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## **moksha8 goes for more: Potential seen in the Mexican Pharmaceutical Industry**

**- Marisela López**

The Latin American Pharmaceutical Market is currently worth \$30 Billion dollars, with Mexico making up \$10.6 Billion dollars in sales, preceded only by Brazil, where the industry brings in \$11.7 Billion, making the two countries the most important nations of the region.

According to Dr. Simba Gill, CEO of moksha8, the emerging pharma markets of Russia, China, Brazil, Mexico, India, Turkey, and South Korea, will continue to see an annual rate of growth between 12 and 15 percent. This is very different from the United States, where industry growth is expected to fall by 1.2 percent. Meanwhile Europe will only increase between 3 and 6 percent and in Japan, 1 to 4 percent.

moksha8, a company formed three years ago and dedicated to the commercialization of medicines, decided to bet on Latin America. Since the start of their operations only 1 year ago, they have obtained sales of \$200 million dollars. Of this, \$140 million come from Mexico and the rest, Brazil.

The expectations are to triple this amount in two or three years and reach \$500 million dollars.

“We are betting on these countries”, said the CEO, “because of the growth of their middle class and the increase in the income they receive”.

One of the strategies of this company is to strengthen the marketing techniques of quality brands that have decreased in sales. “This”, assures Gill, “does not represent an increase in the price of the drugs.”

In Mexico alone, the company foresees a 4 percent growth in the market in the short term.

Additionally, the company entered into a partnership with Roche in order to commercialize some of Roche’s products.

For the founder of this company, it is important to go beyond traditional strategies. moksha8 will lead innovation in the development of new channels to commercialize specialized drugs.

Their objectives are the acquisition of rights to the known brands of large, established pharmaceutical laboratories, to introduce new products to the market, and the development and commercialization of their own biotechnology medicines. For their biotechnology medicines, they are already preparing their registration and launch in Mexico and Brazil.

Gill made it clear that they will not manufacture the medicines, but will instead work with third parties to do this. The company will only carry out the commercialization.