

O Sun God, Savitar!
Thou dazzling fount of life-persuasive light!
Sublimest mystery speeding from afar!
Swift became that burst too potent on the sight!
This radiant type of strength and youth!
Glowing eternally!



శ్రీ వేపచేదు విద్యా పీఠము

May the golden-eyed Savitar come hither!
Steering forth he rises from the lap of the dawn!
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Stopped forth and never missed his place!
He steps forth the splendor of the sky the wide!
Seeing, far-shining, the shining wanderer!
- Rig Veda. vii. 65

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We alone shine!
All luminaries get illuminated by His Illumination!
The whole Universe is enlightened by His light!
- Kathopanishad

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Issue 164

Chief Editor: డాక్టర్ శ్రీనివాసరావు వేపచేదు | डॉक्टर श्रीनिवासरावु वेपचेदु | Dr. Sreenivasarao Vepachedu¹

TOP TEN PHARMACEUTICAL COMPANIES

Despite the cries about pharmaceutical industry ripping of poor Americans by charging new drugs at premium prices to recover the investment and make enormous profits¹, top 10 pharmaceutical companies, ranked by market cap as of November 9, 2017², made more money than that in previous year - generated a combined \$1.722 trillion in market cap, up 9.8% from the \$1.568 trillion racked up by the drug developers on last year's GEN List of the Top 10 Pharma Companies³, and 5.9% from the combined \$1.626 trillion in market cap on GEN's 2015 top-10 pharma list⁴.

- | | |
|---------------------------|------------------|
| 1. Johnson & Johnson, USA | \$378.61 billion |
| 2. Novartis, EU | \$215.87 billion |
| 3. Pfizer, USA | \$208.07 billion |
| 4. Roche, EU | \$198.61 billion |
| 5. AbbVie, USA | \$153.59 billion |
| 6. Merck & Co. , USA | \$152.31 billion |
| 7. Sanofi, EU | \$114.74 billion |
| 8. Bayer, EU | \$106.57 billion |
| 9. BMS, USA | \$101.27 billion |
| 10. Eli Lilly, USA | \$92.29 billion |

Some Americans and politicians distrust of the pricing practices of pharmaceutical companies, because they charge more for the new drugs in the United States than they do in other Western countries. These Americans do not buy the pharmaceutical industry's explanation that the higher prices they charge in the US provide them with the funds they need to conduct their high-risk research involving more than 15 years and billions of dollars investment⁵. However, four out of the above ten companies are EU-based, and Roche was recognized as Industry Leader in Dow Jones Sustainability Index 2017, for the 9th year in a row⁶.

During the Super Bowl, a representative of the pharmaceutical company Eli Lilly posted on the company's corporate blog that

"on average, it costs \$1.3 billion to bring a new drug to market. What could you buy with \$1.3 billion⁷?"

*371 Super Bowl ads. The average cost of a Super Bowl ad is \$3.5 million dollars.

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స్వస్తి శ్రీ హేవలంబి నామ సంవత్సరము/स्वस्ति श्री हेविलम्बी नाम संवत्सर/Swasti Sri Hevilambi Year,

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- *16.25 million official NFL footballs. An official, unused NFL football costs \$80. 108 of them will be on hand for the big game.
- *2 professional football stadiums. The average cost of a new professional football stadium over the last ten years is \$536 million.
- *Pay the salary of (almost) all NFL players. There are 1696 total players and you could afford to pay 1688 NFL players. Calculated using the median NFL salary of \$770,000.
- *12.4 million NFL tickets. In other words, you could buy out every seat in all NFL stadiums for 6 weeks in a row (approximately 2 million seats available each week). Median ticket prices are \$105.
- *11,000 houses in Indianapolis. The median cost of a house in Indianapolis is \$118,100.; 2,500 houses in New York. The median cost of a house in New York is \$504,500; 3,500 houses in Boston. The median cost of a house in Boston is \$369,600.
- It takes about 12 years to bring a new molecule to market. Take a quick trip back in my time machine and see what was happening 12 years ago (and what has happened since)?
- *The Tennessee Titans defeated the Saint Louis Rams to win the Super Bowl at the Georgia Dome in Atlanta. That same year, Florida State battled Oklahoma in the BCS Championship game - the Sooners won. Budweiser unleashed "Wassup" into the world in the now infamous Superbowl XXIV ad.
- *Tom Brady was still playing at Michigan. Eli Manning had just started at Mississippi. Peyton Manning was in his second year at the Colts.
- *Unrelated to football, but related to sports - We've seen Olympic games in Sydney, Turin, Beijing, and Vancouver since 2000.
- *George W. Bush was elected for the first time. Three presidential elections have taken place since."

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Company	Ticker	Number of drugs approved	R&D Spending Per Drug (\$Mil)	Total R&D Spending 1997-2011 (\$Mil)
AstraZeneca AZN +1.73%	AZN	5	11,790.93	58,955
GlaxoSmithKline GSK -0.08%	GSK	10	8,170.81	81,708
Sanofi SNY +0%	SNY	8	7,909.26	63,274
Roche Holding RHHBY +0% AG	RHHBY	11	7,803.77	85,841
Pfizer PFE -0.41% Inc.	PFE	14	7,727.03	108,178
Johnson & Johnson	JNJ	15	5,885.65	88,285
Eli Lilly & Co.	LLY	11	4,577.04	50,347
Abbott Laboratories	ABT	8	4,496.21	35,970
Merck & Co Inc	MRK	16	4,209.99	67,360
Bristol-Myers Squibb Co.	BMY	11	4,152.26	45,675
Novartis AG	NVS	21	3,983.13	83,646
Amgen Inc.	AMGN	9	3,692.14	33,229

Sources: InnoThink Center For Research In Biomedical Innovation; Thomson Reuters Fundamentals via FactSet Research Systems

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⁹ Dr. Rao Vepachedu at rao.vepachedu@cardinal-ip.com.

¹⁰ In addition to the primary sources cited above, additional references include:

New York Times, Washington Post, Mercury News, Bayarea.com, Deccan Chronicle, the Hindu, Hindustan Times, Times of India, AP, Reuters, AFP, The Guardian, Pravda, Spiegel, Connexion, etc.

"Where the mind is without fear and the head is held high, Where knowledge is free Where the world has not been broken up into fragments, By narrow domestic walls." Rabindranath Tagore (1861-1941), Gitanjali, 1912.

One World One Family

AUM! SWASTI!

Om! Asatoma Sadgamaya, Tamasoma Jyotirgamaya, Mrityorma Amritamgamaya, Om Shantih, Shantih, Shantih! (Aum! Lead the world from wrong path to the right path, from ignorance to knowledge, from mortality to immortality, and peace!)

SWASTI! AUM!

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