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# Recognize the positive contribution in the pharma industry: Mr. Joji George

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In a small interaction Mr. Joji George, Managing Director, UBM India, revealed the idea and concept behind the initiation of UBM India Pharma Awards 2013. Mr. George commented "These awards are entirely dedicated to pharma industry. The awards are going to be globally the biggest pharma awards. Further he added "Given our thoughts and interactions we thought time is opportune to take a stand, celebrate the excellence and recognize the positive contribution in the pharma industry."

Talking about the process and jury of the awards he opined "The kind of jury members endorsing the awards itself sets up a standard and stage for the awards. In terms of process and validation its going to be transparent and screened by highly talented team of Ernst and Young (EY)."

Commenting on UBM's role he said "We bring people together in business to business space. We address community together. With the success of these awards will try and tap other markets as well. Apart from this we will push ourselves with these awards to different locations like Sri Lanka and all to get wider acceptance."Â