

## C Com reinvents social media contextual marketing for Pharma industry

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### Merging AI and data analytics with creativity for engaging marketing content



C Com Digital, a Mumbai-based full-service techno digital marketing agency with global footprint, is bringing about a paradigm shift in digital marketing approaches for the Pharma sector. The company has merged advanced technologies such as AI and data analytics with creativity to create new standards of socially relevant, contextual, and engaging marketing content for the Indian Pharma sector.

With over 3,000 drug companies and more than 10,500 manufacturing facilities, India is the largest provider of generic medicines worldwide. The Indian pharma companies cater to over 50% of global vaccine demands, and 40% of generic drugs consumed in the US as well as 25% of all medicines in the UK. Alongside such humongous global presence, India also has a massive domestic pharma market.

Speaking about this, Chandan Bagwe, Founder / Director, C Com Digital, said, “We can build extensive audiences for our clients through campaigns that are done meticulously with deep research and socially relatable and emotional messaging which the audience connects with. Most importantly, it is easier for sales team of pharma companies to distribute the message and engage with the medical fraternity instantly and they can measure the success of the campaign in real time.”

With presence in India, Dubai and US, C Com Digital offers holistic services to its clients by helping them develop AI-powered digital marketing strategies to achieve desired personalization and impact.