

**If you are a CMO (contract manufacturing organisation) /
CRO (contract research organisation)**

OR

If you are a pharma company specializing into Analytical: equipments, lab services & technology, quality control, life sciences and bio technology.

Then you cannot afford to miss this exclusive event brought to you by UBM, host of CPhI / P-MEC India which is the world's leading pharma trade show.

Dear Members,

Greetings from Pharmexcil

We take this opportunity to briefly introduce you **PharmaLytica – India's most comprehensive Analytical and Contract Services event** with brand new positioning, profile and host city.

PharmaLytica 2015 will be held on 2-3 September at Hitex Exhibition Centre in Hyderabad, India. The 2nd international trade fair and conference where Pharmaceutical community can pick up on the latest industry trends, innovations and do business with Analytical and Outsourcing services.

Introducing the ICSE zone at PharmaLytica 2015 - International Contract Services Expo rolls out the red carpet for India's Pharma.

CPhI's biggest international brand for pharma contract services, ICSE is now collaborating with PharmaLytica, India's most comprehensive analytical and contract services event.

Pharma outsourcing accelerates on an increasing curve and becomes more strategic in nature. ICSE connects the global pharma community with companies providing pharma contract services in clinical trials, contract research, contract manufacturing, bio-services, IT, analytical services, contract packing, logistics and others.

ICSE collocated with PharmaLytica enhances the profile of your organization. Being a part of the ICSE zone is being in a powerhouse of global pharma outsourcing. The zone gives you the platform to grow your business by networking with companies looking for strategic outsourcing partners ticking all the boxes in regards to quality, reliability and affordability.

The ICSE advantage:

- Be a part of the largest global pharma contract services community in Hyderabad
- The only exclusive Pharma - ICSE collaboration being held for the CRO & CMO industry in India
- A one stop CRO & CMO outsourcing procurement platform and an excellent bridge to network with peers and exchange industry updates
- Become part of a pre-show marketing campaign that runs for four months and reaches out to over 70,000 domestic and international assets

Exhibitor Profile of ICSE Zone at PharmaLytica:

Pharma Contract Services in; • Clinical trials • Contract research • Contract manufacturing
• Bio-services • IT • Analytical services • Contract packing • Logistics.

For further details please visit www.ubmindia.in/pharmalytica

Since its inception, the objective of PharmaLytica is to be a global platform to help facilitate business in analytical, outsourcing and biotech sectors in India. With this primary goal, the event has evolved to next level and has tremendous potential to build traction from the global pharma industry, fostering the development of pharma business in India.

Maiden edition of PharmaLytica was held in September 2014 at BIEC, Bangalore was a spectacular success! Please read through the [Post Show Report](#) of PharmaLytica 2014. 2nd edition of this event, along with the exhibition and conference, will see a congregation of Decision makers and professional from Analytical / Contract Services; Analytical Development Heads, Outsourcing Department Heads, R&D Heads, Clinical Trials & Research Associates, Laboratory Heads / Technicians, QA & QC Heads, Formulations Development, Business Development Heads & Production & Purchase Heads. The event shall witness participation from over 200 leading exhibitors including industry frontiers in Pharma and allied industries.

Key Event Highlights:

- 200+ exhibitors from over 12 countries
- Over 3,000 trade visitors over 2-business days
- Stay abreast with latest industry trends & innovations
- Meet and network with leading global suppliers
- Visit the Brand India – Pharmexcil pavilion
- Country pavilions from China and Korea (planned, in process)
- Power packed conference with international speakers and 100+ delegates
- Ideal platform for you to grow your business in pharmaceutical capital of India
- It is where the industry's key players and decision-makers meet.

As the pharma industry is increasingly looking towards India for higher quality, low cost pharma solutions, PharmaLytica 2015 is the perfect place for companies to engage with the movers and shakers in Indian Pharma industry's analytical & contract services segment.

We look forward to the possibility of your company's participation in this event and look forward to discussing various avenues for branding and product awareness. Participation options are as follows:

Area in Sq Mt	Type	REGULAR Rate / Sq Mt	Total Amount in INR*	Total Amount in USD*
36	Space	Rs. 8400 / US\$ 145	Rs. 302,400	USD 5220
24	Shell	Rs. 8925 / US\$ 155	Rs. 214,200	USD 3720
18	Shell	Rs. 8925 / US\$ 155	Rs. 160,650	USD 2790
12 (min)	Shell	Rs. 8925 / US\$ 155	Rs. 107,100	USD 1860

**Govt service tax as applicable*

FLAT 10% DISCOUNT ON ABOVE RATES EXCLUSIVELY FOR PHARMEXCIL MEMBERS!! Limited Period Offer!

For bookings or if you need any specific information regarding the event, please get in touch with:

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