

**Department of Chemical Engineering, IIT Hyderabad**  
**CH5036-Industry Lecture Series**  
**Jan-April 2026**



*Date:* 15-04-2026

*Time:* 04:00 PM (IST)

*Speaker:* **Dr. Prashant Balani**

*Affiliation:* IP Expert, Dr. Reddy's Laboratories

*Title:* **Importance of Intellectual Property in driving  
Pharmaceutical Industry**

*Venue:* LHC-10

### **Abstract**

The pharmaceutical industry is a key innovation-driven sector characterized by time-intensive development cycles, stringent regulatory requirements, and significant financial risk. **Intellectual Property (IP)**- is one of the most critical areas which drives innovation, enabling commercialization, and sustaining long-term industry growth. IP rights, offers pharmaceutical companies a period of market exclusivity (atleast 20 years) that supports recovery of R&D investments (~ 1US B\$) and incentivizes continued exploration of novel and complex therapies. IP supports protection of new drug molecules, is a significant driver for lifecycle management ideas of existing molecules including formulation patents, delivery systems, process innovations, and new indications. These strategies aid in extending product value, enhance differentiation, and improve therapeutic outcomes for patients. IP also supports strategic planning through IP fencing, risk management, and portfolio prioritization across various stages of development. The use of thorough IP strategies helps pharmaceutical companies navigate diverse regulatory environments and competitive landscapes, enabling efficient market entry across developed and emerging regions. Moreover, IP facilitates collaboration, co-development, licensing, and technology transfer between industry, academia-promoting innovation through shared expertise while preserving commercial value.

In summary, Intellectual Property is more than a legal mechanism-a strategic enabler of pharmaceutical innovation, competitiveness, and sustainable growth. A strong and balanced IP ecosystem remains essential for aligning scientific advancement with commercial success and public health objectives.

### **Biography**

Dr. Prashant Balani is an accomplished Intellectual Property (IP) and Pharmaceutical Sciences professional with 17 years of experience spanning IP strategy, Pharmaceutical Formulation

Development, Pharmaceutical Research and Ideation and Opportunity Identification across global markets. Dr. Balani holds a PhD in Pharmaceutical Sciences from the National University of Singapore. He currently serves as Associate Director– Commercial IP Opportunities (CIPO) in IP Department at Dr. Reddy's Laboratories, Hyderabad. His current work engages synthesizing insights from global patent databases, clinical trial intelligence, and competitive landscapes to drive strategic product selection and IP based early market entry opportunities for global markets. Further, he has led global formulation IP strategy for oral solids, complex injectables, and API-integrated projects, supporting product filings globally. He has held formulation development roles at AbbVie (Singapore) and Piramal Life Sciences, as well as academic and research appointments in the UK and Singapore. He is a recipient of Dr Anji Reddy Excellence Team award as well as Innovation awards at Dr. Reddy's and has published international research papers and book chapters, along with scientific presentations across the US, Europe, and Asia.