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Raja Bhanu steps in as new Director General of Pharmexcil

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Bhanu is expected to focus on expanding India's pharmaceutical exports



K. Raja Bhanu has been elevated from Executive Director to Director General of the Pharmaceuticals Export Promotion Council of India (Pharmexcil), effective July 1, 2024.

This announcement follows the retirement of Ravi Udaya Bhaskar on June 30, 2024. The appointment was confirmed by S.V. Veeramani, Chairman, and Namit Joshi, Vice Chairman of Pharmexcil.

Raja Bhanu, a distinguished former official of the Drug Control Administration (DCA), has a robust background in drug control and regulation. His previous role as Executive Director of Pharmexcil showcased his capability to lead and implement significant initiatives within the organization.

Bhanu's career with the DCA is notable for his numerous achievements in ensuring drug quality, safety, and regulatory compliance. During his tenure, he implemented key initiatives that improved the standards and enforcement of drug regulations in India. These efforts have not only safeguarded public health but also bolstered the reputation of Indian pharmaceuticals in international markets.

In his new role, Bhanu is expected to focus on expanding India's pharmaceutical exports, enhancing global competitiveness, and navigating complex regulatory landscapes in various countries. His deep understanding of both domestic and international pharmaceutical regulations is anticipated to benefit the industry and promote its growth.

As Director General, Bhanu will be instrumental in facilitating collaborations, addressing trade barriers, and advocating for the industry's interests on a global platform.