

## UBM India Launches Pharma Awards

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As the pharma industry is increasingly looking towards India for higher quality and low cost pharma solutions. The UBM India Pharma Awards will serve as a platform for companies to engage with the movers and shakers in India's pharma machinery, technology, ingredients, outsourcing biopharma industry. In addition to increased visibility and media attention in the pharmaceutical industry leaders and media alike.

The launch saw the likes of veterans in pharma industry sharing the stage and being the jury members. The dignitaries were Mr. Ajit Singh, Chairman ACG Worldwide, Mr. Murlidharan Nair, Partner consulting practice of Ernst and Young (EY) India and Mr. Joji George, MD, United Business Media (UBM) and the jury comprised of Dr. Ajit Dangi, President and CEO Danssen Consulting, Mr. Devinder Pal, President, Catalyst Pharma Consult, Mr. Kaushik Desai, member of the Scientific committee of Indian Pharmaceutical Association (IPCA) (2010-2013) and Mr. Subodh Priolkar, GM, Colorcon Asia Ltd.

Speaking at the launch Mr. Singh expressed "The awards initiated by UBM India is the first pharma awards in the country. Its never too late to recognize great people." The theme of the launch of India Pharma Awards is in line with the rapid growth of the Indian pharmaceutical Industry. It is 'Excellence'. The awards are categorized as Operational excellence, Excellence in product development, Excellence in contract research, life time achievement award, emerging entrepreneur of the year and so on.

At the same time Dr. Dangi commented on moving up the Global Pharma Value Chain "Our pharmaceutical industry has shown phenomenal growth. However our contribution to world's pharmaceutical industry is less than 2%, so in that context value chain is important. Moving up Global value chain means moving up discovery and innovation. India alongside generics should also focus on global value chain." He also emphasized on the need of cultural change so as to be on global chain stage.

Mr. Pal also opined his views on the same "Government policies has helped develop pharma industry. Value chain doesn't

mean continuing manufacturing for pharmaceutical industry."