

THE IRAN WAR IMPACT
MUMBAI'S INFRA MAKEOVER

WEIGHT LOSS
SPECIAL

IPL'S GLOBAL POWERPLAY
LAKSHYA'S SENSATIONAL RUN

PRICE ₹ 200
APRIL 17, 2026

Forbes

INDIA

Vikrant Shrotriya,
Novo Nordisk India

Winselow
Tucker,
Eli Lilly India

Kirti Ganorkar,
Sun Pharma

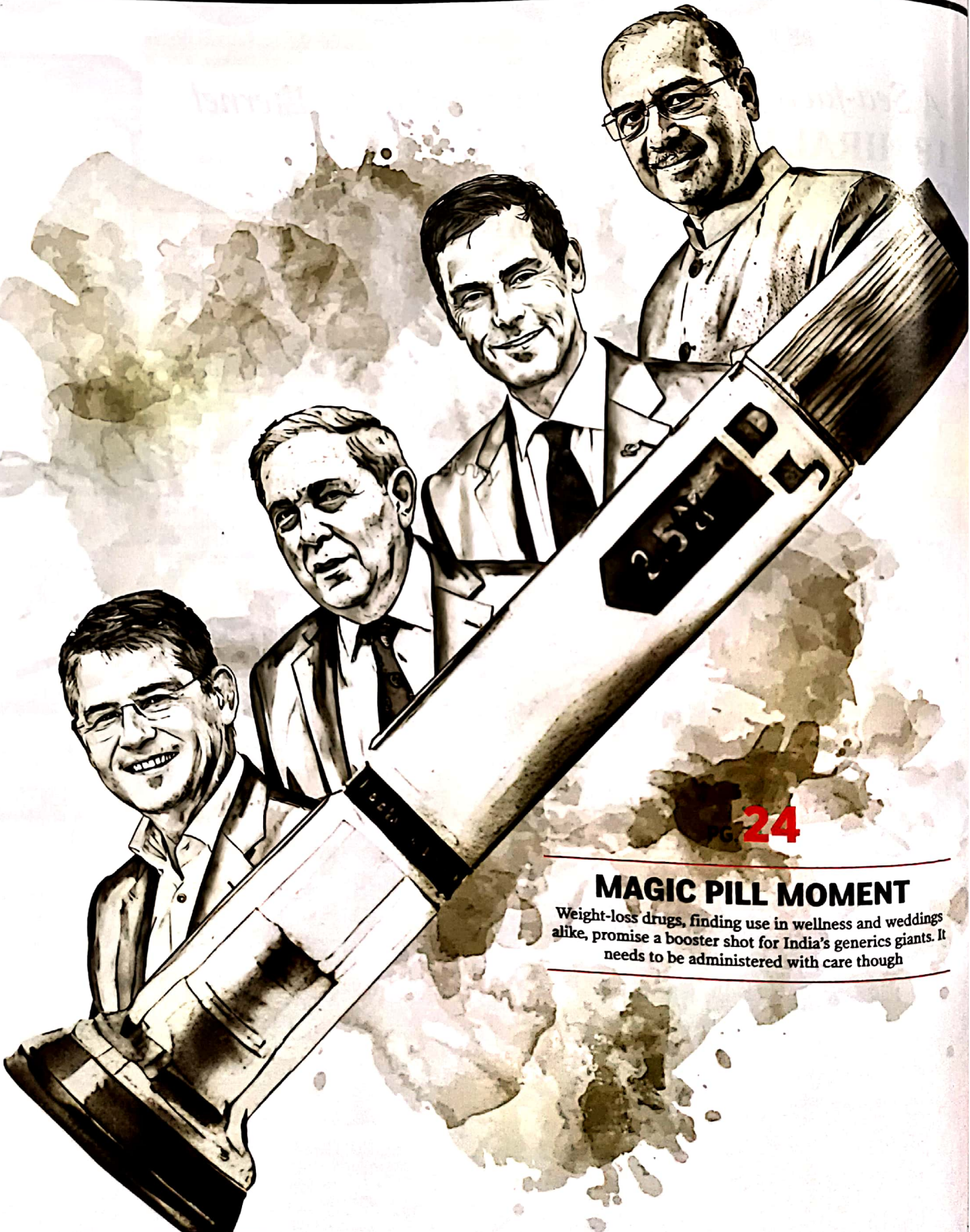
THE FAT IS IN THE FIRE

With the end of the
Ozempic patent, where
is India's mad dash for
weight-loss drugs headed?

Achin Gupta,
Cipla

Network 18 www.forbesindia.com





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MAGIC PILL MOMENT

Weight-loss drugs, finding use in wellness and weddings alike, promise a booster shot for India's generics giants. It needs to be administered with care though

PHOTO BY KAPIL KASHYAP / AI GENERATED

FEATURES WEIGHT-LOSS DRUGS

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The availability of generic semaglutides is changing the strategy for wellness and fitness companies. The real test will be delivering sustainable results

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Even though India prohibits D2C marketing of prescription drugs, regulators are watching out for messaging to induce misuse of weight-loss drugs

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Vikrant Shrotriya, managing director of Novo Nordisk India, on generics, pricing pressures and the evolving obesity drug market

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Eli Lilly and company India President and General Manager Winselow Tucker on Mounjaro's rapid rise and the country's unmet obesity challenge

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Ayurveda, which focuses on metabolism, digestion and overall wellness, is often an alternative to those seeking weight loss as a byproduct of better health

IN FOCUS

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RR and RCB are the first IPL teams to have breached the billion-dollar mark in value. As the league grows in stature globally, how does the math add up?



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The government has taken cognisance of false claims and surrogate advertising related to weight-loss drugs



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Vikrant Shrotriya, managing director, Novo Nordisk India



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Shuttler Lakshya Sen says patience is crucial when it comes to dealing with injuries or first-round losses

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The Forbes India Leadership Awards celebrated the best and the brightest minds of India Inc

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Shuttler Lakshya Sen, only the second Indian to reach the All England final twice, on his campaign, how he overcame a bad patch and LA28

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Nilesh Gupta, managing director of Lupin, talks about the legacy of his father Desh Bandhu Gupta, who founded the company

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