

13 May 2022 | Interviews

# How Ex-Janssen India Chief Is Steering Bharat Serums' Ambitions In Women's Health

by Anju Ghangurde

Sanjiv Navangul, managing director and CEO, Bharat Serums and Vaccines, in a wide-ranging interview with Scrip, outlines the firm's game plan to establish itself as a "force to reckon with" in women's health - it goes beyond drugs and encompasses devices and potentially digital therapeutics as well. The former Janssen India chief also weighs in on the worrying industry-wide input cost escalation scenario and supply chain turbulence.

It's been an action-packed few years for the Indian biopharmaceutical firm, [\*Bharat Serums And Vaccines Limited\*](#) (BSV).



While 2019 saw the US-based private equity investor Advent International snap up a majority holding in BSV, a local pioneer in the development of blood components and therapeutic antibody products for infectious and non-infectious diseases, the firm kicked off 2022 with almost back-to-back acquisitions setting out its ambitions in the women's health segment.

Steering BSV's charge is former [\*Janssen India\*](#) chief Sanjiv Navangul, who came onboard post the Advent transaction. (Also see "[\*Ex-Janssen India Chief To Lead PE-Controlled Bharat Serums\*](#)" - Scrip, 17 Feb, 2020.) An industry veteran, known for deploying

Source: BSV

“responsible pricing” approaches for Januvia (sitagliptin) and Invokana (canagliflozin) in his previous stints at [MSD](#) and Janssen respectively, Navangul tells *Scrip* how things look from the other side, outside of big pharma, and also why disruptions in the global supply chain have to perhaps be considered as “normal and not abnormal” hereon. (Also see "[Supply Chain Crunch Meets Olympics Shutdown: China, India Drug Makers Embrace For Perfect Storm](#)" - Scrip, 3 Dec, 2021.)

The executive also outlines how he’s shaping BSV's play in women’s health in a strategy that goes beyond drugs to encompass devices and potentially digital therapeutics as well.

Is the game plan to eventually spin out women’s health, along the lines of what [Merck & Co., Inc.](#) did for [Organon & Co.](#) or is Navangul gearing BSV for a public listing? Find out more on this topic and others in the podcast.

[Click here to explore this interactive content online](#) ✨

## Podcast Time Stamps

00:09 Introduction

02:13 Shift from Janssen to BSV

06:16 Responsible Pricing from a patient’s point of view

08:38 Cost escalations are happening across the board

13:42 Plans to be the most relevant healthcare firm in women's health

19:15 Ecosystem to help women get better healthcare

20:57 Creating an ecosystem of startups

21:36 BabyBeat device

23:33: In-licensing opportunities

26:02: Digital therapeutics

29:18 New manufacturing/R&D sites

33:32 Progress on ulinastatin for COVID-19

37:20: BSV five years down the line

This and all our other podcasts are available on the Informa Pharma Intelligence channel on [Apple Podcasts](#), [Google Podcasts](#), [SoundCloud](#), [TuneIn](#) and [Spotify Podcasts](#), and via smart speakers if one of these platforms has been set up as your default podcast provider.

#### Related Stories:

(Also see "[Bharat Serums Takes Shot At Ulinastatin For COVID-19 Respiratory Distress](#)" - Scrip, 9 Jun, 2020.)

(Also see "[Advent Gains High-Potential ART Business Through Bharat Buy](#)" - Scrip, 21 Nov, 2019.)

(Also see "[USP Exec On Onshoring, Impact Of War-Fueled Metals Turbulence On Pharma](#)" - Scrip, 28 Apr, 2022.)

(Also see "[The Golden Winged Warbler And Creating Pharma Supply Chain Immunity](#)" - Pink Sheet, 26 Oct, 2020.)

(Also see "[Turbulence Ahead For Indian Firms Caught In Russia-Ukraine Conflict](#)" - Scrip, 3 Mar, 2022.)

(Also see "[How Organon Expects To Steer Its Women's Health Engine In India](#)" - Scrip, 7 Apr, 2022.)

(Also see "[Organon APAC Head On Why World Needs A Company Dedicated To Women's Health](#)" - Scrip, 21 Jun, 2021.)