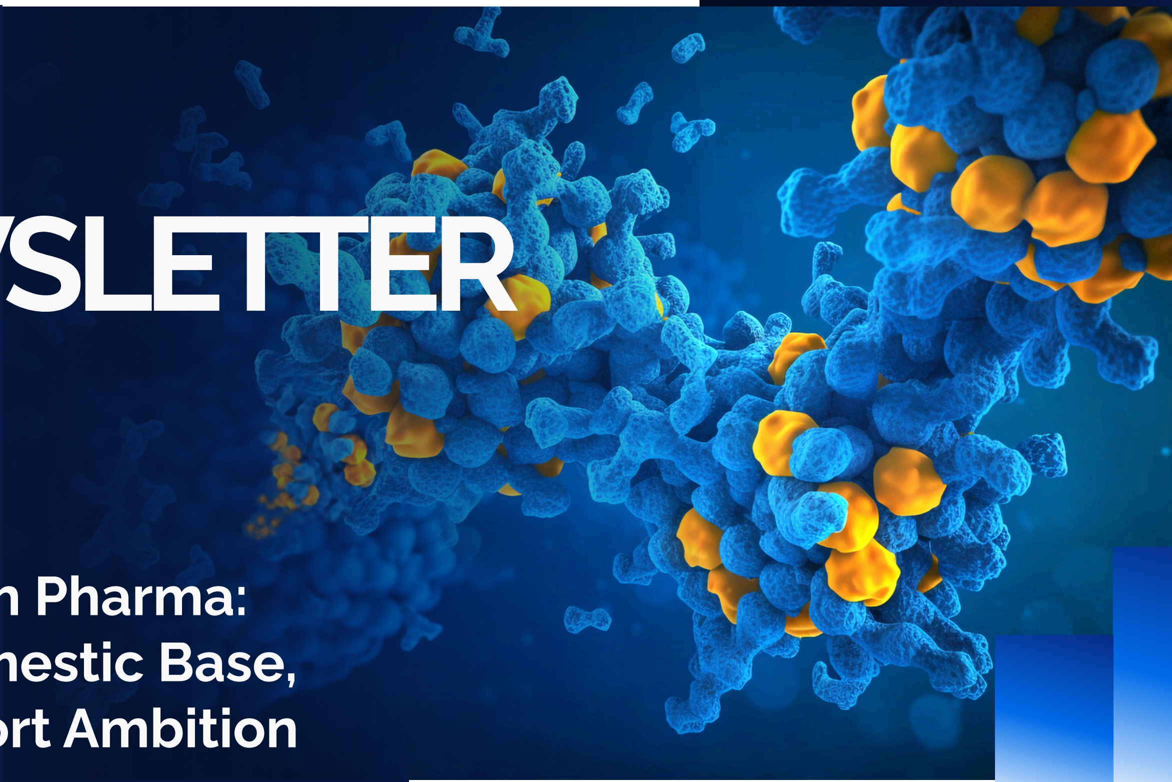
PROMIXCO PHARMACEUTICALS LIMITED

July 2026



NEWSLETTER

Bangladesh Pharma: Strong Domestic Base, Rising Export Ambition

Promixco Pharmaceuticals

Executive Overview

Bangladesh's pharmaceutical sector enters the second half of 2026 from a position of proven industrial strength. Local manufacturers meet approximately 98% of domestic medicine demand, while the country has developed a broad export footprint across more than 130 markets. FY2025–26 pharmaceutical export earnings reached about US$238.5 million, compared with US$213.2 million in FY2024–25 — an increase of roughly 12%.

PROMIXCO Product Focus: PRONAB • PROMAX

PROMIXCO Pharmaceuticals Limited (PPL) is the newest member of the PROMIXCO Group, established with a vision to deliver safe, affordable, and high-quality healthcare and consumer products across Bangladesh.
The company begins its operations by focusing on toiletries, hygiene, and healthcare-related products while laying the foundation for future pharmaceutical manufacturing based on international quality standards, regulatory compliance, and sustainable production practices.

Key Building dependable, accessible pharmaceutical brands for Bangladesh — with a future-facing export mindset.

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Bangladesh Pharmaceutical Export Report

Top export destinations — FY2025–26

Rank	Destination	Reported export value
1	Sri Lanka	US$30.59M
2	Myanmar	~US$30M
3	Philippines	~US$19M
4	United States	~US$19M
5	Cambodia	~US$12M
6	Afghanistan	~US$12M
7	Kenya	~US$11M
8	Pakistan	~US$10M
9	Chile	~US$9M
10	United Kingdom	~US$4M

Bangladesh Pharmaceutical Market Overview

Leading pharmaceutical companies

Position	Company	Indicative market share*
1	Square Pharmaceuticals PLC	~17.6%
2	Incepta Pharmaceuticals	~12.6%
3	Beximco Pharmaceuticals	~9.4%
4	Healthcare Pharmaceuticals	~7.6%
5	Renata PLC	~5.6%
6	Eskayef Pharmaceuticals	~4.8%
7	Opsonin Pharma	~4.7%
8	Aristopharma	~4.3%
9	Popular Pharmaceuticals	~4.1%
10	The ACME Laboratories	~3.9%

Export opportunity for PPL

PPL should not chase the largest country first. A staged export strategy is more realistic: identify products with stable domestic performance; complete robust CTD/ACTD-style dossiers where applicable; prioritize registration-friendly markets; appoint qualified partners; then progress toward stricter regulated markets as quality systems mature.

Competitive reality

The market is concentrated at the top. Large firms benefit from physician reach, established distribution, manufacturing scale, brand recognition, broad portfolios and strong regulatory capabilities. A growing company like PPL therefore needs focused categories, dependable supply, disciplined field execution and differentiated customer value rather than a "me-too" portfolio spread too thinly.

PRONAB	PROMAX
Focused pharmaceutical brand	Focused pharmaceutical brand
Quality • Availability • Compliance • Confidence	Quality • Availability • Compliance • Confidence

August 2026 priorities for PPL

Brand discipline: Ensure Pronab and Promax have consistent approved brand messages across sales, digital, packaging and trade communication.
Distribution: Prioritize product availability, territory mapping, pharmacy reach and institutional opportunities.
Quality assurance: Build reputation through batch consistency, documentation, supplier qualification and complaint handling.
Market intelligence: Track competitor brands, pricing, physician/pharmacy feedback, and category growth without relying on unsupported promotional claims.
Export readiness: Begin country screening, dossier gap assessment and partner identification for realistic first-wave export markets.

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Raw Materials & API Challenges

Challenge	Business impact
Foreign-exchange exposure	A weaker taka increases landed cost for APIs, excipients, packaging materials and capital equipment.
Supplier concentration	Heavy dependence on a limited number of Asian source markets raises continuity risk when geopolitical, regulatory or logistics disruptions occur.
Freight and lead-time volatility	Longer transit times and sudden transport cost increases can create stock-outs or force higher safety inventories.
Quality consistency	API source changes can require validation, documentation review and regulatory handling; low-cost sourcing without rigorous qualification creates compliance risk.
Working-capital pressure	Imported inputs tie up cash through L/Cs, inventory buffers, duties, freight and extended procurement cycles.
Local API capacity gap	Domestic API production remains insufficient relative to formulation-sector demand, limiting local value addition.
Post-LDC competitiveness	Bangladesh must prepare for a future in which intellectual-property, registration and international quality requirements become more demanding.

Strategic message

From Bangladesh's proven pharmaceutical manufacturing base, PROMIXCO Pharmaceuticals Limited is building focused brands with quality, accessibility and future export readiness at the center.

Built on discipline. Driven by demand. Ready for responsible growth.

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