche products with limited competition in its target markets. "Understanding competitive dynamics is vitally important when you are designing a product portfolio with less than three competitors," he said. "Market size, pricing, competition and patent status are key to planning a differentiated portfolio. Any incorrect or incomplete information will lead to investment of resources, time and money without any returns."

A single source of all critical data

To monitor its differentiated product portfolio and identify new growth opportunities, Kodgule needed a solution that enabled him to:

01

understand competitors and evaluate potential partners via reliable API supplier information,

03

plan requirements for product commercial viability, as well as forecasted revenue and volume, using market pricing and consumption intelligence, and

02

identify likely competitors and design a strategy to overcome litigation challenges through insights on the patent and litigation landscape,

04

map out the development, filing and approval for a timely launch by using market entry timing data.

"Without a single-source solution, all the decisions would be made based on instinct vs. hard data. The rate in this circumstance is typically less than 30%."

Dr. Mandar M. Kodgule,
Chairman and CEO, IQGEN-X

Essential support for better decisions and improved ROI

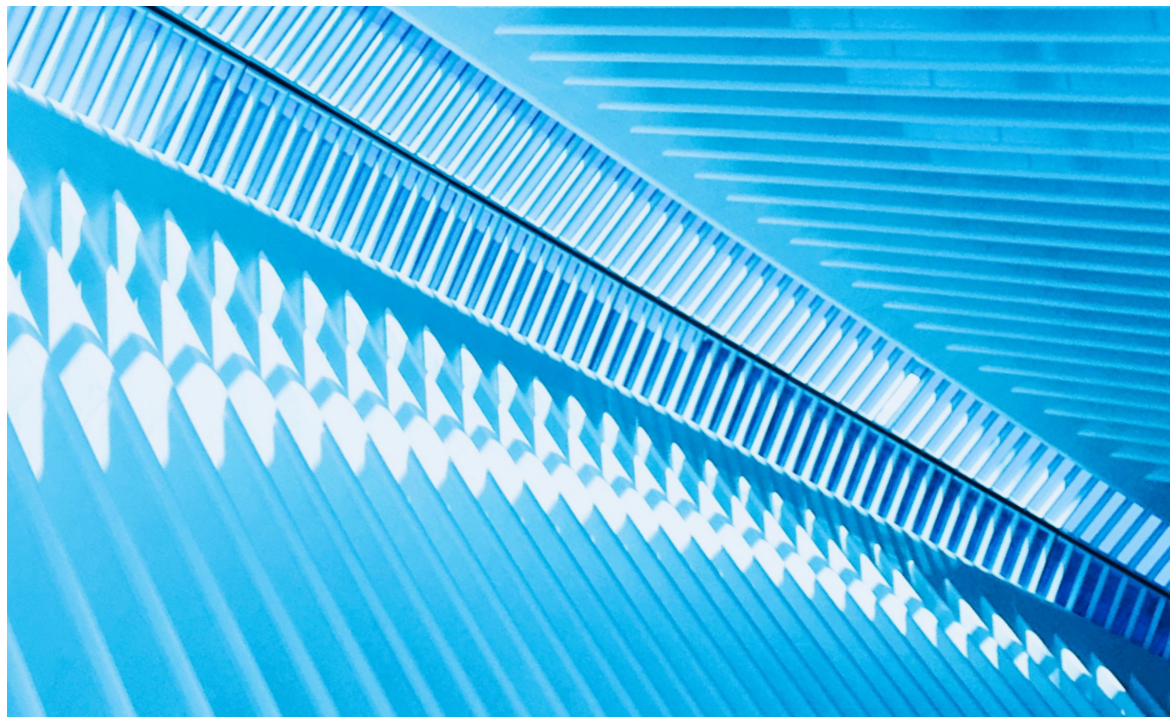
IQGEN-X turned to Cortellis Generic Intelligence™ (formerly known as Newport) to aid in its strategic planning and improve return on investment (ROI).

"[Cortellis Generics Intelligence] provides information about APIs, consumption patterns, market size in terms of value, patent landscape, litigation insights and pricing at WAC level, including competition. All of these inputs are extremely important insights to have when building and maintaining our product portfolio," Kodgule said. "No other database provides such comprehensive information."

IQGEN-X has embedded Cortellis Generics Intelligence as a critical element in its workflow and uses it nearly every day. "It's a data assurance on my strategic intent," Kodgule said. "Once you know what you want from the database, it is very easy to access the information. We select the search criteria depending on the task. If we are looking for a specific product, we use the quick search feature. If we are looking at therapy area, dosage form or specific market, we use the advanced search feature. We also appreciate the excellent service received over the last 15 years," he added.

15yrs

of excellent service by Cortellis has resulting in being recommended to over 15 industry peers by IQGEN-X.



Asked if he would recommend Cortellis Generics Intelligence to a colleague in the field, Kodgule unhesitatingly said, "Certainly!"

"Over the last 15 years, we have recommended it to 15 to 20 industry peers."

He concluded with, "Building and continually monitoring a differentiated product portfolio is critical for us, and Clarivate has helped us do just that, which is essential to our growth."

**"I have tried several solutions,
but none of them provide the kind
of insights that [Cortellis] provides."**

**Dr. Mandar M. Kodgule,
Chairman and CEO, IQGEN-X**

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

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

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