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Chapter - 7

Challenges to India's Pharma Market in Covid-19

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Abstract

Covid-19 is worldwide pandemic diseases. It is caused by virus infection with the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). In this unprecedented times, pharmaceutical companies had responded to the rapid challenges to treat the patients so many consequences arises in supply chain and the need to change business processes. Current scenario, the supply of active materials and ingredients mainly from china, as well as import and export of pharmaceuticals. Although hospitals battled to cope with the influx of patients at the height of the crisis, the pharmaceutical industry struggled to meet raw-material production demands. Then there were shortages of critical treatment medications. The Indian pharmaceuticals industry and the healthcare sector are gearing up for a second year of extreme stress. Apart from dealing with Covid-19, and perhaps a new threat of bird flu, pharmaceutical and healthcare face several other challenges. First, there is the task of inoculating a vast population for Covid-19. The cost and logistics of this would be challenging. In addition, there is the imperative to get back to business as usual. Healthcare procedures not related to Covid-19 were delayed and there would be pent-up demand in these areas.

Keywords: Covid-19, pharmaceutical industries, challenges, healthcare.

Introduction

The Indian pharmaceutical industry is the world's third largest drug