



Simplifying Your Search

FDASmart Services Offering for Foreign Companies Entering India:

1- Market Research and industry opportunities intelligence diligence

What Services are rendered:

FDASmart will conduct an exhaustive potential market study in India or other emerging regions for your foreign company products and services.

How FDASmart plans to deliver:

FDASmart has several sources of data it can leverage to identify, qualify and short-list companies that would serve as good candidates for Company Services. FDASmart, over the years of operating in India & other regions, has grown a good sized database with email address and contact information it owns from its events and Webinars Campaigns in India.

Additionally—we are in touch with the leading Indian pharma associations, Indian KOLs, some regulatory agencies, etc. and know them well. FDASmart can shop the Company value proposition to them and their member companies via on-site presentations at their association meetings all across India.

2- Foreign Company's India Channel Development - Research & Implementation Strategy

What Services are rendered:

FDASmart will conduct a survey & study of potential channel partners for your foreign Company in India.

The search criteria for qualified partners will be provided by Foreign Company through a ranked list of skills /qualification with desired weighted scores to guide FDASmart with the search process.

How FDASmart plans to deliver:

FDASmart will:

- (1) Create an email campaign with an on-line survey utilizing its India database
- (2) Conduct phone screens /interviews with those who respond and meet the required criteria
- (3) After 1st screening level - schedule a formal qualification interview with foreign company personnel
- (4) Follow up on selected candidate companies selected by foreign company

3- Conduct one or more road shows in selected key Indian cities/metro as follow- up action for either new market business development or channel partner program

What Services are rendered:

Half day or full day road-shows will be essential to get the Company name known and recognized in India to further establish its corporate identity locally.

The road-shows will allow Indian pharmaceutical company executives or channel partner company senior management to meet Company face to face, learn more about products and solutions with a show-case, Company management speaker presentations, etc. A reception and possible dinner will be highly desirable to solidify social relationships with Indian business decision makers thereafter.

How FDASmart plans to deliver:

Road show locations will vary depending on whether new markets or channel distribution is sought after but will be determined from survey and email campaign responses. FDASmart in its pre-road-show report will address recommended city/metro and consult with Systech.

Foreign company participation is mandatory for these road shows to succeed and “show” local Indian market commitment.

FDASmart will manage the road show logistics every step of the way from start to finish and aim at post-event Indian pharma media news coverage to get more exposure in India for foreign companies.

4- FDASmart can assist foreign Company with legal and corporate matters including office location search, creating and registering private or public limited corporate entity/subsidiary wholly owned by your foreign company in India. Advise on foreign exchange and repatriations matters, legal and regulatory landscape relevant to your vertical segment.

5- FDASmart can assist with the initial day-to-day management of the new foreign company Indian office with remote supervision & management by foreign company.

6- Extend marketing presence and branding thru sponsorship of FDASmart's pharmaceutical one-day conferences or events in Mumbai, India to establish foreign company's branding and marketing campaign

FDASmart organizes and hosts pharmaceutical related, one-day events in Mumbai on various topics of interest to the Indian pharmaceutical sector.

Sponsorship benefits include speaker slot, panel discussion participation, event collateral branding, pharma media press releases and interview, citations on White Paper, etc.

Sponsorship packages start at \$ 4100 for Silver Sponsorship, \$ 6100 for Gold and \$ 7700 for Diamond Sponsorships.

FDASmart Qualifications to Assist Foreign Companies in India :

• FDASmart Inc. is a US based company with deep “roots” in the US/INDIAN pharmaceutical industry and now operating with its presence in India and soon China

-We understand and operate with Western business values, best practices & mind set while navigating local cultures, business biases, etc.

• Our business markets & focus is pharmaceutical emerging regions.- i.e. India, China, Russia, Brazil, with more to come

-FDASmart is a pharmaceutical consulting company with several products and services.



Products and Services the company delivers include:

• Assisting foreign companies with US FDA regulatory matters to include DMF filing, GMP consulting and inspections, GCP Training.

• Assisting US and other Western companies with initial market entry strategies in emerging regions specially India –our primary focus e.g.

-Established an outsourced clinical data management group for Pfizer Inc (Central Research, Groton, CT) in Mumbai in the 1990s.

-Created market awareness for RSE (Reed Sinopharm Exhibits), a joint venture between China’s stated owned Sinopharm Group and Reed Exhibits-UK.

<http://en.apichina.com.cn/index.jsp>

• **FDASmart Inc. is IT (Information Technology) ‘savvy’.**

www.fdasmart.com/smartsinspect

We understand IT, wireless technology well and are successfully carving out a pharmaceutical niche markets for SmartInspect, i.e. Frontline product we serve as VAR for starting with Pfizer, soon Bristol Myers Squibb.

SmartInspect is being used by Pfizer to assist the management of their global supply chain, soon by Bristol Myers Squibb for remote tech transfer assistance between legacy biologics plants.



• **FDASmart Inc organizes and hosts webinars, one-day events both in the US and India.**

FDASmart leverages its wholly owned and internally operated events in India for its Western customers. These day long events happen every 3 months in India and positions FDASmart squarely with Indian pharma senior management , KOLs, Pharma media, Government and Pharma associations as well.

Relationships in emerging regions allows us to open doors, surmount issues or road-blocks, and facilitates business for our Western customers.

Our last event in Mumbai June 9th :

www.fdasmart.com/events/MA/globalindianma.html

Deloitte India was Knowledge Partner and Ranjit Shahani- Managing Director of Novartis-India keynote speaker.



FDASmart Inc. Company Overview:

Privately Held: Pharmaceutical Management Consulting/Services & Computer Software industry

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