

# CYGNUS

# PHARMA INDSTAT

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**Cygnus**

Business Consulting & Research Pvt.Ltd.

*Knowledge Partner for Profitable Growth*

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## *SYNOPSIS*

Most often industries need data regarding industry structure, production, major players, export-import data, etc. Cygnus Business Consulting & Research Pvt Ltd. has attempted to capture vital industry statistics and release such data for the benefit of industries. Given the significant export potential of Indian pharma industry, *Cygnus INDSTAT (Pharma)* has been prepared with an objective of providing hands on data support to the industry. This database will help in analysing country-wise pharma export and import, therapeutic segment-wise export and import data, top therapeutic product-wise trends in exports and total export–import data over a period of time (currently till December 2007). Data being provided in excel sheets will help the user in further estimation and will also help senior executives of pharma marketing departments to make presentations on pharma export scenario and the respective company’s position in the total export. The comprehensive database will be certainly useful to pharma research analysts/students to get a fair idea about export and import in the industry and the growing trend (country specific/product specific). As the EXIM database will be updated on yearly basis, it will help pharmaceutical units to make export strategies in specific countries depending on the trend in exports.

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