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Medicine Export Business Ideas

A practical guide for Indian entrepreneurs, exporters, manufacturers, traders & import-export students

INDIA PHARMA EXPORTS

10 OPPORTUNITIES

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Why India for Pharma Exports?

Global Pharmacy

India is among the world's largest suppliers of generic medicines, APIs and formulations

Cost Advantage

Competitive manufacturing costs with strong technical & scientific talent base

Scale & Range

Thousands of WHO-GMP & US FDA approved plants across formulations, APIs and OTC products

Growing Demand

Emerging markets, government procurement programs and NGO health initiatives drive global uptake

10 Export Business Opportunities



1. Generic Tablets & Capsules

Common therapeutic categories, private-label & destination-market registration



2. Syrups & Oral Liquids

Pediatric, cough/cold formulations; formulation-specific compliance essential



3. Ayurvedic & Herbal Medicines

Traditional products for suitable markets; claims & destination regulations matter



4. Pharmaceutical Injectables

Higher compliance; strong manufacturing, quality & cold-chain capabilities required



5. Pharmaceutical APIs

Active ingredients supplied to overseas manufacturers; documentation & buyer qualification critical



6. Topical Medicines

Creams, ointments, gels & lotions across therapeutic categories



7. Veterinary Medicines

Animal-health products for livestock, poultry & companion animals; destination veterinary rules apply



8. Nutraceuticals & Supplements

Where classified as food/supplement; labeling & claims must follow destination rules



9. Ophthalmic Products

Eye drops & related products; sterile manufacturing & destination approvals can be critical

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Who Are the Buyers?



Distributors & Wholesalers

Regional distributors reselling to pharmacies, clinics & hospitals

Hospitals & Pharmacy Chains

Direct institutional buyers with formulary & volume requirements

Government & NGO Procurement

Public health tenders, UNICEF, WHO & bilateral aid programs

Overseas Manufacturers

API & bulk purchasers for their own finished- dose production

How to Select Product & Target Market

1 Match Your Strengths

Choose product categories aligned with available manufacturing, GMP certification & existing expertise

2 Assess Destination Regulations

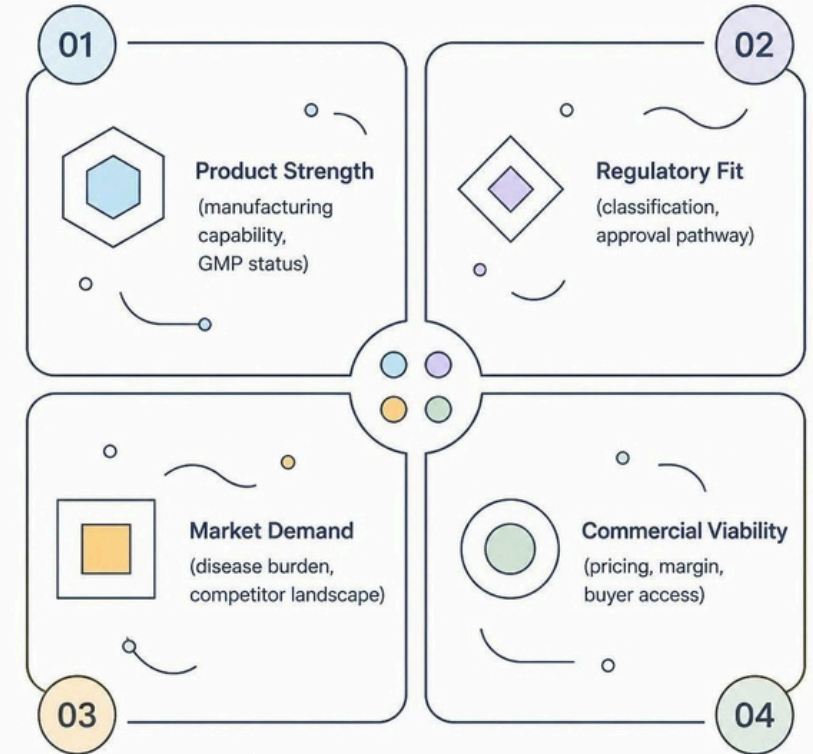
Understand how the product is classified (medicine, supplement, veterinary) in target country

3 Evaluate Market Demand

Research disease burden, import trends, competitor pricing & buyer profiles in target markets

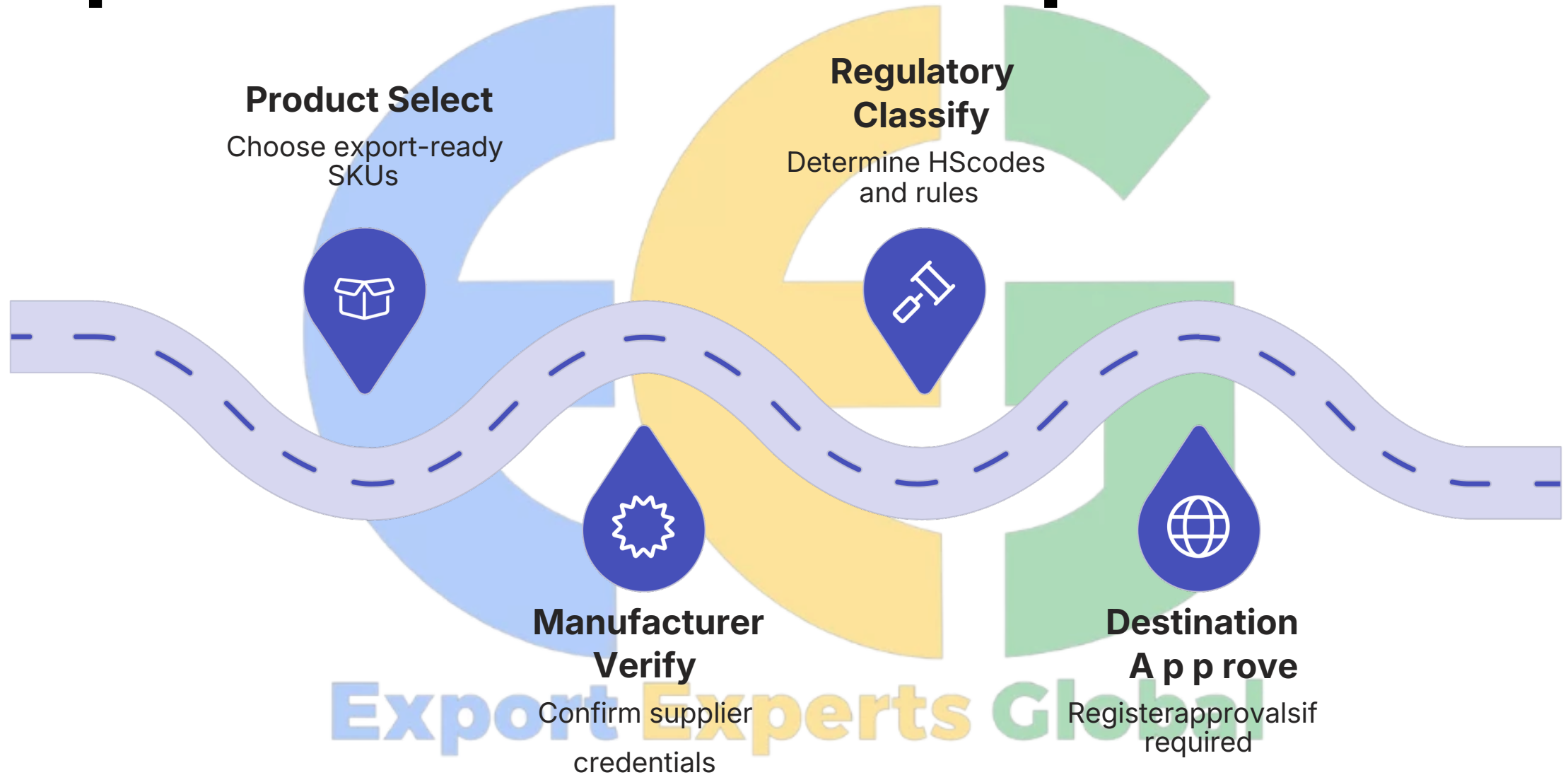
4 Verify Registrability

Confirm whether registration/approval is feasible before investing time and resources



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Export Business Roadmap



Each step involves product-specific and destination-specific requirements — verify at every stage before proceeding.

Key Documentation & Compliance

- ☐ Requirements vary significantly by product type and destination country. Always verify with the relevant Indian authority and the destination country's competent authority.



IEC & Licenses

Importer-Exporter Code (IEC) is a baseline requirement; product & destination-specific licenses or registrations may apply additionally



Manufacturing / GMP Evidence

WHO-GMP, Schedule M compliance or other applicable manufacturing credentials as required by the destination



Labeling & Product Certificates

Certificate of Analysis, Free Sale Certificate, COO, and destination-compliant labeling — vary by product & country



Batch & Import Permits

Batch release documents, quality certificates & destination import permits where applicable to the specific product

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Major Risks to Manage

Regulatory Rejection

Non-compliant products held or destroyed at destination



Quality & Counterfeit Risk

Substandard goods damage reputation and invite legal liability



Payment Risk

Buyer default or non-payment; use secure payment instruments

Shelf Life & Cold Chain

Short shelf life + logistics delays + cold-chain breaks can render shipments unsellable



Changing Import Rules

Destination-country regulations can change without notice, affecting approvals and market access

Practical Action Plan for New Exporters

01

Start with One Product, One Market

Focus beats spread — master one product-market combination before expanding

02

Verify Manufacturer Credentials

Confirm GMP status, production capacity, quality systems & track

record 03

Map Regulatory Pathway Early

Engage a local regulatory consultant in the destination country before committing resources

04

Qualify Buyers Thoroughly

Verify buyer legitimacy, license status & financial credibility before any shipment

05

Use Secure Payment Terms

LC at sight, advance payment or bank guarantees for new relationships

06

Build Documentation Discipline

Maintain complete, traceable records for every shipment from day one



Key Takeaways & Disclaimer

Huge Opportunity

10 distinct product segments, multiple buyer types, global demand for Indian pharma

Compliance First

Regulatory requirements are product-specific and destination-specific — no one-size-fits-all

Start Focused

One product, one market, verified manufacturer, qualified buyer — then scale

Build Trust

Quality, documentation and reliability are your most valuable long-term export assets

Important Disclaimer: Medicine exports are highly regulated. Product classification, required licenses, registrations, approvals and documentation vary by product type and destination country. **Always verify current requirements with the relevant Indian authorities and the destination country's competent authority before committing to any shipment.** This presentation is for educational and awareness purposes only and does not constitute regulatory or legal advice.



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