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The Indian pharmaceutical industry is undergoing fast paced changes. The Indian generics market is witnessing rapid growth opening up immense opportunities for firms. This is further triggered by the fact that generics worth over $40 billion are going off patent in the coming few years which is close to 15% of the total prescription market of the US.

Growing at 11% annually, the Indian Pharmaceutical industry is fourth globally in terms of volume and in terms of value, it is ranked thirteenth.

The market potential of the Indian biotechnology and pharmaceutical sector is enormous and business opportunities abound. However, unraveling the maze of whoâ€™s who, and who does what is a daunting task. Hereâ€™s the solution youâ€™ve been looking for . . .

Published in 2012 edition of The Indian Pharmaceutical Directory has been thoroughly researched, to bring you a completely up-to-date guide to Indiaâ€™s ever-changing pharmaceutical industry. http://www.bharatbook.com/market-research-reports/media-market-research-report/indian-pharmaceutical-directory-2012.html

If you need to source from, or sell to India, Pharmaceuticals, Biotechnology products, Biopharmaceuticals, Bulk Pharmaceuticals, OTC/Healthcare products, Research & Development, Fine Chemicals, Generics, Genomics, or Diagnostics/Reagents; or, if youâ€™re looking to break into this appealing market, the new Indian Pharmaceutical Directory will provide you with hundreds of fresh business contacts - and help you keep track of old ones â€“ quickly and easily. Research Report

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* Build new business prospects

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* Source up-to-date company information

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4. Source the right trader/producer: by identifying products quickly;

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