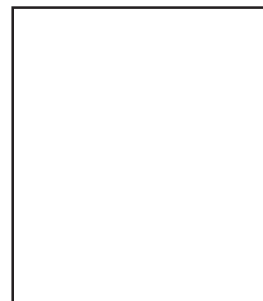


From Chairman's Desk

Pharmaceutical research must lead to development of new drug, which can be commercialized. The New York-based Pfizer Inc. has set six priority sectors in research covering Alzheimer's disease, diabetes, pain, cancer, inflammation and schizophrenia and other mental illnesses. The project "Invest to Win" means there is great need for better treatments in all the six clinical domains. The drug research portfolio of the Pharma major includes 30 drugs in testing for cancer, 10 for Alzheimer's disease, eight for pain and 11 for inflammation. Moreover, 34 drugs that are either new compounds or existing drugs are being investigated for new uses.



Currently Pfizer also has a total of six vaccines and 27 biologic drugs in development stage. One of the reasons behind Pfizer buying Wyeth for \$68 billion is believed to acquire its expertise in vaccines and biotech drugs and its aim to become a top-tier producer of vaccines and biotech medicines by 2015.

The focused research target undertaken has great potential both for industry and health care of society. After all, medicine ensures better life style, healthy living and charm of living. Research is the only foolproof path for drug design, development and commercialization. Collaboration in research is a must to translate academic findings into industrial reality. Thus the key to success of any research project is thirst for "invest to win" and hence identification of potential areas both from social and economic point of view is as relevant as the actual research itself. In collaborative research each party contributes its technology and resources to the collaboration to generate novel results and success with this approach may allow the entrepreneurs to expand the utility of their knowledge, technology, as well as the commercial scope of product opportunities. This also helps in evaluating and deploying the most advanced technologies available to support the research mission. Sharing resources and creating a seamless path to clinical-stage development improves the efficiency of both organizations' research programs. Collaboration is absolutely vital to developing the tools needed to truly revolutionize the way research priorities are conceptualized and executed in the clinical arena. Collaboration moves forward the drug discovery program and quickly speed promising candidates into clinical development.

The research projects should be conceived by the industry and executed jointly with academia whose broad knowledge base and diversified expertise, at times accelerates the works, bringing both qualitative and quantitative improvement in the outcome in a timely and cost-effective manner. Collaboration also leads to novel technology and thus another advantage. The research collaboration must have a particular targeted term, available research fund, which may be increased from time to time to cover research activities carried out by its scientific collaborators under an agreement. This ensures smooth execution of project as well as projection of Intellectual property with a view to selecting the most promising candidates for full clinical development, regulatory approval and global commercialization.

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