

## **GVK BIO launches a new 'Brand' for a renewed customer focus in the Clinical development service offering**

*The new brand "CLINOAGENT" stands for Innovative and Intelligent Clinical Research Organization*

**Mumbai, India - July 15<sup>th</sup> 2014:** GVK Biosciences (GVK BIO), Asia's leading Discovery Research and Development organization today unveiled a new brand CLINOAGENT in the Clinical Development industry. CLINOAGENT provides end to end Clinical Development services. From offering bioequivalence studies for generic pharma and late phase patient based clinical studies for research based companies; CLINOAGENT brings exceptional expertise in delivering solutions to complex data analysis and medical communication problems to customer's the world over. CLINOAGENT will endeavor to provide innovative solutions to all the Clinical and scientific challenges that their customers face in the business.

CLINOAGENT is a constructed word that implies "Innovative and Intelligent Clinical development solutions Organization. The alphabet 'i' is a specially created unit having a Red and Orange colour combination that represents Warmth, Power, Energy and emotes one to take an action. The dot of 'i' signifies life, pioneering spirit, leadership qualities, promoting ambition and determination.

The Clinical Development industry pegged at 16 Billion USD is set to grow at a steady 10.5% to 23 Billion USD by 2020. The recent mergers & acquisitions within pharma and generics space only mean that these companies will aggressively focus on their core competence and outsource large segments of their R&D process to bring in much needed efficiencies – of scale, time and costs. Thus giving rise for a need of a full-service clinical development solutions provider.

CLINOAGENT is uniquely positioned as a comprehensive full service clinical development solutions organization that will cater to end-to-end research and development solutions to the pharmaceutical, generics, biotechnology companies, and academic institutions across the globe with the focus markets being USA, Europe and Asia. The launch of a new brand is a part of GVK BIO's growth plan in taking the organization to the next level and creating a benchmark in the industry.

The brand CLINOAGENT reflects the company's focus on further strengthening its operational expertise, talent and technology to evolve into a Specialist and a comprehensive service offering provider in the Clinical Research and Development market.

Speaking on the occasion Mr. **Manni Kantipudi – CEO, GVK BIO** said, "*CLINOAGENT will be a unique clinical development service provider from India, as it will be able to address the clinical needs of both Innovator Bio-Pharmaceutical and Generics companies world-wide. I am confident this step will bring greater focus on delivering innovative and intelligent solutions and will make significant contributions in the clinical development value chain of our customers.*"

**About GVK BIO**

*GVK Biosciences (GVK BIO) is Asia's leading Discovery Research and Development organizations. GVK BIO provides a broad spectrum of integrated services, across the R&D and manufacturing value chain with a focus on speed and quality. GVK BIO capabilities include Discovery Research, Discovery Services, Clinical Development, Contract Manufacturing, Formulations and Informatics. GVK BIO's 2400 employees serve a diverse and global customer base of more than 300 satisfied customers. For more information log on to [www.gvkbio.com](http://www.gvkbio.com)*

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