

Bilcare wins Chemtech Foundation's 'Outstanding Innovation of the Year' Award

Mumbai, 16th February, 2009: Bilcare Research wins "Outstanding Innovation of the Year" award by ChemTech Foundation for its exceptional innovation - "*Non-Clonable Technology for Identification, Authentication and Anti-Counterfeiting*".

Bilcare's award-winning innovation Technology comprises of a unique non-clonable Signature that can be seamlessly integrated into any supply chain system, providing a totally secure and reliable real time identification and authentication of any product. This system also provides a secure means for effective track-n-trace and e-pedigree of the products across the supply chain – from manufacturer to the consumer

The Technology innovatively exploits the disruptive nature of nano/micro-particulate materials together with their magnetic & optics effects to provide a full-proof technology for accurate identification, authentication and 'track and trace' of a product.

Mr. Mohan Bhandari, Chairman and Managing Director, Bilcare Research said: "Our constant endeavor to produce value innovations capable of addressing the 5C's – Five Concerns of the Pharma and Healthcare sectors viz Counterfeit, Compliance, Convenience, Communication and Cost has led the Bilcare team to successfully develop this path breaking innovation,"

"Most importantly, this technology reaches out to the end-user which has always been the striving motto of any research undertaken by Bilcare. The beauty of this technology lies in its simplicity and far reaching implications in the area of security and authentication for both brands and individuals across a cross section of sectors", added Mr. Bhandari.

Bilcare aims to position this technology as a comprehensive response to counterfeiting by providing a non-clonable fingerprint that can cost effectively be embedded in any packaging systems and be modularly integrated with communication platforms.

The technology has been successfully integrated with unit dose pharmaceutical packages and automobile sector. Major industry players across sectors are now planning to utilize it in their commercial operations.

Bilcare has filed 15 patent applications in multiple countries worldwide and has already been granted a patent for its technology in India as well as in Singapore.

About Bilcare Research

Bilcare aims at transforming healthcare outcome through its international integrated services (to the global pharmaceutical industry) through its key business activities namely: Pharma Packaging Research, Global Clinical Services, and Non-Clonable Technologies in security & product authentication and medication compliance. Bilcare operates state-of-the-art Manufacturing and Research facilities in India, Singapore, USA & UK and has regional offices in Brazil, Germany, China & Australia. Bilcare partners with the global pharmaceutical sector by providing value solutions to address their key concerns viz. counterfeit, compliance, cost communication and convenience. (Visit us at www.bilcare.com)

About ChemTech Foundation

ChemTech Foundation, India's leading industry association has catalyzed industrial growth by creating a platform for strategic alliances and foreign investments in India since 1975. (website: www.chemtech-online.com)

For more information:

Roohi Khatri / Arathi Menon/Shruti Gupta
09833766755 / 09833507434/9967296261

roohi@corvoshandwick.co.in / arathi@corvoshandwick.co.in / shrutigupta@corvoshandwick.co.in

For additional information contact:

Jaydip Chowdhury
Head, Corporate Communications, Bilcare Research
Ph: 9922429719

Jaydip.Chowdhury@Bilcare.com
