

Dear Sir/Madam,

Subject: Participation in CPhI-Tokyo, 18-20th April, 2018

You are kindly aware that since the launch of Brand India Pharma in 2012 in CPhI-Tokyo, Pharmexcil has been striving to sustain the efforts for greater market access in Japan. Being the second / third largest pharmaceutical market in the world, Japan has set a target 80% market share for use of generics in order to reduce the healthcare cost.

Further, it would be important to note that Ministry of Health, Labour and Welfare of Japan and CDSCO of India have signed a MoU which contributes to strengthening the relationship in the areas of medical products in line with their international responsibility.

In order to live up to the challenges of increasing market share in Japan and emerge as reliable partner to provide quality generics to Japan, Pharmexcil with the support of Ministry of Commerce is taking many initiative to increase India's pharma presence in Japan market.

The key objectives are:

- To raise the awareness of Indian Pharma success story
- To create awareness that Indian generics/APIs/Herbal extracts etc. are bonafide medicines of standard quality
- To improve the credibility of Indian Pharma industry
- To position India as global pharmacy of world and stands for Responsible healthcare
- To make India as HUB for manufacture of pharmaceuticals with cost reduction benefits

Pharmexcil is participating in CPhI-Tokyo (18-20thApril 2018) at Big Sight Exhibition Center, Tokyo, Japan.

Members are requested to take up the stalls in India Pavilion. The stalls available in India Pavilion will be of 6 sqm and 9 sqm.

The cost of the made up stalls(with all branding elements) in Indian Pavilion is highly subsidized and is as follow:

- The made up stall cost would be Rs. 2,15,000/- for 6sqm
- The cost of 9 sqm stall would be Rs.3,15,000/-
- The cost of Common area just limited to 5 participants would be Rs.1,50,000/- per participants.

The booking of Stall would be online and the approved layout will be opened for online booking (www.pharmexcil.com) from 2.00 PM of 23rd November 2017.

The members may confirm their space for common space by sending the confirmative mail at rodelhi@pharmexcil.com

We once again request you to consider participating in this unique fair which gives excellent opportunity for entering Japanese markets.

Looking forward to your confirmation

With best regards

UdayBhashkar
Director General