



Presents

IN ASSOCIATION WITH



INDIAN PHARMACOPOEIA
COMMISSION

SUPPORTED BY



DEPARTMENT OF PHARMACEUTICALS
MINISTRY OF CHEMICALS & FERTILIZERS
GOVERNMENT OF INDIA



MINISTRY OF MICRO, SMALL AND
MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



10th Anniversary Edition

INDIAN PHARMA EXPO & BUSINESS EXCELLENCE AWARDS 2021

10th & 11th December 2021 | 12-A, Pragati Maidan, New Delhi



www.indianpharmaexpo.com

Platinum Partners



Gold Partners



Lanyard Partner



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Logistics Partner



Broadcast partner



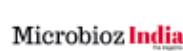
Key Participants



Association Partners



Media Partners





BE THE PART OF INDIA'S LARGEST PHARMA EXPO

CIMS Medica presents the 10th Anniversary Edition of Indian Pharma Expo (IPE) 2021, to be held on 10th & 11th December.

Every edition of IPE has set a successful milestone in the presence of visitors from all the parts of India and provides a common platform for promising sellers and potential buyers from Pharmaceutical and Healthcare Industries.

With IPE, the benefits are bound to get augmented with the presence of eminent personalities from various sectors of pharma, non-pharma, allied pharma, medical, healthcare and other related industries. It will gather representation from various companies such as pharmaceutical manufacturers & marketers, packaging solution providers, machinery solution providers, franchise companies and many more industries under one roof.

IPE 2021 is one stop juncture to all those who are planning to expand their business through various channels of franchise and distribution; as well as wholesalers and hospital purchase personnel who seek to buy bulk products on concessional rates.

This year IPE will be one point contact to exchange business opportunities for National and International Pharmaceutical Companies. This event will prove to be a business expansion tool to many small and large medium players of the Pharmaceutical Industry.



ABOUT US

CIMS Medica is a leading global provider of drug information, educational content and marketing services to healthcare professionals, pharmaceutical marketers and consumers. CIMS Medica publishes leading drug directory - CIMS, IDR and various scientific journals - Journal of Pediatrics, Obstetrics & Gynaecology (JPOG), Cardiology Today, Ophthalmology Today & Health Today among others. It creates and distributes a broad range of healthcare information including medical & drug information systems, medical journals, customized communications and patient education in Print, Electronic, Web, Broadcast and Live Event formats. Its online brand www.mims.com is the most popular and advanced drug search engine. Our core competencies are our skills and expertise in networking with the key opinion leaders across the globe, our global audience reach, we also focus on creating a value to our customers at best-in-class levels, we have an experienced medical content development and editing team which has become a key element in building a long-term strategic advantage to our customers. CIMS Medica is an exceptionally well placed to design and organize in engaging high-end International/National Scientific Conferences, Technical meetings, Symposiums, Workshops and CME events that provide the platform to exchange the ideas for improving medical education and best clinical practice.



CIMS Medica Universe





ASSOCIATED WITH



Shri. D. V. Sadananda Gowda

M/o Chemicals & Fertilizers.
Govt. of India



Dr. Harsh Vardhan

M/o Science & Technology, M/o Health and
Family Welfare and M/o Earth Sciences



Shri. Mansukh L. Mandaviya

Union Minister of State,
M/o Chemicals & Fertilizers
& M/o Shipping



Shri. Ashwini Kumar Choubey

MOS, M/o Health & Family Welfare,
Govt. of India



Shri. P. Raghavendra Rao

Secretary, M/o Chemicals
& Petrochemicals



Shri. Vijay Kumar

Director, MSME Development Institute,
M/o Micro, Small & Medium Enterprises,
Govt. of India



Shri. D. C. Sahu

Deputy Director, MSME Development Institute,
M/o Micro, Small & Medium Enterprises,
Govt. of India



Shri. Karun Kumar

Addl. Director, MSME Development Institute,
M/o Micro, Small & Medium Enterprises,
Govt. of India



Research Centres



Third Party Manufacturers



Nutraceuticals



Pharma Print and Design



Pharma Distributors



Ayurvedic/Herbal Manufacturing Companies



Pharma Infrastructure



Allied Industries



Pharma Manufacturing Companies



Laboratory Equipments



Pharma Packaging



Waste Management Companies



Pharma & Food Industry



Pharma Machinery



API Providers



Clean Room Equipments



Excipient Providers

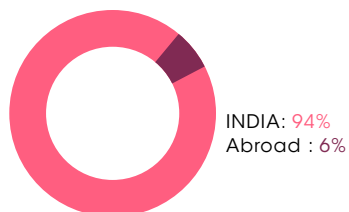


PCD Franchise

SURVEY RESULT

Number of visitors
9,213

Origin of visitors



Visitors attendance statistics



Visitors from India



Competence about decisions

Decisive authority	45%
Co-decisive authority	40%
Consultative capacity	12%
Via Media	3%

Sector/Occupation

PCD Franchise	33%
Purchase Managers	21%
Pharma Exporters	11%
CEO & CXO (Pharmaceutical Industries)	7%
Pharmacists	6%
Purchase Managers (Hospitals)	4%
Equipment Suppliers & Distributors	3%
Doctors	6%
Medical Representatives	4%
Regulatory Officers	1%
Policy Makers & Diplomats	2%
Others	2%

Exhibit area according to interest expressed/visitors interests (more than one response possible)

Third Party Manufacturing/Contract	55%
API Providers	30%
Excipient Manufacturers	30%
Pharma Exporters	29%
Pharma Machinery	15%
Pharma Print & Pack	20%
Laboratory Equipment Suppliers	19%
Clean Room Equipment Suppliers	13%
Infrastructure Solution Providers	3%
Publications	2%

General assessment

Satisfactory	88%
Less Satisfactory	12%

Compiled by: CIMS Medica as on 10/2019
Subject to change without notice



Visitor Profile

Purchase Managers from Pharma Companies

Procurement Officials from Renowned Hospitals

Pharmaceutical Exporters

CEOs, R&D Professionals

Regulatory Officers

Equipment Suppliers & Distributors

Senior Managers from Pharmaceutical Industry

Pharmacists

Biotechnology Specialists

Doctors

Hospital Administrators

Academicians, Teachers & Students

Medical Representatives

Policy Makers, Diplomats



WHY EXHIBIT

BOSS

Meet Senior
Pharma Executives



Efficient
Networking



Exclusive
Access



Direct Selling



Year-round
Promotions



Platform for
New Product Launch



Rendezvous with
Top Decision Makers



Branding
Opportunity



Form Strategic
Alliances



Audience
Filtering



Number one Pharma
Show in North India



Match-Making



State-of-the-art
Infrastructure



Multi-State
Visitor Base



Visitor Database
Sharing

TESTIMONIALS

“ We are a group of companies with over 250 products marketing it to Pan India; we thank Indian Pharma Expo team for creating this excellent B2B platform where we are able to do the same on a single platform. They have really organized it very well & we had the opportunity to meet many good customers here. ”

Mr. Ujjwal Dalmia - Helplab Healthcare Pvt. Ltd.

“ We belong to Vijayawada, Andhra Pradesh & this is the fourth we are participating in the Indian Pharma Expo. This is an excellent platform for the pharmaceutical industry & people who are looking for manufacturing & marketing products and who need quality medicines at reasonable prices. I feel with this, they are doing an excellent community service as well. ”

**Mr. Suresh Babu
Best Biotech**

“ We are promoting our brand here at the Indian Pharma Expo. It's a great platform for New Franchises as well as old players. Being in the export business, this platform also helps us in generating inquiries from different countries other than India. It's a platform where we can get latest updates on upcoming products, molecules, strategies of different companies, policies etc. ”

Mr. Rajiv Batri - Zee Laboratories

“ Actually, Indian Pharma Expo is a very good platform for even start-ups. The best part we had is a very genuine audience visiting our stall, it's a very good platform for your product launch, for exposure & to scale up your business. ”

Mr. Manish Ranjan - Vice President, Auriga Research Laboratories Ltd

“ We have participated in Indian Pharma Expo earlier. This Year too we had a good experience. It is a very good platform where marketing professionals & pharmaceutical companies meet each other & exchange their services. This year visitor flow was more than last year and number of exhibitors had also increased. We wish CIMS to provide this platform every year for pharmaceutical companies & Marketing Professionals. ”

Mr. Kamal Chawla - Director, Solace Biotech

“ We have been participating in the Indian Pharma Expo since 5 years. We are in PCD & Ethical marketing & we deal exclusively with Dermatology & Gastroenterology. The event is a very good platform to exhibit your products & also to interact with new customers. ”

Mr. Mohammad Amzad Alaric Healthcare Pvt. Ltd.

“ As a manufacturer in all segments, I Thank Indian Pharma Expo organizers who have done a great job of creating this exceptionally, well-designed exhibition platform. ”

Mr. Yogesh Singla Managing Director, Xieon Life Sciences Pvt. Ltd.

“ We are into manufacturing pharma products, veterinary products, PCD marketing & third party manufacturing. It's a wonderful experience at the Indian Pharma Expo meeting new customers & clients from across India. Thank you CIMS for this wonderful platform! ”

Ms. Ameesha - Events Pharmaceuticals Pvt. Ltd.

We are the manufacturer of soft gel & dry injections. Here, at Indian Pharma Expo, we have got a very good response & feedback from everyone. We are very happy with the positive response at the event and would definitely like to be a part of this expo next year as well & represent our company & brand and take advantage to develop our business further. ”

Mr. Ankit - Broad Injectable

“ We had a very good experience at the Indian Pharma Expo. It is a very good platform to explore different markets & new happenings, which is also very encouraging for any trader or manufacturer. We are very much impressed and have totally enjoyed the event. ”

**Mr. Lakhwinder
Singh Arora
Managing Director, HL
Healthcare Pvt. Ltd.**

“ We are very thankful to the entire team of CIMS & Indian Pharma Expo for giving us this opportunity and we feel extremely proud for being a part of such mega pharma event.”

Mr. Bhatia - Mits Healthcare

“ Indian Pharma Expo is an exceptionally well-designed B2B platform organized by CIMS Medica. Me & my team are really happy to be a part of this expo & represent our company at this event.”

Mr. Ashish Mittal
Forgo Pharmaceuticals Pvt. Ltd.

“ We are participating in this event consecutively for the third time. The event is really a great platform for everyone & we get an opportunity to meet many potential customers in these 3 days of the exhibition.”

Mr. Manoj Kalra
Founder - Research Medicine Pvt. Ltd.

“ The Organizers are very co-operative & the footfall is great. We are extremely happy to be here & would also like to be a part of its future editions as well.”

Mr. Sanjay Sinha - Founder - Hauz Group of Companies

“ We have been exhibiting in Indian Pharma Expo for 5 years. Every year, we have great business at this exhibition & we hope to have great business this year as well.”

Mr. Rajiv Garg - Ancalima Lifesciences

“ We are into manufacturing of tablets, capsules, dry syrups & related products & I can say that Indian Pharma Expo is the best platform for marketing our products & we get very good response every year.”

Mr. Sanjay Sinha - Founder - Hauz Group of Companies

“ We are a Chennai-based company, we are getting a very good response here & we are extremely happy with the event participation. We have also generated very good business leads & I would like to congratulate & thank the organizers for this.”

Mr. Srivastav - CU-V-Kar Pvt. Ltd.

“ It's a very nice & positive exhibition & we have generated very good inquiries here. The event setup is very good & we are looking forward to come back next year to participate in Indian Pharma Expo.”

Mr. Priyam Das - Kohler Power India

“ Firstly, I would like to thank the organizing team for their efforts & hard work for creating such a wonderful platform. We are happy that we were able to interact & promote our brand & services in front of thousands of visitors. The expo has also helped us to interact & network with other participants & know their products.”

Mr. Raman Deep Singh - Live Well Healthcare

“ I congratulate the organizers on the massive success of Indian Pharma Expo & thank them for providing such unique & relevant platform for promotion. I wish them all the very best for future & we know they will come with even bigger exhibition next time.”

Mr. Nischal Pruthi
Director, Afflatus Pharma

“ The 3 day expo was a great experience for us, we feel privileged & honored to be a part of this wonderful expo. We were able to meet the most genuine audience on this platform which I don't think on any platform we could have met. I congratulate CIMS Medica, India, on behalf of Unique Lifesciences for this success & wish them all the very best for future.”

Mr. Sanjay Bajaj - Unique Life Sciences

“ We are basically a pharmaceutical gift supplier, it's been a wonderful experience here at Indian Pharma Expo. We have got a lot of inquiries & the response was really good. Thank you CIMS for this platform!”

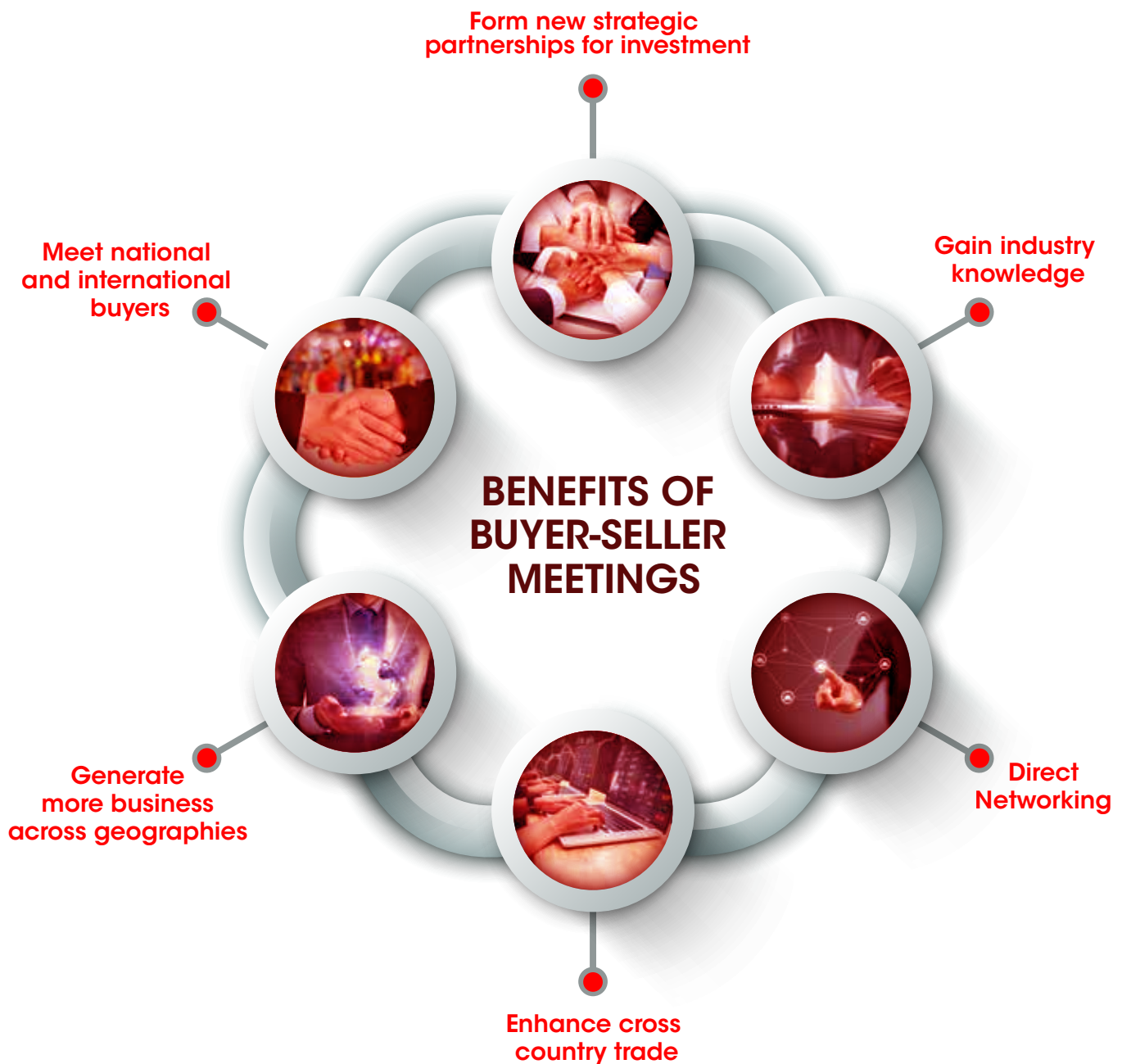
Mr. Ricky - Giftwell Gifting Company

IPE INTERNATIONAL BUYER SYMPOSIUM

The **IPE International Buyer Symposium** provides an ideal platform for **exporters** and **importers** to meet at one place for discussing pharma business.

Here, the parties can directly interact ,exchange information, share samples of product, negotiate on best price and conclude to place final order. This will also offer exciting business opportunities to international clients and will act as a guide to form potential business partners and allies in India. International trade visitors looks for potential Sellers from India who can meet prospective clients and forge business relations at the meet. Similarly, Indian exporter searching for foreign buyers can develop a network with international businessmen.

Indian exporters who are searching to sell products within the country can network with retailers and distributors to generate viable leads for business. Therefore, the Buyer-Seller meet fulfils multiple roles during the IPE event.



BUSINESS EXCELLENCE AWARDS

CATEGORIES

- Fastest Growing Third Party Manufacturing Company
- Best Distributor Network
- Packaging Company with Highest Standards
- Innovations in Manufacturing
- Innovations in Packaging
- Emerging Company in Partnering & Outsourcing
- Innovation in Biologic Drug Development and Manufacturing
- Emerging Company in Packaging Development
- Pharma Marketing Company
- Emerging Formulation Company
- Innovations in Process and Formulation Development
- Innovations in APIs and Excipients
- Innovations in Supply Chain and Logistic Management
- Pharma Company with Largest Distribution Network
- Emerging Pharma Company of the Year
- Company of the Year-PCD
- Contract Manufacturing - Cosmetic Formulations
- Top Ranked Emerging Pharma Company of the Year-Ethical Marketing
- Pharma Franchise Company
- Export Driven Pharma Company
- Pharma Company for Inclusive Practices
- Emerging Pharma Market Company of the year
- Ophthalmic Drug Portfolio
- Dermacare Drug Portfolio
- Respiratory Drug Portfolio
- Gastroenterology Drug Portfolio
- Anti-Diabetic Brand of the Year
- Emerging Brand of the Year
- Gynaecology Drug Portfolio
- Infectious Disease Portfolio
- Drug/Molecule of the Year
- Diabetes Drug Portfolio
- Cardiac Drug Portfolio
- Nutrition Care Portfolio
- Paediatric Drug Portfolio
- New Launch of the Year
- Fastest Growing Company of the Year in Nephrology
- Orthopaedic Drug Portfolio
- Innovations in Pharma Technology
- Immunology Portfolio
- Neurology Drug Portfolio



- Best Healthcare Infrastructure Solution Provider of the Year

HEALTHCARE PRODUCTS & SERVICES (Company of the Year)

- Innovative Telemedicine Solutions Sterilization Services-
- Business Leadership Award
- Best Skin Health Solution Provider Company
- Best Company in Baby Care
- Focus in Overall Nursing Home Development
- Valued Contribution in Indian Medical Tourism Industry
- Emerging Company in Hospital Furniture - Product & Services
- Best Ambulatory Service Provider Company
- Best Company in Material Handling
- Innovative Marketing Strategy for Patient Care

RECRUITMENT AND TRAINING IN HEALTHCARE DOMAIN

- Best Recruitment Company for Healthcare Institutions
- Emerging Company in Paramedic Training and Development

INDIVIDUAL EXCELLENCE IN HEALTHCARE DOMAIN

- Inspiring Healthcare Personality of the Year
- Individual Excellence in Innovative Marketing Strategy Development
- Healthcare Administrator of the Year
- Personality of the Year in Nursing Excellence
- Individual Excellence in the Field of Operations
- Individual Excellence in Innovative Supply Chain Strategy Development

SPONSORSHIP

DIAMOND PARTNERS

₹ 1,000,000 / USD 16763 (+ applicable taxes.)

- Space for product display (30 Sqm – Bare space).
- Standee on display in foyer area.
- One full page color advertisement in the inside cover page of exhibitor catalogue.
- Branding in all event promotions as Platinum Partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IPE 2021 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

GOLD PARTNER

₹ 800,000 / USD 13969 (+ applicable taxes.)

- Space for product display (21 Sqm – Bare space).
- One advertisement in the inside back of exhibitor catalogue.
- Branding in all event promotions as gold partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IPE 2021 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

SILVER PARTNER

₹ 600,000 / USD 11175 (+ applicable taxes.)

- Space for product display (18 Sqm).
- One full page color advertisement in the exhibitor catalogue.
- Branding in all event promotions as silver partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IPE 2021 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

REGISTRATION DESK PARTNER

₹ 500,000 / USD 6984 (+ applicable taxes.)

- Space for product display (12 Sqm).
- One standee on display near the registration area.
- One full page colour advertisement in the exhibitor catalogue.
- Branding in all event promotions as registration desk partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IPE 2021 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

VISITOR BAG PARTNER

₹ 300,000 / USD 4190 (+ applicable taxes.)

- Exclusive Logo or Product image of the company on one side of the carry bag.
- Logo with hyperlink on IPE 2021 website.
- One full page colour advertisement in the exhibitor catalogue.
- Quantity - 10,000 nos.

BADGES & LANYARDS PARTNER

₹ 400,000 / USD 5587 (+ applicable taxes.)

- Name & Logo of the company will be printed on the badges & only logo on the lanyards.
- Branding in all event promotions as Badges & Lanyards Partner.
- One Full Page Colour Advertisement in the Exhibitor's Catalogue.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IPE 2021 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

GALA DINNER PARTNER

₹ 10,00,000 / USD 13969 (+ applicable taxes.)

- Table space to display products in Gala Dinner venue.
- One full page colour advertisement in the exhibitor catalogue.
- Branding in all event promotions as Gala Dinner Partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IPE 2021 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

VIP LOUNGE PARTNER

₹ 6,00,000 / USD 8381 (+ applicable taxes.)

- Table Space for product display in VIP lounge.
- 1 no Plasma / LCD T.V playing the company advertisement in VIP Lounge.
- One full page colour advertisement in the exhibitor catalogue.
- Branding in all event promotions as VIP Lounge Partner.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IPE 2021 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

VENUE HOARDING & SIGNAGE PARTNER

₹ 3,50,000 / USD 4889 (+ applicable taxes.)

- Logo & name on hoarding in the venue.
- Branding on on-site banner as Venue Hoarding & Signage Partner.
- One full page colour advertisement in the exhibitor catalogue.

SHUTTLE SERVICE PARTNER

₹ 4,00,000 / USD 5587(+ applicable taxes.)

- One exclusive poster of A3 size on each shuttle.
- Branding on on-site banner as Shuttle Service Partner.
- One full page colour advertisement in the exhibitor catalogue.

EVENT NOTEPADS SPONSOR

₹ 2,00,000 / USD 2793 (+ applicable taxes.)

- Logo of the sponsor will be printed on the notepad and will be distributed to visitors & exhibitors. The notepads will be printed by us. Quantity - 5000 nos.

EVENT PENS SPONSOR

₹ 2,00,000 / USD 2793 (+ applicable taxes.)

- Logo of the sponsor will be printed on the pen and will be distributed to visitors & exhibitors. The pens will be provided by us. Quantity - 5000 nos.

CATALOGUE INSERTS IN VISITORS & EXHIBITORS BAG

₹ 50,000 / USD 698 (+ applicable taxes.)

- One catalogue provided by the company will be inserted in the Visitor / Exhibitor bags. Quantity - 5000 nos.

IPE 2021: SHOW CATALOGUE

BENEFITS OF ADVERTISING IN SHOW CATALOGUE

- The show catalogue is retained by the visitors after the event as a regular source of reference.
- Company profile and product listing.
- Exhibitors listing along with their contact details.
- Exhibition layout.
- Interview of dignitaries of the industry.
- Advertising in the show catalogue of IPE 2021 will position your brand throughout the event and also post-event.

ADVERTISING & TARIFF DETAILS FOR SHOW CATALOGUE

(Standard size: 5.5 x 8.5")

Position	Amount (₹)	USD
Front Cover	1,25,000	1746
Back Cover	1,00,000	1396
Inside Front Cover	75,000	1047
Inside Back Cover	75,000	1047
Inside Front/Page no.3	75,000	1047
Book Mark (2 x 5.5")	50,000	698
Full Page	20,000	279

Position	Amount (₹)	USD
Bottle Sticker	75,000	1047
Chairs	75,000	1047
LCD	85,000	1187
Reg. Desk	2,00,000	2793

*Sponsorship rate card is affected by changes in the currency rates, exhibitors are requested to verify the same with the organizing team before making any transactions.

GLIMPSE OF INDIAN PHARMA EXPO





PHILIPPINES



THAILAND



INDIA



VIETNAM



HONG KONG



MYANMAR



SOUTH KOREA



JAPAN



MALAYSIA



AUSTRALIA



NEW ZEALAND



UNITED ARAB EMIRATES



CHINA



SINGAPORE



INDONESIA



TAIWAN

For Sponsorship & Stall Booking

Mr. Alok Sharma
 Mobile : +91 98192 24222
 E mail: alok.sharma@cims.co.in

For Awards Enquiries

Ms. Aparna Mayekar
 Mobile : +91 70218 80161
 E mail: aparna.mayekar@cims.co.in

For Delegate & Visitor Registrations

Ms. Anisha Nagpal
 Mobile : +91 81698 64404
 E mail: anisha.n@cims.co.in

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