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Annora Pharma expands collaboration with AI-native traceability platform AltiusHub

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The collaboration targets real-time visibility across 100% of serialised drug products within 3 months



Annora Pharma, the formulations subsidiary of Hetero Group and a leading Indian pharmaceutical manufacturer, has expanded its collaboration with AltiusHub. The company is deploying AltiusHub's AI-native serialisation, track & trace, and regulatory compliance platform across its export operations.

The deployment is designed to improve serialisation efficiency by up to 45%. It will also strengthen operational visibility across Annora Pharma's global supply chain. The rollout supports compliance across key export markets, including the US, EU, GCC, LATAM, and ASEAN regions.

Annora Pharma aims to achieve real-time visibility across 100% of serialized drug products within three months. This visibility will span the full journey from packaging line to export dispatch.

The unified platform replaces fragmented legacy systems. It supports serialization, aggregation, and multi-market regulatory reporting. It also integrates with Annora Pharma's Level 3 packaging infrastructure.

AltiusHub's AI-driven analytics and automated exception management help improve operational efficiency. They also accelerate issue resolution and strengthen compliance oversight across markets.

The rollout reflects a broader shift in the pharmaceutical industry. Manufacturers are moving away from fragmented and vendor-dependent serialization systems. They are now adopting unified platforms that offer better control, faster implementation, and stronger supply chain visibility.

The deployment has already resulted in faster serialization processing and improved packaging floor productivity. It has also enhanced real-time visibility across export supply chains. These capabilities are becoming critical as pharmaceutical manufacturers respond to evolving regulatory mandates and increasing supply chain complexity.

AltiusHub has also supported pharmaceutical traceability requirements for public health supply programs serving African markets under global healthcare initiatives.

Image caption- (Left to Right) Siddharth Reddy, Managing Director of AltiusHub, and Bhaskar Reddy, Director at Hetero Group