

SMS PHARMACEUTICALS LTD.

Values life, Values quality



COMPANY OVERVIEW



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COMPANY PROFILE



- SMS Pharmaceuticals Ltd., is a research driven publicly listed company operating since **1990** (based out of Hyderabad, India)
- **Business Segments:** CRAMS, APIs, intermediates, oncology formulations, contract research
- Turnover (2008-09): **Rs. 2,470 Million** (~\$50 Million); CAGR (3 year) of **20%**
- Enduring **business relationships** in over 70 countries



ACCOMPLISHMENTS

- Received **Indo-US GCNC** award for adopting green chemistry practices in the industry
- Emerged a leader in the manufacture of **anti-ulcer** category API
- Over **30 process patents** and **72 regulatory filings**
- Proven expertise in **low cost process routes**, commercialization & manufacturing
- Emerged a global player in contract research and custom synthesis
- Awarded the prestigious "Pandit Jawaharlal Nehru Silver Rolling Trophy" for the **best productivity effort** in the state



MISSION

- To improve benchmarks as a **quality manufacturer** and deliver on **customer satisfaction**
- To provide top notch companies customized offerings in **contract research and manufacturing**
- To focus on value by developing **cost effective process**
- To foster efficient and **optimal use of resources** and contribute towards a **healthy environment**



PARTNERSHIP AVENUES - OVERVIEW



Dedicated Oncology (API/FDF) Facility



Dedicated API / formulation facility on international standards (FDA approvable) for oncology and high potent products

Avenues

- Joint venture
- Contract manufacturing

World class API production facility



FDA standard multipurpose API production facility

Avenues

- Joint venture
- Contract manufacturing
- Collaborative manufacturing or production block on lease

Contract Research



State of art research facility: 20 labs, QA/QC block, Kilo & pilot plant

Avenues

- Contract research
- Collaborative research

API /Intermediates sourcing



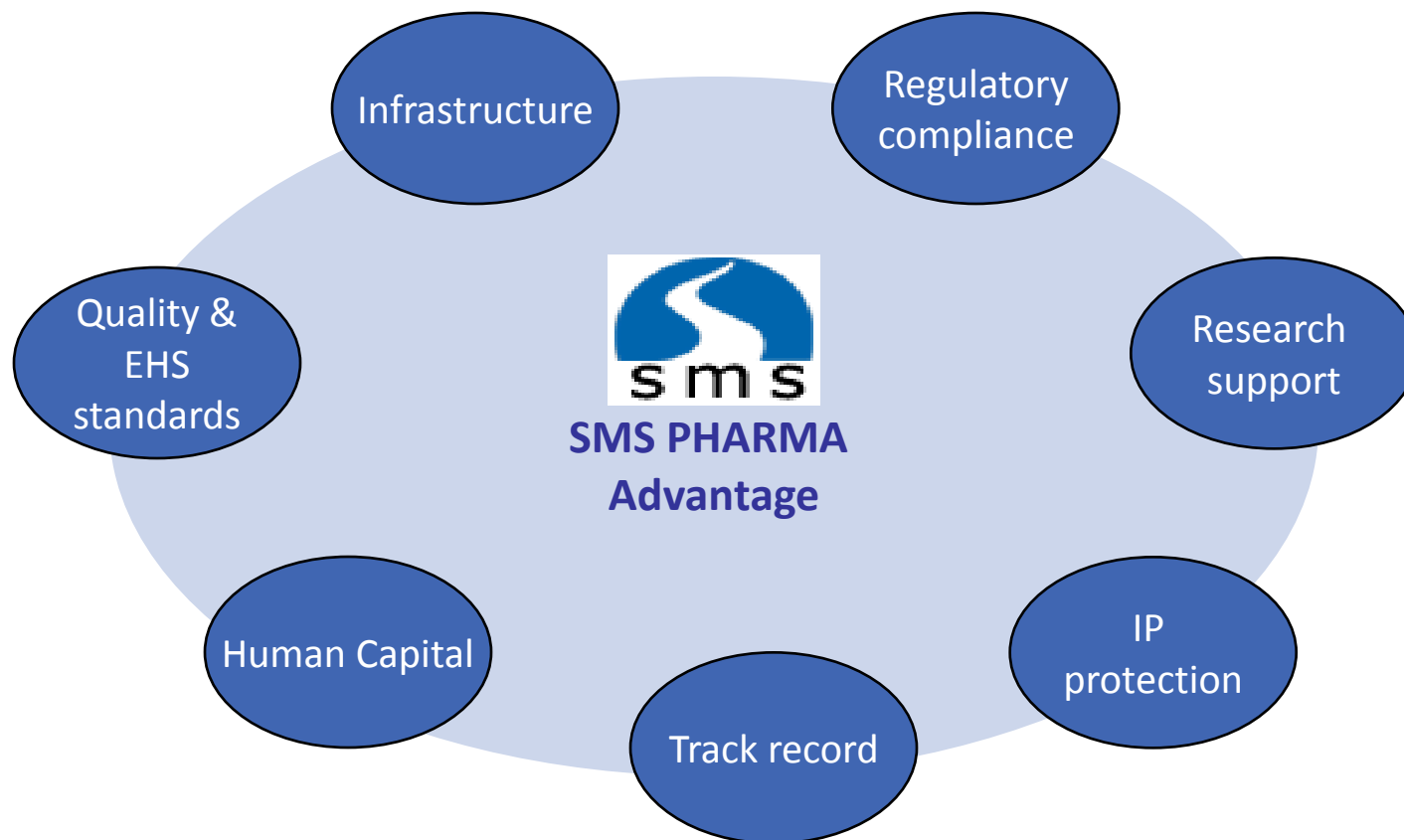
Five ISO 9001:2000, cGMP standard manufacturing facilities (1 FDA inspected unit)

Avenues

wide range of API /Intermediates available for sourcing

**Specific information on each of these options can be furnished upon request*

VALUE PROPOSITION...



INFRASTRUCTURE

- **Seven world-class manufacturing** facilities certified with WHO GMP and ISO 9001:2008 (over 600 KL capacity) in and around Hyderabad, India
- **One USFDA inspected** facility in Hyderabad, India
- **DSIR recognized in-process R&D center**



- A state of the art corporate **R&D center** to cater to in-house research and **CRAMS**
- A **dedicated oncology unit** with API and formulation facilities
- Phase 1 of **100% export oriented unit** complying FDA norms operational in over 400,000 Sq.m

MANUFACTURING CREDENTIALS



Scale of Production

- Successful transformation from one product to multi product, one unit to multi unit, domestic to international company
- Capability in wide range of APIs /intermediates (cytotoxic solid dose, sterile cytotoxic liquid, and lyophilized products to be added soon)
- Handled varied process reactions and reactor volumes up to 15KL

Regulatory Strength

- Successful USFDA inspections in 2004 and 2008
- 72 regulatory filings
- Successful track record in customer visits /audits (close to 100 visits)
- Two new manufacturing units on international standards (to cater to regulatory markets) commissioned this year

Quality & Environment

- We strive to achieve quality excellence and continuous improvement
- Environment, Health and Safety is at the core of SMS operations



SMS Pharma's expertise in quality manufacturing with broad capabilities would add significant value to the customer

R&D FOCUS AREAS – FOUR PRONGED



Ongoing research for cost optimization

- One group is continuously working on cost optimization of existing products
- Optimized **many anti ulcer API** processes & emerged a leader
- Similarly worked on **Sumatriptan Succinate, Gemcitabine, and other molecules**

CRAMS (a few examples)

- Successfully filed **Trandopril DMF** for a Swiss Company
- Developed and Manufactured **Ropivacaine and Deferoxamine** for a US Company
- And many more

R&D for innovative processes

- Developing of **innovative and cost effective processes** for strategically selected products
- **Over 30 process patents** filed
- Impressive patents pipeline

NCE research

- Ongoing NCE research work in **Diuretic and Antidepressant** therapeutic segment
- Preliminary studies found to be promising

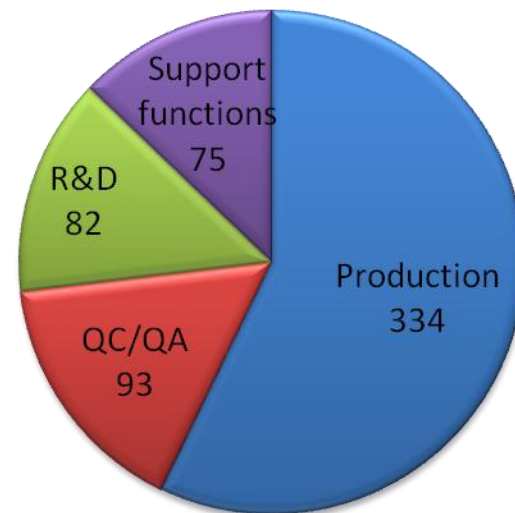
OTHER R&D ACHIEVEMENTS

- Alteration of the manufacturing process of Ranitidine with **environment protecting results** and bagging the Indo-US GCNC award
- **Replacing toxic, corrosive** and challenging chemicals like Phosporus pentachloride in a patented process
- Deriving crucial intermediates through development of different processes
- Replacing **imported materials with domestic compounds** through process innovation for several products, considerably reducing manufacturing costs
- Continuous efforts to **make existing process cost-effective** to enable us maintain margins in the competitive API /Intermediate business
- Extension of product portfolio to include **new emerging segments**



HUMAN RESOURCES

- Seasoned & qualified production team delivering quality, value and innovation to customers in the last 2 decades (with the knowledge of handling regulatory requirements)
- R&D, QA/QC and scale up teams comprise of resources with PhD's and significant experience in the industry
- Technical teams are ably supported by professionals with vast experience to handle finance, purchase, marketing, administration and human resources



Human capital at SMS

(figures in the chart above reflect absolute strength in each area)



ENVIRONMENT, SAFETY AND HEALTH



Sustainable development is at the core of SMS Operations

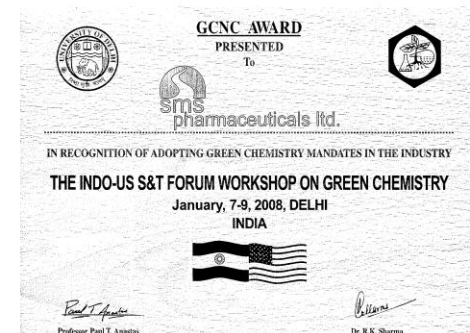
ENVIRONMENT

- State of the art pollution control systems
- Environment protection is integrated from product development stage
- Tie ups with service providers for proper treatment and disposal of waste
- Few units have already attained zero discharge status



SAFETY & HEALTH

- Trained and dedicated safety teams at facilities
- Regular training and knowledge up gradation
- Relevant fire fighting equipment like hydrant systems and extinguishers
- Personal protective equipment and trained first aid teams at facilities
- Doctor on roll and ambulance at site



First Indian pharma company to receive Indo-US GCNC award for adopting green chemistry practices

APPENDIX

KEY DIRECTORS - PROFILES



Profile

P. Ramesh Babu

Chairman and

Managing Director

- Visionary and provides leadership to R&D in developing cost effective process routes
- Played a pivotal role in the development of state pharma industry
- A post graduate technocrat with numerous achievements to his credit since starting his career in 1984 with Cheminor (now Dr. Reddy's)

T V V S N Murthy

Vice Chairman and

Jt. Managing Director

- Dynamic leader and the force behind the production team
- Handled complex production and commercialization issues in his 26 years of bulk drug experience
- Before jointly setting up this organization, he had successful R&D stints at SOL and Cheminor Drugs

Dr. Mihir K. Chaudhuri

Non executive Director

- A doctorate from IIT and Ruhr University, West Germany in organometallic and inorganic chemistry
- Has over 120 publications to his credit and was recognized as the best chemist by ISI, USA in 97-98
- Other responsibilities include Dean (R&D) - IIT G, national level policy making since 1982 and member of reputed councils like CSIR, UGC, MHRD etc

Dr. B.M. Choudary

Non executive Director

- A PhD in inorganic chemistry and has previously worked in IICT for over 30 years
- Recipient of numerous awards from Government of India, CSIR, state council of science and technology etc.
- Member of international committee on Nanotechnology and a fellow in Indian Academy of Sciences

A.P. Rao

Non executive Director

- An MBA and cost accountant by qualification, he is a senior management expert with over 35 years of experience
- Previously served as chief executive in one of the group companies in Dr. Reddy's and played a key role in capital structuring and resource mobilization

KEY TECHNICAL PERSONNEL - PROFILES



	Profile
T V Srihari <i>Vice President</i> <i>Technical</i>	<ul style="list-style-type: none">▪ 25 years of rich experience in process engineering, process scale up and API manufacturing▪ Expert in design, techno commercial aspects and projects▪ A Chemical engineer with post graduation in Economics; he is also a member of Nano technology consortium
S R Jaganathan <i>Vice President</i> <i>Operations</i>	<ul style="list-style-type: none">▪ A Chemical engineering graduate with 31 yrs experience in firms like Shasun, Matrix, Ranbaxy, ICI pharma etc.▪ Has expertise in new project implementation, and handling cGMP /FDA approved production units▪ Successfully managed outsourcing initiatives with customers like Wyeth, Eli Lilly, Novartis, GSK at Shasun
K. Bhanu Murthy <i>Sr. General Manager</i> <i>Operations</i>	<ul style="list-style-type: none">▪ Experience in handling injectable formulations, solid dosage forms and regulatory requirements▪ 19 years of operations exposure in firms like Aurobindo, Cadila, Alkem, Lupin, Alembic, Alpha▪ Handled contract manufacturing assignments with Eli Lilly, BMS, Medinova, F. Trenka
Dr. Hariharakrishnan <i>Sr. General Manager,</i> <i>R&D</i>	<ul style="list-style-type: none">▪ A doctorate in Chemistry from IIT-Madras, with 35 years experience in R&D▪ Holds 16 patents and published 45 papers in international and national journals▪ Worked on the synthesis of several NCE's in diuretics, muscle relaxant, anti depressant etc.
P. Ravi Kumar <i>Sr. General Manager,</i> <i>Purchase</i>	<ul style="list-style-type: none">▪ A Commerce Post Graduate with 24 years of rich experience in Bulk Drug Industry in various portfolios' and started his career initially with Dr Reddy's Labs▪ Handled different departments like Accounts, Finance, Marketing, Administration & HR and sourcing and completed the assignments successfully

COMMITTED TO DELIVER...



THANK YOU



Contact: business@smspharma.com for further information

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