

INTERVIEW

# Indian pharmaceutical companies are increasingly becoming global players

The Indian pharmaceutical market is developing rapidly and gaining international importance. **Jörg Pieper**, CEO of the Romaco Group, a leading international supplier of machinery and integrated system solutions for the development, production and packaging of pharmaceuticals, and **Sanjeev A. Nimkar**, Managing Director of Romaco India and Head of the Sales & Service Center headquartered in Mumbai, explain the importance of comprehensive solution concepts and local service offerings for the international competitiveness of India

**What changes are you observing in the Indian pharmaceutical market and how can machine manufacturers like Romaco respond to them?**

One significant change we see is the increased entry of Indian pharmaceutical companies into the European and American markets. About 50 percent of the products manufactured in India are now exported there. This is a great development, as it shows the growing importance of the Indian pharmaceutical world. However, this international orientation also brings new challenges. Indian pharmaceutical manufacturers need partners in the field of machine manufacturing who can help them to produce competitively and meet all the requirements of the world market efficiently. We are moreover seeing a re-evaluation on the part of our Indian customers with regard to their investment decisions. The basis for decision-making is changing from the rule of thumb "low cost medication require low cost machines" to an assessment of machine performance and therefore the actual cost competitiveness of production. Exactly this is where we at Romaco see our task. Based on high-quality European mechanical engineering, we provide our customers with technologies that have a very good price-performance ratio, offer quality in production, deliver high



Jörg Pieper, CEO Romaco Group

performance and provide excellent OEE. Also, we support them in fulfilling sustainability requirements, which have become a crucial economic factor.

To give a few concrete examples, that we will also be presenting at the upcoming CPHI: We implement avoidance, for instance, through the machine design, which prevents product and material losses and thus conserves resources. The double-sided rotary press E 710 Smart from Romaco Kilian, which minimizes product waste thanks to the floating product scraper with magnets, is a prime example here. Reduction is among other things about reducing process times. The

levers we use for this are precision and a high degree of automation. The innovative process air distribution system inside the cylindrical product container of our Romaco Innojet VENTILUS® Lab fluid bed processor reduces processing times by up to 25 percent. And these are just a



Sanjeev A. Nimkar, Managing Director, Romaco India Pvt. Ltd.

few examples that not only allow to comply with legal regulations of different markets, but also save costs and time during production, which in turn increases competitiveness.

**Romaco is a one stop solution provider in the areas of processing and packaging. What exactly does that mean – especially for Indian pharmaceutical companies?**

First of all, it describes our line competence. We offer technologies and expertise for the entire pharmaceutical manufacturing process – from powder to pallet, so to speak. But that is only one aspect of it. What customers appreciate is that we can support them not

only in the purchase and implementation of an entire line, but also in each individual machine and its integration into an existing line. It also means we can advise and help at every stage: purchase, operation and service.

Through our broad portfolio, we understand production processes and the associated systems from all angles and can use this holistic approach to assist customers exactly where it matters.

To this end, we have strengthened our capacities in India in particular and are training service technicians to become experts on Romaco machines. This enables them to provide customers here with optimum and rapid on-site

support, and also with the necessary language skills. It was extremely important for us to place the know-how locally. This is the only way we can ensure that downtimes are kept to a minimum and that our customers can work at the highest level. In addition, this is also a question of sustainability. Transcontinental travel is no longer necessary to consult highly qualified technicians. The concrete application of our local expertise approach takes place, for example, in the aftermath of CPHI, where we let customers test one of our highlights, the VENTILUS® Lab fluid bed processor from Romaco Innojet for granulating, drying, and coating particles of any size from 10 µm to 2 mm, in their own production environments, supported by our trained service technicians. This allows

## ROMACO – A ONE STOP SOLUTIONS PROVIDER

### From powder to pallet

Romaco covers the entire process chain with its technologies for granulation, tableting, coating, filling and packing.

### From laboratory to high volume equipment

Romaco offers machinery in all dimensions from lab to production scale for pharmaceutical, nutraceutical, food, cosmetic and chemical applications.

### From single machines to integrated line solutions

Supported by strong project management, we offer stand-alone machines, lines and turnkey solutions including third party system integration.

them to experience the benefits of the technology under their individual practical conditions and thus know exactly what to expect. We already have over 6 interested companies. And in case that special questions arise that cannot be solved directly on site, we have a fast, efficient answer ready in the form of remote services. This way experts from Europe can be directly involved in solving problems, during a live stream

for example. In order to be able to respond quickly and flexibly to all support requests, Romaco India has its own spare parts warehouse in addition to the dense service network. Furthermore, Romaco India plans to set up its own laboratory with a focus on granulation, coating and tablet presses, to provide customers with the opportunity to carry out trials there as well. In our experience, quality in

production requires more than state-of-the-art machines; service is an important component and indispensable for a turnkey supplier.

### Are there also approaches at Romaco and Romaco India that directly affect the Indian market and surrounding regions?

Absolutely. Basically, everything we have just listed strengthens Indian

pharmaceutical companies not only in their entry or business on a global stage but is also extremely important domestically. Here, too, competition is strong, from both local and competitors from Europe and America, whose top companies are present in India. This means that companies focusing on the Indian market benefit from the innovations, sustainability, high-quality production and reliable service that we provide.

In the medium term, there are additionally plans to turn Romaco India into a service center for the surrounding countries and regions. Thanks to the very good training provided, we have a very good foundation for this. Romaco India's technicians enjoy a high reputation among colleagues and experts – both at home and abroad.

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