

## ALLIED SECTOR

# CVC Tech receives CII Pharma Expo citation

### Our Bureau, Mumbai

U S-BASED CVC Technologies received CII Pharma Expo citation at the 'Pharma Expo 2003' exhibition held recently in Mumbai. The citation was awarded for the display of latest international machinery to the Indian pharmaceutical industry enabling compliance with regulatory procedures. Out of 158 exhibitors present at the exhibition, only CVC was selected for the award.

CVC manufactures state of the art pharmaceutical packaging machinery at its international units. The company set up its India office in Bangalore last year with the objective of tapping the potential domestic pharma industry with its range of sophisticated equipments.

"The citation is a testimony to the quality enshrined in CVC's machines. With

Indian pharmaceutical exports ever increasing more companies would require such high quality machinery to satisfy strict GMP regulations in advanced pharma markets," said Darryl Dasilva, Deputy Director, CII (western region).

Major pharmaceutical companies like orchid, Aurobindo, and Cipla use CVC's machines. A.K.Satsangi, vice-president, operations, Aurobindo Pharma Ltd, a satisfied customer of CVC said, "We find CVC's machinery simple to operate without any complication. It can be fully integrated with the latest systems and is wholly adaptable to changes."

"Positive feedback on our machines is coming from companies like Novartis, Torrent, Alembic and Cadila. We will be soon be finalizing deals with them," said V Venkitachalam, CEO, CVC Technologies Inc (India).

The game plan of the company is to change the mindset of the Indian pharma-biotech industry to invest in fully automated, unmanned, flexible and time saving machinery to increase and maintain consistency in quality. The company has maintained prices of its machines in par with global levels. Despite the pricing differential between CVC and local competitors, it had a successful tenure in the country. In the first year of its operation, the company captured a market of Rs. 10 crore.

"After serving pharmaceutical industries, CVC understands that product quality, cost-effectiveness and production efficiency are



Darryl Dasilva, Dy Director, CII (western region) (R) congratulates V. Venkitachalam, CEO, CVC Tech

the driving forces behind business. Our experience in making machines suitable for the regulatory requirements of pharma industries have made CVC the preferred choice all over the world. This is backed up with strong local after sales support. We help our customers in minimizing the risks inherent to their business and to maximize their return on investment. This approach is reflected on our offerings to our Indian customers and this give us the cutting edge over other similar machine suppliers," he said.

For cost and logistics advantages, the company recently opened another manufacturing base at Taiwan. CVC's machinery in India is imported from its state-of-the-art unit in Taiwan. Presently CVC has no intention of manufacturing in India. "At current levels India will not be able to match CVC's US or Taiwanese quality standards. We do not think of manufacturing in the country at least for the next few years," he said.

The company is enthused over its participation in the biggest ever pharmaceutical meet in the country - the Indian Pharmaceutical Congress (IPC) 2003. "IPC 2003 could bring CVC a good market exposure in the Indian market. With participation this year we hope to reinforce our brand image in the Indian Pharmaceutical industry.

"We are introducing our liquid filling systems into the Indian market, which we expect to catch interest of top executives and decision makers from the pharma industry during IPC." ♦