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How Aurobindo Sets the Standard for Digitalization in the Pharma Supply Chain



Overview

Learn how Aurobindo Pharma—the leading generic drug distributor in the U.S.—is redefining supply chain excellence with TraceLink. By turning compliance into a catalyst for digital transformation, Aurobindo is leveraging TraceLink’s network platform to drive real-time visibility, seamless collaboration, and lasting competitive advantage across its global operations.

Leading the U.S. Pharma Market

As the number-one generic drug distributor in the United States, Aurobindo Pharma delivers close to 2 billion tablets every month—nearly one in every ten prescriptions dispensed nationwide. Operating at that scale requires more than operational rigor; it demands visibility, compliance, and continuous improvement across every link of their supply chain.

Faced with growing global demand and the complex compliance requirements of the Drug Supply Chain Security Act (DSCSA), Aurobindo recognized an opportunity to transform compliance into an engine of efficiency and a competitive advantage.

Turning Compliance into a Competitive Advantage

For Aurobindo, serialization was never just a regulatory checkbox. It was the catalyst for building a smarter, data-driven operation to serve as the foundation for [true supply chain digitalization and agentic orchestration](#).

By integrating with TraceLink's end-to-end digital network—the largest in healthcare and life sciences—to enable real-time collaboration and visibility across the supply chain, Aurobindo is linking more than 50 internal and external systems, unifying information flow across its India-to-U.S. operations.

“One reason I think we've been successful is that we have baked the serialization requirement into operations,” said Jamie Downey, Vice President of Distribution at Aurobindo Pharma USA. “We recognized that, as much as it's a compliance requirement, it is also an operational requirement, and I think that's what led to our successes.”

The Results

- 99.5% accuracy in domestic shipments and near-perfect compliance across millions of serialized units
- 10,000 legacy pallets serialized to full DSCSA standards ahead of schedule
- Cross-functional collaboration between India and U.S. teams to support trading partners and keep product moving

These results don't just strengthen Aurobindo's internal operations—they directly benefit its trading partners. By delivering right-first-time serialized data and ensuring both timely product delivery and seamless compliance, Aurobindo gives wholesalers confidence that their operations will run smoothly. That consistency has made Aurobindo a trusted supplier and provides a clear competitive edge in the marketplace.

Building a Culture of Continuous Improvement

Technology helped Aurobindo move fast, but team culture was essential to go the distance. To embed compliance and visibility throughout the organization, Aurobindo established a serialization center of excellence. This team unified the supply chain, finance, quality, and customer service teams through shared training and cross-departmental knowledge transfer.

“When we share knowledge, we don’t just improve compliance—we build connections that strengthen everything we do,” says Sai Shresta Bireddy, a Data Analyst on Aurobindo’s serialization team. This focus on collaboration created a ripple effect—raising accuracy, reducing errors, and instilling a sense of shared ownership for product quality and patient safety.

The Technology That Unifies Operations

With TraceLink’s digital network platform at the core, Aurobindo is building real-time visibility into every movement—from manufacturing in India to distribution across North America. By unifying data and automating compliance, TraceLink enables:

- Full network visibility across inbound, outbound, and warehouse operations
- Foundational controls that improve turnaround time, reduce costs, and enhance transportation relationships
- Real-time product data that improves forecasting, strengthens trading partner collaboration, and eliminates costly slowdowns

This shift positions Aurobindo not just to meet DSCSA requirements, but to lead the industry in how a fully integrated supply chain should operate.

A Shared Vision for the Future

Aurobindo’s leadership team credits its success to a simple philosophy: when great people, great technology, and a shared vision come together, expectations aren’t

just met—they're exceeded.

Their journey is proof that with the right digital foundation, manufacturers can gain agility, cut costs, and build scalable systems that fuel lasting growth.

See for yourself what a truly digitalized supply chain can do for your business. Schedule a custom, 30-minute demo

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