

How Do You Achieve Healthy Growth in the Competitive Pharmaceuticals Market to Bring Generic Medicine to the Masses?

Millions of people around the world reach for medicines produced by Granules India Limited to relieve the symptoms of common illnesses. The company manufactures and sells generic drugs such as paracetamol and ibuprofen to major pharmaceutical companies worldwide, producing thousands of tons of medicines annually. With more than 30 years of experience in the generic drugs space, Granules India is expanding into the active pharmaceutical ingredient market and the contract research and manufacturing services business. To achieve growth in such high-volume, low-margin lines of business, the company must keep tight control over manufacturing costs.

Granules India worked with IBM Services to deploy SAP S/4HANA®, gaining a powerful platform for the real-time management of core business processes. Along with the SAP Fiori® user experience, SAP S/4HANA provides full visibility into manufacturing costs and enables managers to view profitability breakdowns by product, line of business, manufacturing plant, and region through an intuitive dashboard. With such deep insight into business performance at the users' fingertips, Granules India can make smarter strategic decisions – and stay on track to meet its ambitious growth targets so more consumers have access to necessary medicine.



“Our goal was to grow our company by expanding into the active pharmaceutical ingredient market. We knew that, to be successful, we needed a way to **fully analyze manufacturing costs** so we could measure business performance more accurately.”

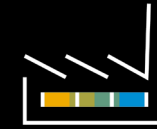
Ganesh Karuppannan, CFO, Granules India Limited

Eager to expand its product portfolio and enter new markets, generic drugs manufacturer Granules India realized it needed a better way to evaluate profitability to put its growth plans into action. The company teamed up with IBM Services to deploy SAP S/4HANA® – delivering eye-opening insight into profit margins and empowering management to make data-driven business decisions.



>75

Countries in which Granules India is present



8

Manufacturing sites in India and the U.S.



30

Years of experience in the generic drugs space





Helping to Cure Operational Complexity with SAP S/4HANA®



Granules India Limited
Hyderabad, India
www.granulesindia.com

Generic drugs manufacturer Granules India produces high volumes at low margins, so a close eye on profitability is the key to success. With SAP S/4HANA, Granules India gained new insight into manufacturing costs – sharpening strategic decision-making to support its ambitious growth plans.

Featured Partner
IBM

Industry
Life sciences

Before: Challenges and Opportunities

- Wanted to grow the business by expanding its product portfolio and entering new markets
- Aimed to reach annual revenues of \$1 billion within the next few years
- Held back by heavy reliance on manual processes
- Lacked visibility into business operations
- Craved deeper insight into the costs and margins of products and manufacturing facilities

Products and Services
Generic drugs, pharmaceuticals, and active pharmaceutical ingredients

Why SAP and IBM

- Established vendor with a strong reputation in the pharmaceuticals market
- Solution built on market-leading SAP HANA and SAP Fiori
- Expertise of IBM Services team with years of experience in SAP® software deployments

Employees
2,165

After: Value-Driven Results

- Standardizes, automates, and digitalizes business processes across the enterprise
- Delivers clear breakdowns of profitability for each product, line of business, manufacturing facility, and region
- Accelerates reporting, enabling staff to react to ever-changing market conditions in an agile manner
- Puts up-to-the-minute operational information at managers' fingertips through intuitive dashboards
- Enables management to measure business performance more accurately and better identify and understand trends in costs
- Supports smarter decision-making with data-driven insight
- Automates consolidation of financial reports across subsidiaries, significantly reducing the manual workload

Revenue
Rs 14,353 million
(US\$220 million)

SAP® Solutions
SAP Fiori® user experience, SAP HANA® business data platform, and SAP S/4HANA®

25%

Growth forecasted within 24 months

Rich

Insight into profitability, enabling smarter decision-making

More

Time for value-add work, rather than manual financial consolidation tasks

“We’ve accelerated and improved the quality of reporting considerably with SAP S/4HANA, which helps us stay on top of tight profit margins.”

Ganesh Karuppannan, CFO, Granules India Limited



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