**Eli Lilly in India: Rethinking the Joint Venture Strategy**

1. Please characterize the global/Indian pharmaceutical industry in the 1990s.
2. Why do you think patents are important.
3. Research what sources are crucial for Eli Lilly & Company’s competitive superiority & what strategy they formulate & execute.
4. Identify other JV cases in the Indian pharmaceutical industry or other industries in India. Did they fail or succeed?
5. What made the Lilly & Ranbaxy JV project successful?
6. Assess Exhibits 5, 6, & 8 & evaluate the future of the Indian pharmaceutical industry.