



Intelligence wins you Pharma.
Innovation wins you the world.

India's most comprehensive
Analytical, Lab, Pharma Machinery & Contract Services Event.



A UBM Event

5 - 6 August 2016 | HITEX, Hyderabad, India

www.ubmindia.in/pharmalytica

About PharmaLytica

Organised by UBM India, the third edition of PharmaLytica is poised to create a rich and conducive business platform in Hyderabad, the pharmaceutical capital of India.

Since its inception PharmaLytica has proven to be a solid global platform for the analytical, outsourcing and biotech sector in India. The show gives a comprehensive insight into the latest Pharma industry trends within the analytical, Bio tech, Lab, Pharma Machinery and Outsourcing sectors.

PharmaLytica 2016 is set to attract over 150 exhibitors, 4,500+ visitors, and more than 200 delegates & speakers from around the world to host knowledge based conference sessions.



Advantage India

1. Poised to be the third largest pharmaceuticals market by 2020 in terms of incremental growth
2. India accounts for about 2.4% of the global pharma industry by value and 10% by volume
4. USD 200 billion to be spent on infrastructure by 2024
5. India's laboratory analytical instrument market is growing 10% more per annum than any developed nation
6. As of 2015, the contract research and manufacturing services industry is estimated at USD 8 billion
7. India's cost of production is significantly lower than USA and almost half as that of Europe

Exhibitor benefits

- Get access to over 4500 local & global industry professionals
- Opportunity to showcase your products & services at India's most comprehensive Analytical, Lab, Pharma Machinery & Contract Services Event
- Create brand awareness about your product & services
- Spark new business relations with limitless networking and sponsorship opportunities
- Get the latest Pharma industry insights through PharmaLytica Conference
- Showcase your cutting edge products at the Innovation Gallery

The industry speaks for PharmaLytica

Dr. PV Appaji, Director General, Pharmexcil

I express my sincere thanks to UBM India for organising the second edition of PharmaLytica in Hyderabad. One-third of pharma production is from Telangana and Andhra Pradesh and a large number of API and Formulations facilities are located in this region. Pharma companies who are engaged in drug testing, quality control and quality assurance should utilise this opportunity of meeting various exhibitors at PharmaLytica event. The companies should understand about the latest machinery, instrumentation and improved analytical techniques which will further enable them to implement quality testing methodologies and bring cost efficiencies, thus leading to increase in exports from India.

Madan Mohan Reddy, Vice-Chairman, Pharmexcil

PharmaLytica & UBM has provided us the perfect platform to interact & network with various types & sizes of Pharma companies. I request UBM India & Pharmexcil to motivate students to visit these exhibitions as they are our future leaders and there is so much to learn here. I wish UBM India conducts many more editions of PharmaLytica at Hyderabad so our industry can benefit from PharmaLytica leading to the development of Pharma sector in not just our state but also our country.

Visitor profile

Decision makers and professionals from leading pharmaceutical companies

- Analytical Development Heads
- Outsourcing Department Heads
- R&D Heads
- Clinical Trials & Research Associates
- Laboratory Heads / Technicians
- Quality Control & Quality Assurance Heads
- Formulations Development
- Business Development Heads
- Production & Purchase Heads

Exhibitor profile

- **Analytical and Bio Tech:** Analytical instruments and systems, Instruments for physical and chemical analysis, Biochemicals, Bioinformatics, Medicine and diagnostics, Life Sciences, Material testing, QA & QC, Chromatographs, Spectroscopes, Microscopes and imaging, Regulatory Services, HPLC & UHPLC Columns
- **Lab equipments & Lab Chemicals:** Lab equipments, Cleanrooms, Lab furniture & Glassware, Lab Chemicals, consumables, Reagents, Analysers, Water technology
- **Pharma Machinery:** Innovative pharmaceutical machinery, equipment and technology focusing on new developments
- **Outsourcing Solutions:** Contract services that include contract research, contract / custom manufacturing & clinical trials

A peek into PharmaLytica 2016



3000 sqm of
business space



150 exhibitors



4500
expected visitors



200 expected
delegates



Pharmexcil
Pavilion



Innovation
Gallery

Participation Cost

Space: INR 8200 per sqm

Shell: INR 9200 per sqm

**Taxes as applicable*

About UBM India

UBM India is India's leading exhibition organizer that provides the industry with platforms that bring together buyers and sellers from around the world, through a portfolio of exhibitions, content led conferences & seminars. UBM India hosts over 20 large scale exhibitions and 40 conferences across the country every year; thereby enabling trade across multiple industry verticals. A UBM Asia Company, UBM India has offices across Mumbai, New Delhi, Bangalore and Chennai. UBM Asia is owned by UBM plc which is listed on the London Stock Exchange. UBM Asia is the leading exhibition organizer in Asia and the biggest commercial organizer in mainland China, India and Malaysia. For further details, please visit www.ubmindia.in

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