

## PharmaLytica 2019 set for an impressive debut in Mumbai

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**Over 300 turnkey exhibitors to participate in India's most comprehensive Analytical, Lab, Pharma Machinery & Ingredients Trade Show**



UBM India, organizers of CPhI / P-MEC India, the leading global pharma trade show and conference, has announced the 6th edition of the PharmaLytica expo. Formerly a two-day event, Pharmalytica 2019 is a comprehensive three-day show starting from June 10-12, 2019 at the Bombay Exhibition Center, Mumbai. The reputed pharma related expo seeks to leverage the opportunities provided by the impressive pharma hub in West India, while also being in close proximity to the South Indian market.

The expo enables the pharmaceutical community to pick up on the latest industry trends, innovations and conduct business with Analytical, Laboratory, Machinery, Packaging, Pharma ingredients and other allied Industries. The expo is well supported by associations including Pharmexcil, Confederation of Indian Pharmaceutical Industry (CiPi) and Indian Drug Manufacturers' Association (IDMA).

In the current edition, PharmaLytica is about to witness the participation of over 300 exhibitors from across the country including notable industry players, many of whom are making their maiden showcasing at Pharmalytica. Some of the exhibitors include Elmach Packages, Shimadzu, Dockweiler AG, Micronclean, Rotarex, Bruker India Scientific, Sartorius, Schott Kaisha, Gattefosse, Perkin Elmer; Thermolab Scientific Equipments, Nicomac Cleanrooms, Mack Pharmatech, Gangwal Chemicals; Kirloskar Pneumatic, Swati Spentose, Borosil Glass Works, Accupack Engineering, NPM Machinery, Toshvin Analytical, Spinco Biotech, Scientific Research Instruments, LP Global, Bitzer India and Anton Paar among others.

With country participation from Luxembourg, United Kingdom, Germany and China, as well as state presence from Maharashtra, Gujarat, Andhra Pradesh, Telangana, Punjab, Haryana, Tamil Nadu, Delhi and Uttarakhand, PharmaLytica is well on its way to becoming a truly pan-India congregation that reaches out to all major Industry sectors and Pharma Hubs. This year, there will be special pavilions dedicated to Pharma Machinery & Packaging; Lab Analytical & Cleanroom and API's & Excipients Pavilion. To enhance the touch-and-feel aspect of the expo, one of the much-anticipated highlights will be the inclusion of Exhibitor Showcase, where visitors can attend featured presentations, hear best of case studies around innovations and technologies trending within the Pharma marketplace. Exclusive B2B Meeting Area and Customer Insight Lounge will also be organised to connect buyers and sellers, enhance the ease of doing business as well as to increase sectoral insights. Among other notable showcases, India's top academic institution IIT Powai, Bombay, Mumbai will exhibit its State of Art Analytical Lab - the Sophisticated Analytical Instrument Facility (SAIF). The facility was originally established at the Indian Institute of Technology, Bombay, in the year 1976, with the support of the Department of Science & Technology, Government of India, New Delhi.

Speaking on the announcement of the 6th edition of PharmaLytica, Mr. Yogesh Mudras, Managing Director, UBM India said, "Over the years, PharmaLytica has evolved as the leading marketplace for products and services along the entire value chain in niche segments within the Pharma industry. This year, we are delighted to move the expo to Mumbai to leverage the proliferating pharma hub of West India in addition to the Southern market. Meanwhile, with our rich legacy of knowledge sharing in the South, I am also pleased to announce the separate launch of PharmaLytica Confex on August 8-9 in Hyderabad. Cumulatively, the PharmaLytica brand seeks to deepen understanding of the changing landscape in the sector to enable strategically sound responses to marketplace trends. It will also play a key role in establishing a unique drug safety ecosystem in India".

"By 2020, India is likely to be among the top three pharmaceutical markets by incremental growth and the 6th largest market globally in absolute size. The pharma companies are making tremendous efforts to discover new drugs, increasing R&D expenditure, implementing technology and introducing new methodologies to improve quality of manufacturing. Our focus at PharmaLytica, would be to keep the companies abreast with innovations in the growing businesses of India's pharma industry," he further added.

India enjoys an important position in the global pharmaceuticals sector and the largest provider of generic drugs globally. The country's pharmaceutical industry is expected to expand at a CAGR of 22.4 per cent over 2015–20 to reach US\$ 55 billion. India's pharmaceutical exports stood at US\$ 17.27 billion in FY18 and have reached US\$ 15.52 billion in FY19 (up to January 2019).

The various economic drivers and government policies like pharma parks, allowing 100 per cent FDI, boosting the biosimilars and biologics sector, along with ancillary sectors, and reducing manufacturing costs are the key driving factors for the growth of the sector in the country. The 'Pharma Vision 2020', introduced to make India a global leader in end-to-end drug manufacturing, has also boosted investments.