

Press Release

## **Bilcare's research product makes counterfeit drug virtually impossible**

**Pune, June December 27, 2007:** Former President of India, Dr. APJ Abdul Kalam and Dr. John L. Lamattina (Senior Vice President, Pfizer Inc and President, Pfizer Global Research & Development) inaugurated the Bilcare Centre of Excellence in Pune on December 16, 2007. The Centre will have dedicated R&D sections for Packaging Research, Material Research, Analytical Research, Drug Sensitivity Studies and Package Design. For converting the innovations into reality, the centre is also equipped with Asia's first integrated Flexo Printing machine and a state-of-the art pilot plant which was inaugurated by Dr. R Chidambaram, Principal Scientific Advisor to Government of India.

According to World Health Organization (WHO) 10% of global medicines, worth \$50Bn are counterfeit and \$150Bn revenue loss due to compliance related issues. To combat this global crisis, Bilcare Research has developed a unique product which was also jointly launched by Dr. APJ Abdul Kalam & Dr. John L. LaMattina. This product will help the pharmaceutical industry in securing their brands, increasing every product's warranty, traceability and secure the supply chain management apart from eradicating counterfeit and ensuring better healthcare compliance.

Speaking on the occasion, Mr. Mohan Bhandari, Chairman & Managing Director, Bilcare Limited, said 'Bilcare is emerging fast as a knowledge company with unique research capabilities to address critical challenges of the pharmaceutical Industry. With this product and the R&D center launch, we are now in a position to offer complete solution to our global customers on counterfeit and compliance and ensure better healthcare for tomorrow.'

Out of major investments in nanotechnology research & development happening today, this is one of the first cost effective and useful solution for the common man offered by Bilcare. The technology uses combination of new material with unique properties and proprietary pattern recognition in a cost effective way to mass manufacture identification tags. These nano-tags are virtually impossible to duplicate with inbuilt fingerprint technology, which can be read by specially developed readers. This data is then sent through a normal GPRS cell phone to the central server for instant secured authentication, which in turn identifies pedigree of each product. This research program has secured different patents and soon to start commercial manufacturing in Singapore.

### **About Bilcare:**

Headquartered in India, Bilcare provides integrated packaging solutions across the entire spectrum of pharmaceutical value chain through five focused business activities – Research Services, Clinical Supplies, Design Lab, Research Academy and Packaging Materials. Bilcare operates state-of-the art manufacturing facilities in India, Singapore, US & UK and has regional offices in Brazil, Germany, China

& Australia which caters to global clients including J&J, Merck, GSK, Sanofi, Pfizer, Novartis, Wyeth, Ranbaxy, Dr. Reddy to name a few. Bilcare Research is increasingly changing the face of pharma industry by enabling global pharmaceuticals companies and their brands with better communication, patient compliance, cost, convenience and checking counterfeit through its innovative solutions.

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