



# Daily News

**STOP** Counterfeits!  
And Increase Your Market Share!

Like :-

Indian corporates lose **21.7%** of their sales to counterfeits!\*

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**DAY 1**

## News AT A GLANCE



**CPHI & P-MEC India helps industry realize...**

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**Indian drug industry moving toward...**

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**Restoring MAI scheme for all exporters...**

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**Indian pharma may touch \$500 bn mark...**

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# 17<sup>th</sup> CPHI & PMEC India Expo gets off to rousing start in Noida

LAXMI YADAV

**T**HE 17th edition of the CPHI & PMEC India Expo, South Asia's largest and most prestigious pharmaceutical industry event held by Informa Markets in India got underway from November 26th to November 28th, 2024, at the India

Expo Centre, Greater Noida.

This renowned platform will unite the Indian and South Asian pharmaceutical sectors, offering an unparalleled opportunity for networking, showcasing innovations, and driving industry growth.

**Shaping future of pharma industry**  
The CPHI & PMEC India Expo 2024

promises to be a transformative event for the pharmaceutical sector, bringing together over 50,000 industry professionals and 2,000 exhibitors, who will present more than 10,000 innovative products. The expo will showcase advancements across the pharmaceutical value chain, facilitating high-value

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**PIOMA** chemicals  
Partnering Through Innovation

We would love to  
**SEE YOU AT!**

**CPHI** India

**NOVEMBER 2024**  
26TH - 27TH-28TH

Scan QR To  
**Pre-Book A Meeting**

**HALL NO : 08**  
**STALL NO : Q01**

**VENUE**  
India Expo Centre,  
Greater Noida, Delhi.



**S**Ocial media can act as a double-edged weapon for pharma marketing since, unlike other consumer products, if drugs are marketed through social media, they can overlook the real doctors' prescriptions, and patients can directly order the drugs and consume them in India. This can lead to issues if not properly handled. If the promotion is targeted only to medical doctors, it is a boon to each of them, fast and in an economic manner.

In many cases, nurses have to be educated on how to administer a drug to patients in the ICU, or during the operation, after the discharge, etc. For this, social media is also a boon. With one click you reach thousands of targets. All based on your data bank.

For patient education by pharma companies, it is an excellent media to choose and reach mass sections of patients with the messages. For example, how to use the inhaler properly can be educated through social media platforms for all those who are using inhaler therapy.

To get connected with a segment of patients like those who underwent bypass or kidney transplant or are suffering from a specific type of cancer, etc., social media shall work better and be more suitable to educate and get feedback from a therapy or a drug product. If a qualified doctor/medical director from a pharma company posts all these messages and notes, it will have much more impact and trust from the patient and doctors.

**Ramaswamy Lakshmanan**, Managing Director of SOTAX India and Secretary General, Society for Pharmaceutical Dissolution Science (SPDS)

**“S**Ocial media has revolutionized pharmaceutical marketing by enabling direct, real-time engagement with both healthcare professionals and consumers. It offers a dynamic platform to educate, raise awareness, and foster transparency, but also demands ethical responsibility in ensuring accurate, evidence-based information. When leveraged effectively, it enhances brand visibility, builds trust, and accelerates patient access to innovative therapies.



**Ankit Varshney**, Director, Bioaltus Pharmaceuticals Pvt Ltd



**“S**Ocial media has revolutionized pharmaceutical marketing by providing companies with a direct channel to engage with healthcare professionals and consumers. It allows pharmaceutical brands to increase awareness of their products, share educational content, and directly communicate with target audiences. With billions of people active on platforms like Facebook, Twitter, Instagram, and LinkedIn, pharmaceutical companies can utilize these platforms to disseminate valuable health information quickly and efficiently.

One of the primary impacts of social media on pharmaceutical marketing is the ability to foster transparency and build trust. Brands can provide real-time updates on clinical trials, drug safety information, and patient experiences, making information more accessible. Furthermore, social media enables companies to participate in conversations about healthcare trends, disease awareness, and treatment options, contributing to the larger dialogue around public health.

However, social media also brings challenges, particularly around regulatory compliance. Pharmaceutical companies must ensure that content adheres to strict legal and ethical guidelines to prevent misinformation. Additionally, social media allows patients to share personal experiences with medications, which can shape perceptions of drug efficacy and safety.

Overall, when leveraged effectively, social media can amplify pharmaceutical marketing efforts, create meaningful interactions with patients, and contribute to improving health literacy globally.

**Dr Sanjay Agrawal**, Scientific Advisor, Alkomex Pharma Inc, USA