

India is set for huge augmentation owing to quality, research, regulatory and environmental compliances. Therefore, the need of the hour for Indian industry players is to achieve maximum efficiency from the potential of today's landscape with better product and service offerings."

"To further market these offerings to a wider audience and in-turn stimulate trade amongst this niche pharma sector, UBM brings the 4th edition of PharmaLytica which will not only enable the exhibitors and visitors to network and connect but will also help the pharma community to pick up the latest industry trends and inventions pertaining to these sectors with its power-packed conferences."

"The Telangana government is setting up medical devices park and pharma city to complement the existing well-settled pharma industry in the city of Hyderabad. PharmaLytica 2017 intends to add even greater value to this ecosystem and become one of the primary market places for the products and services in this city along the entire value chain in niche segments within the pharma industry such as analytical technology, lab equipments and pharma machinery and packaging."

Mr. Mudras also invited all the participants to the pharma magnum opus, India Pharma Week, which is coming up in the city of Mumbai in November (25-30), along with UBM India's flagship event CPhI and P-MEC India.

PharmaLytica Conference

PharmaLytica conference, co-located with the exhibition is the knowledge forum and important industry gathering that brings entire range of topics in analytical, outsourcing, laboratory, scientific and biotechnology sector. The PharmaLytica conference seeks to deepen understanding of the changing landscape in the sector to enable responses to marketplace trends and towards establishing a unique drug safety ecosystem in India.

The presentations at PharmaLytica 2017 included: Data Integrity: DO's & Don'ts from Regulators Perspective by Tadashi Koshida, Overseas Sales & Technical Support, Asia Pacific, Fuji Electric; Pharma Preservation in a Cold



Mr. Madan Mohan Reddy, Chairman, Pharmaexcil, and Director, Aurobindo Pharma, delivering the guest of honour address.

Storage by Gubba Kiran, Chief Executive Officer, Gubba Cold Storage; Validation – A bare necessity for Pharma Industry by Subbarao V. Kattamuri, Director-Head of Operations, India, Aztec Consulting; Innovation in Packaging by Mr. Vishesh Gupta, Director, P.R. Packaging's Ltd; and FDA Approved Simulation for Pharma Industry by Srikanth Kanekar, Country Manager, Customer Solutions, CADEFM Engineering Services India Pvt. Ltd.

"It makes perfect sense to hold PharmaLytica in Hyderabad as it is the pharma hub of India, and it is the location where the entire action in pharma world is happening today. Two significant developments are happening in Hyderabad right now. One is the development of the largest pharma city anywhere in the world, offering huge opportunities for machinery manufacturers and suppliers. The establishment of the Telangana Medical Devices Park is the other important development."

- Jayesh Ranjan, Principal Secretary to Government of Telangana, Industries & Commerce and ITE&C.

