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Beximco Pharmaceuticals Ltd. (Beximco Pharma) belongs to Beximco Group, the largest private sector industrial conglomerate in Bangladesh. The company is a leading manufacturer of pharmaceuticals - both finished formulations and Active Pharmaceutical Ingredients (APIs). The state-of-the-art manufacturing facilities of the company are certified by major global regulatory bodies, and today Beximco Pharma is a leading exporter of pharmaceuticals in the country having a global footprint in 45 countries. The company has more than 2,500 employees; runs its own distribution channel nationwide, and its products are trusted by physicians and patients at home and abroad.

Market

In the domestic market, Beximco Pharma ranks second among more than 200 pharmaceutical companies. In 2009, the company achieved annual sales turnover of BDT 4.9 billion with an impressive growth of more than 21%, outperforming the industry growth rate, which stood at 17%. Being one of the largest exporters of pharmaceuticals in the country, the company has growing presence in 45 countries across Africa, Latin America, Asia, Middle East and Central America. Besides major retail outlets, Beximco Pharma's products are being supplied to renowned hospitals and institutions like Raffles Hospital, Healthway Medical Group and, K K Women & Children Hospital in Singapore, MEDS and Kenyatta National Hospital (KNH) in Kenya, Asthma Drug Facility (ADF) of France, and CENABLAST in Chile. The company has taken aggressive expansion program to cater to the growing demand from domestic as well as overseas markets. It has made significant investment in building capabilities, both infrastructure and human resources, to capitalize on the generic drug opportunities in the developed markets like EU and US. Generic drug capabilities, competitive cost advantages, and the manufacturing platform, benchmarked to global standards, have rendered the company ideally positioned to eye into the highly promising contract manufacturing markets for affordable generics. Currently, the company has contract manufacturing agreement with GlaxoSmithKline for producing Metered Dose Inhaler products.

Company's main manufacturing site at Tongi, Dhaka, is spread over an area of 20 acres which houses a number of self-contained production units including oral solids, metered dose inhalers, intravenous fluids, liquids, ointments, creams, suppositories, ophthalmic drops, injectables, nebulizer solutions etc.

Achievements

Since the company launched its own brand in 1983, Beximco Pharma has remained one of the fastest growing pharmaceutical companies in the country; particularly it grew phenomenally during the 80s and 90s owing to its outstanding product quality and acceptability to the doctors. With its range of innovative products and professional services to the doctors' community, the company built its unique brand positioning as "trend setter" in Bangladesh pharmaceutical industry. The company led the industry to diversify into API in the early 90s, and explored the immense opportunities in overseas markets for locally manufactured medicines. Today, Beximco Pharma is one of the largest exporters of pharmaceuticals in the country and it has received National Export Trophy "Gold" for a record 3 times for its outstanding achievement in export. Beximco Pharma still remains the only company in Bangladesh to receive regulatory approvals from ANVISA, (Brazil), Therapeutic Goods Administration (TGA), Australia and Gulf Central Committee for Drug Registration (for GCC member states) for its manufacturing facilities. Approvals from UK MHRA, EMEA and USFDA are under process for its Oral Solid Dosage and Metered Dose Inhaler facilities. The company has the unique distinction of being the only Bangladeshi company to get listed on AIM of London Stock Exchange.

Product

The company produces formulations spanning key therapeutic areas which include anti-infectives, gastro-intestinal, cardio-vascular, anti-diabetic, NSAIDs, respiratory, CNS etc, and its products are available in almost all types of dosage forms e.g. tablets, capsules, syrup/suspension, suppositories, ointments, eye drops, injectables, intravenous fluids, metered dose inhalers, nebulizer solutions etc. BPL is the first company in Bangladesh to introduce ARV drugs for HIV/AIDS patients. The company

produces more than 200 generics available in more than 400 different dosage forms and strengths, and many of them are leaders in their respective therapeutic categories; notable among them are Napa®, Neoceptin R®, Neofloxin®, Atova®, Amdocal®, Bextram®, Filmet®, Frenxit®, Tofen®, Decomit® and Azmasol®. In line with the country's commitment towards Montreal Protocol, Beximco Pharma became the first company to launch CFC free HFA metered dose inhalers in Bangladesh market in 2006 and now has the widest range of non CFC MDI products to support asthma and COPD patients even when CFC propellant is becoming scarce in world market.

In the bulk drug or API, Beximco Pharma's API portfolio includes paracetamol, amoxicillin, ampicillin, cloxacillin, flucloxacillin and the company has taken up major expansion program to produce a number of value-adding APIs soon.

Recent developments

"We are happy with the progress achieved in the first half of 2010 and our achievement during the period reinforces our focus on different strategic priorities which would enable us to deliver broader range of medicines for our patients and greater value for the shareholders" - as the Managing Director of the company was speaking. Rightly so. The Company was awarded Superbrands for the year 2010-11 recently.

The company delivered strong performance during the first half of the year 2010 with an impressive 28% growth over the corresponding period of 2009. This performance was largely driven by strong growth of key brands, as well as excellent response with 28 new products launched during the period. The company developed and registered over 50 generic formulations for launching in the current year which will significantly strengthen its product portfolio.



Beximco Pharma continues to invest in expanding capacities to capitalize on the opportunities in global generic markets. All the five lines, including the remaining three, of our USFDA standard Oral Solid Dosage (OSD) facility have been commissioned in this period and our new MDI facility is now ready and awaiting commissioning. Our ability to maintain sustained growth in challenging environment is consistent with our goal of becoming a global generic player.

In recent times, the company has taken up projects to introduce several exciting drug delivery systems to enrich its product portfolio. Besides, the company is always keen to improve on its reverse engineering capabilities in formulation development and to further strengthen the API capabilities to become more competitive in global marketplace.

In 2006, Beximco Pharma listed itself among the very few companies in the world who proactively converted CFC based formulations to ozone friendly HFA Inhalers in compliance with the Montreal Protocol. The company is now the single largest producer of MDIs in Bangladesh, and the only company in Asia to contract manufacture GSK's Ventolin® inhaler. The MDI facility has been designed and installed with the technical collaboration from Pamasol, having an annual production capacity of 4 million canisters, which will be increased until it is expanded to produce 20 million units.

Promotion

Owing to its deep-rooted culture of nurturing innovation, Beximco Pharma has always adopted different ways from contemporary marketing and promotional practices to communicate product offerings. The company has aggressive marketing and sales strategy for promoting its products to physicians nationwide. It has its own distribution network and its current sales force of more than 1,500 dynamic individuals is driven by company's commitment towards providing quality medicines ensuring 'a healthier tomorrow' for all. The company provides high quality academic services to the physicians in the form of product information, journal publications, reprints, books and through organizing scientific seminars and symposia on a regular basis. It also sponsors and organizes major health campaigns to promote awareness. Beximco Pharma has also a track record of collaborative research with renowned research organizations. Commitment to the society is an integral part of

the way the company is doing business and is always guided by strong ethical values. Each year, a substantial amount of our earning is ploughed back into social causes, so that the society gets benefited while the company continues to grow. The company donates large quantities of medicines to the underserved and the victims of natural disasters - medicines for the victims of earthquake in Pakistan, tsunami in Sri Lanka, and cyclone SIDR in Bangladesh are a few worth mentioning. Since 2005, Beximco Pharma has been supplying ARV drugs through a leading local bank for treating the HIV/AIDS patients in Bangladesh. These ARV drugs are distributed through NGOs working for the HIV/AIDS patients. Responding to the pandemic Avian as well as recent Swine Flu, BPL donated large quantities of oseltamivir capsule, Oseflu®, to the Government of Bangladesh as well as different reputed organizations including ICDDR,B. Oseflu® capsule was also supplied to the government of Myanmar as a part of our CSR initiatives.

Brand value

Beximco Pharma's core values of putting the "quality" first and upholding the innovation in execution has pushed the company forward to achieve its unique brand positioning in the customers' mind. Because of its long history of working with MNCs at different times, the concept of 'quality' became ingrained in everything Beximco Pharma does. Today, Beximco Pharma's brands are synonymous with the term quality and add unique brand value to the customers' mind. After country's liberation war, Beximco Pharma was the first company to be recognized by physicians to be of multinational standard. Beximco Pharma's Napa® became the leader outperforming GSK's Parapyrol® that was considered to be the most powerful brand at that time. Neoeptin R®, the ranitidine brand of Beximco Pharma, became the mark of quality in the market outplaying Zantac® of GSK. For the first time, physicians found confidence in prescribing the antibiotics of a local company, i.e. Neofloxin®, Tycil®, Cephalen®, Filmet® became very popular antibiotics among them. Finally, huge acceptance of Azmasol® inhaler of Beximco over GSK's global brand Ventolin® was the recognition of the physicians' trust and confidence on Beximco Pharma brands even with a very hi-tech dosage form like MDI.

Today, Beximco Pharma is still recognized by physicians for its 'quality' as well as expertise in manufacturing technology-driven products.

Whenever a physician looks for 'sure shot' in a critical case, they prefer Beximco Pharma brands even to brands of MNCs.

Things you didn't know

The new state-of-the-art oral solid dosage facility, designed and built according to the guidelines of USFDA, consists of five lines with an installed annual capacity to produce four billion tablets on a single shift.

Beximco Pharma's manufacturing facilities are accredited by global regulatory authorities, including TGA Australia, Gulf Central Committee for Drug Registration (for GCC member states) and ANVISA Brazil

Beximco Pharma is the largest manufacturer of metered dose inhaler, and the only company in Asia from whom GSK has outsourced manufacturing of its major brand Ventolin®.

Beximco Pharma is the leading exporter of pharmaceuticals and received 'Export Gold Trophy' for record three times.

Beximco Pharma is the only company in Bangladesh which got listed on prestigious London Stock Exchange.

Beximco Pharma supplies antiretroviral (ARV) medication for AIDS patients in Bangladesh at cost price so that HIV positive patients do not run short of their essential medications at any time. It also has got registration of 30 more ARV drugs so that AIDS patients always have an option even after development of resistance to specific generic.

Beximco Pharma has been running its philanthropic activities for the last 13 years through 'Fazlur Rahman Foundation', named after the father of the owners of Beximco Group. This offers medical treatment and diagnostic support to the patients at a nominal cost and also offers scholarships to meritorious children of its employees.

Sponsored major international events in sports like SA Games and SAF Football to promote sports in the country, besides being sponsors of the National Cricket League.

History

1976

Company incorporated

1980

Started manufacturing products of Bayer AG, Germany and Upjohn Inc., USA under license agreements

1983

Launched its own formulation brands

1993

Export of formulation products launched with Russia

2000

Only Bangladeshi company to achieve 'National Export Trophy (Gold)' for the record 3rd consecutive time.

2003

Became the first company to introduce anti-retroviral (ARV) drugs in Bangladesh; also diversified into anti-cancer therapeutic class

2005

Only company in Bangladesh to get listed on Alternative Investment Market (AIM) of London Stock Exchange (LSE) through issuance of GDRs

2006

Launched CFC free ozone-benign HFA inhalers first time in Bangladesh

2007

New Oral Solid Dosage unit commissioned according to US FDA standards

2008

First and only Bangladeshi company to receive GMP Clearance from Therapeutic Goods Administration (TGA) Australia, and Gulf Central Committee for Drug Registration (GCC), Executive Board of the Health Ministers' Council for GCC states. Entered into a Long Term Arrangement (LTA) with the Global Supply Division (Copenhagen, Denmark) of the United Nations Children's Fund (UNICEF), to supply metered dose inhaler products. Technology transfer agreement with Roche to produce anti-AIDS drug Saquinavir.

2009

Only Bangladeshi company to receive GMP Certification from ANVISA, Brazil