

Press Release

Bilcare launches business-specific websites for customers
The Research company's websites to form a unified communication system for customers

Mumbai, June 9, 2010: Bilcare Ltd, an innovation-led entity that partners with the global pharmaceutical and healthcare industry to provide advanced patient care solutions, has launched two high-impact online communication tools – Bilcare GCS www.bilcaregcs.com and Bilcare Tech www.bilcaretech.com. Both the websites are aimed at giving all the information about Bilcare's business verticals to both, domestic as well as global customers.

www.bilcaregcs.com is a communication platform dedicated to the clinical supplies arm of Bilcare. The site delivers an end-to-end perspective on Bilcare's integrated offering in the Clinical Trial Materials space. The site is a coherent and impactful medium to connect with the customers and it equips them with information on the company's latest endeavors.

www.bilcaretech.com on the other hand, educates consumers about the company's nonClonableID™ identification, authentication and track-n-trace solutions across diverse sectors viz. security cards in private and government institutions, police/security force duty management, currency, agrochemicals, medicine safety & pharmaceuticals anti-counterfeiting, auto & engineering components, securing artifacts & museum paintings, fashion & luxury goods and document security. The site offers insight to nano-technology and fakes and related technology, application and industry wide challenge and futuristic solutions.

The launch of these two websites reiterates Bilcare's commitment to communicate with customers by effectively using new-age media like the online space.

Bilcare Limited partnered with Riteverses Solutions, a KPO content outsourcing and thought-leadership communication firm based out of Mumbai to create the above two online customer relationship management solutions.

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