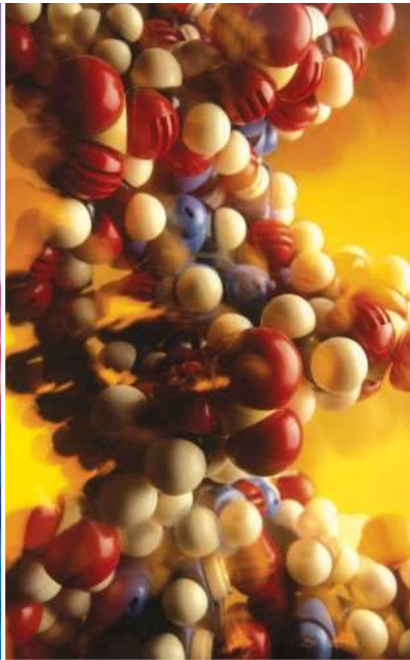




CHRONICLE PHARMABIZ



**MEDIA
INFORMATION**



South Asia's No.1 Pharma News Weekly

The PHARMABIZ Advantage

Pharmabiz is the No. 1 Pharma news weekly in the South Asian markets of India, Bangladesh, Pakistan, Nepal and Sri Lanka.

Pharmabiz's weekly readership is estimated at over 75,000, with 100% coverage of top and middle management pharma professionals across the region.

Pharmabiz offers unmatched content in terms of width and depth of coverage related to subjects that influence the dynamics of the South Asian pharma industry. It is also acknowledged for the timeliness and accuracy of its reporting as well as its superior presentation and style.

The Pharmabiz editorial team comprises of a qualified team of editors and journalists with a background in pharma and business journalism. They are supported by a network of reporters in 12 cities and an advisory panel of eminent professionals from the sector.

So if you are a manufacturer or supplier of machinery, equipment, supplies and services and are looking to do business with the South Asian pharma industry, then Pharmabiz is your strategic marketing tool. Pharmabiz provides you with a targeted audience and zero media wastage, making it the single most cost effective vehicle available to you.

Over the last 9 years, more than 3500 advertisers from India, Bangladesh, Brasil, Canada, China, Croatia, Germany, Nepal, Pakistan, Russia, Singapore, Sri Lanka, Sudan, Syria, UK, USA and Yemen have benefitted from their media campaigns in Pharmabiz.

It's your turn now!

Use Pharmabiz to target pharma professionals in South Asia.

TARGET SEGMENTS

Primary Segments

- Classical Pharma Manufacturing
- Generics / API Manufacturing
- Biopharma / Biologicals Manufacturing
- Clinical/ Bio Diagnostics Manufacturing
- Biopharmaceuticals
- Biotechnology
- APIs

Secondary Segments

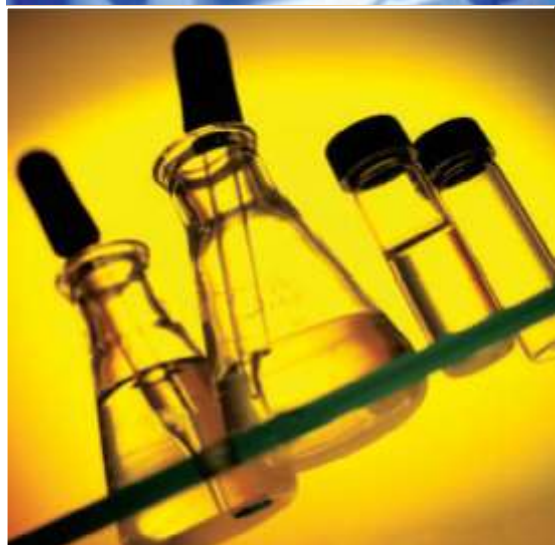
- Ayurveda
- Contract Research Organisations
- Contract Manufacturers
- Government Research Labs
- Independent Labs
- Pharmacy Colleges
- Allied Suppliers

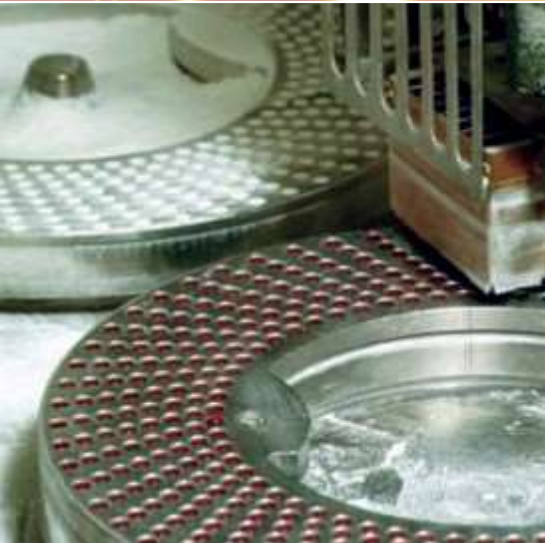
READERSHIP PROFILE

- CEOs
- Heads of
 - Research & Development
 - Pharma Process Development
 - Biopharma Process Development
 - Regulatory Affairs
 - Product Development
 - QA/QC/Validation
 - Production / Manufacturing
 - Technical / Engineering Services
- Project Engineering
- Purchase
- Marketing, Finance
- HR & Training
- Government Officials
- Consultants
- Lab Technicians
- Pharma Academicians
- Students
- Equity Analysts

ADVERTISER SEGMENTS

- APIs
- Air Control
- Analytical Instruments & Services
- Cleanroom Equipment & Supplies
- Consultants
- Custom Manufacturers
- Contract Research
- Excipients, Solvents & Reagents
- Fine Chemicals
- Intermediates
- IT/ERP Solution Providers
- Laboratory & Scientific Instruments
- Logistics & Distribution Solutions
- Material Handling
- Packaging Materials & Machinery
- Pharma Process Machinery & Equipment
- Process & Control Instruments
- Process Automation
- Process Components & Supplies
- Software & Technology Solutions
- Testing Services
- Water Treatment





MEDIA PARTNERSHIPS

Pharmabiz has partnered with a number of international and domestic trade fair and conference organizers over the past 6 years.

International

- AICHEMIA
- APTEKA
- APIChina
- Arab Health
- AsiaPharma Expo
- Bio IT World
- CiA
- Cordia: Life Sciences Week
- CPhIChina
- CPhIJapan
- CPhIWorldwide
- Food & Pharma Tech - Sri Lanka
- Interphex Asia
- Interphex Japan
- Interphex USA
- Interphex Puerto Rico
- Interphex Mexico
- PABORD
- PharmTechExpo
- XpoChem

Domestic

- Analytica Anacon
- Bangalore Bio
- Bio Asia
- ChemtechPharma & Biotech World Expo
- CIDEXPharma India & Biotech India Intl
- CIIPharma Expo
- CPhIIndia
- Indian Pharmaceutical Congress
- IPA Convention
- Interphex India

Conference Partners

- ABF
- Economist
- Frost & Sullivan
- IBC
- IIR
- Marcus Evans

TESTIMONIALS

"With advances in technology and regulations storming the pharma profession globally, it is vital that one is continually updated about the global scenario. While this can be done in many ways, reading or accessing Pharmabiz regularly is the easiest option. Pharmabiz addresses the issues of the profession well. The articles are timely and relevant to domestic as well as global audiences and cover all facets of the profession. I do not think that anywhere in the world, there is a professional publication covering all disciplines of the profession as Pharmabiz does in India."

Subodh Priolkar, President - Indian Pharmaceutical Association

"In Pharmabiz, there is a serious attempt to convey meaningful news about the pharma industry in India given the complex nature of the business and a highly fragmented marketplace."

Ranjit Shahani, President - Organisation of Pharmaceutical Products of India

"In my view Pharmabiz is India's fastest growing industry publication. The publication has developed substantial reach in other South Asian countries like Bangladesh, Pakistan, Sri Lanka and Nepal, which is very useful for any marketer targeting the pharma industry in the sub-continent."

Bhavna Shah, President -
Indian Pharmaceutical Machinery Manufacturers Association

"Pharmabiz has played a vital role in the tremendous success of the Indian pharma industry with its coverage of the entire gamut of industrial development, from scientific information to mergers and acquisitions. It has become a ready reckoner for the Indian pharma industry."

T. S. Jaishankar, Chairman - Confederation of Indian Pharmaceutical Industry