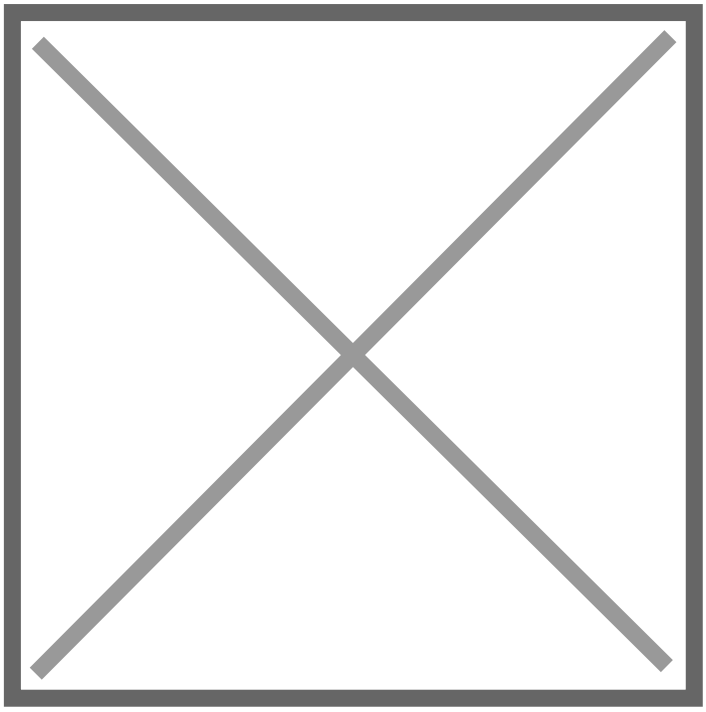
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New markets to strengthen network

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Drajoykumarceomaxneema **Dr Ajoy Kumar** CEO, Max Neeman International	Dr Ajoy Kumar is member of Parliament and CEO at Max Neeman International. In his current role as CEO, he is responsible for overseeing the global business operations of the company and is focused on stable growth, client satisfaction and long-term relationships. He is an MBBS from JIPMER, with post-graduate diplomas in business administration, hospital administration and preventive and promotional healthcare.

Max Neeman is India's leading contract research services company and unlike many other Indian CROs whose services are restricted mainly to one or other work areas, Max Neeman has the distinct advantage of being a one-stop solution provider to its clients.

Established in 2001, Max Neeman has grown by leaps and bounds in the last 10 years. Having conducted more than 250 trials, it has expanded its operational presence in 31 cities of India with more than 170 active sites. Currently, the company has over 450 employees spread across its offices in Mumbai, Chennai, Hyderabad and New Delhi.

With globalization becoming the latest mantra for most Indian CROs, Max Neeman also intends to venture into new markets to strengthen its network and expand its services.

With the US and Western European market still being our biggest clients, we now plan to enter the Eastern European market. Europe is the second largest pharmaceutical market after North America accounting for more than 30 percent of the global pharmaceutical market. Growth rate in developed markets like Germany, France, Spain, the UK and Italy has been observed decelerating for the last few years, while the developing markets like Romania, Czech Republic and Ukraine have registered a significant increase in the growth rate.

Several factors such as growing healthcare concerns among people and increasing prevalence of lifestyle diseases will boost market growth.

Also, increased due diligence and compliance with standards lead to cost overrun and delay in new product launches. The game plan for future is to expand aggressively in Asian and European markets via strategic collaboration and acquisitions and to leverage the combined knowledge and experience of Max Neeman to the already existing advantages of conducting clinical trials in India.

With the ability to anticipate and respond to industry and client challenges been at the core of our business approach and hands-on experience in various therapeutic areas, we are all set to provide total clinical program development with special expertise in oncology, cardiology, neurology, infectious diseases, and hematology. Focused areas of specialty, unique offerings, customer service and consistent growth in response to customer's demand are the cumulative factors that have helped us strengthen our position in this ever dynamic industry.

Priority of Max Neeman is patient first, then customer, followed by employees. If you look after customers and patients, the business will obviously grow.

Thus, in its constant quest to become a truly world class organization, Max Neeman continues to deliver service excellence with the highest ethical standards to its customers in developing drugs and devices that have the potential to restore health and save lives.