

Press Release

## **Bilcare bags European Outsourcing Award Bilcare's anti-counterfeit product 'Patina' judged as Best New Product**

Frankfurt 2<sup>nd</sup> Oct 2008: Bilcare Ltd., service provider to the pharmaceutical companies spanning across their value chain from drug discovery to market bags the prestigious European Outsourcing Awards in 'Best New Product' category. The award will be bestowed at a gala dinner function in Frankfurt on October 1, 2008 at the annual pharmaceutical flagship event, CPhI Worldwide, 2008. Dr. Volker Huelck, Board Member, Bilcare Ltd accepted this prestigious award on behalf of the company. Out of 10 categories nominated for the final round, Bilcare made it under two category nominations, viz. "Most improved process/plant facility" and "Best new product"

"Bilcare for the past several years has been working relentlessly in providing end to end solutions for the global pharmaceutical sector across its entire value chain through its unique products, services and technologies in pharma packaging innovation, global clinical supplies and Brand management technologies. The product which has won the award today is more popularly known by its brand names Patina & Ultra range of products and was the successful outcome of an integrated research effort of pharma and material scientists with an in-depth insight of the end use requirement. Today it has become the most popular base level anti-counterfeit solution and is being successfully used by many leading pharma brands in India and other countries for not only brand authentication but also for brand positioning. This award is an apt recognition of Bilcare's focused endeavour to provide continual innovative solutions to address the key concerns of the pharma sector" said, Dr. Volker Huelck.

On this occasion, Mohan Bhandari, Chairman & Managing Director, Bilcare Ltd, said : "Bilcare's recent unveiling of its path breaking technology for secure authentication and track & trace of pharmaceutical / medical products using its novel, non-duplicatable "*Signanotures*" tags based on nano-particulate composite systems employing inherent disorder technology. I am confident that this novel and commercially affordable technology will immensely benefit the European pharmaceutical manufacturers in their endeavour to establish a fully secure authentication and track and trace system for their products enabling the eradication of Counterfeit menace as well as establishing a sound and secure track and trace mechanism in entire Europe"

The European Outsourcing Awards are designed to celebrate and recognise excellence in R&D, marketing, business and technology across the pharmaceutical outsourcing, biopharmaceutical and clinical trial industries. The awards also recognise new and significant developments in contract services and rewards successful companies for their outstanding contributions throughout the year. Judged by an eminent panel of judges Bilcare has been able to carve a niche in the development of a new product which is slated to bring about ground breaking changes in pharma packaging.

**About Bilcare:**

Bilcare is an international, integrated service provider to the global pharmaceutical industry offering pharma packaging & research, global clinical trial supplies services, anti-counterfeit technology and an acclaimed research academy. Bilcare operates state-of-the-art manufacturing and research facilities in India, Singapore, USA , UK and has regional offices in Brazil, Germany, China and Australia. Bilcare provides solutions that address many of the industry's key concerns including counterfeit drugs, compliance, costs, communication and convenience. For more information, please visit [www.bilcare.com](http://www.bilcare.com)

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