

HOW WE ASSISTED A NASDAQ LISTED PHARMACEUTICAL COMPANY TO FORAY INTO THE INDIAN MARKET

CLIENT BRIEF

- Our client is US based, publicly traded company with about \$1.8 Billion of market capitalization. It is a progressive, niche generic pharmaceutical company and is currently in the process of expanding its business in India & other emerging markets
- As a part of their expansion strategy, they acquired state-of-the-art sterile injectables manufacturing facilities in India

The company deals in developing, manufacturing and marketing of generic and prescription drugs as well as animal and consumer health products. It was a component of the NASDAQ Biotechnology Index.



\$1 B
Revenues



8
Operating Locations

SCENARIO

- Our client was seeking dynamic leaders with proven credentials to establish its India Leadership Management team
- The core team was expected to scale the operations for the acquired assets and create a strong position for the company in India and other global markets

CHALLENGES

1

The client had no prior operational experience in Indian market and as one of the late entrants in the country, the client had bleak brand recognition in the industry

2

With the Pharmaceutical sector in India and strongly represented by big global and domestic firms, the opportunity to attract leadership talent to a startup operation was poised against a strong challenge

SOLUTION & IMPACT

MANDATE



We were mandated to hire the entire leadership team for the client



President & Managing Director India, Financial Controller, Head QA, Head Regulatory Affairs, Head R&D positions

OUTCOME



Athena dedicated an internal team of consultants, vertical experts and appropriate resources to lead the search & ensure successful delivery

We followed a detailed process of industry mapping, identifying major pharmaceutical companies having expertise in manufacturing & marketing of sterile injectables and mapped over 22 firms and 34 top executives from target industry



“Unique portfolio of services covering entire spectrum of Talent Management

Athena's Key Metrics

