



# INDIAN DRUG MANUFACTURERS' ASSOCIATION (Tamil Nadu, Puducherry & Kerala State Board)

Cordially invite you to



7<sup>th</sup> Edition

# PHARMAC SOUTH

08 09 JULY 2022

CHENNAI TRADE CENTRE,  
NANDAMBAKKAM, CHENNAI



## DISCOVER INNOVATIVE & COST EFFECTIVE TECHNOLOGY

Exhibition by



**Orbit**  
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in association with



The Indian Pharmaceutical  
Association



Tamilnadu Pharmaceutical  
Sciences Welfare Trust



The Pharmaceutical Manufacturers'  
Association of Tamilnadu

[www.pharmacsouth.com](http://www.pharmacsouth.com)

## INAUGURATION

10.00 a.m. to 11.30 a.m.

### **Chief Guest**

**Shri. P. Senthil Kumar, IAS.,**

Principal Secretary to Government,  
Health, Medical Education and Family Welfare,  
Govt. of Tamil Nadu

### **Guest of Honour**

**Shri. V. Arun Roy, IAS.,**

Secretary to Government,  
MSME Department,  
Govt. of Tamil Nadu

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#### **J. Jayaseelan**

Chairman – IDMA (TNPkSB)  
Chairman – IPD, IPA-Mumbai

#### **S. V Veerramani**

Past National President - IDMA

#### **T. Sathish**

Vice Chairman - IDMA (TNPkSB)  
Chairman - Pharmac South  
Hony. Secretary – IPD, IPA - Mumbai

#### **S. Sivanandhan**

Hon. Secretary - IDMA (TNPkSB)

#### **R. Sabapathy**

Treasurer – IDMA (TNPkSB)

#### **S. Sridharan**

Vice Chairman - Pharmac South

## INAUGURAL SESSION

10.00 a.m. to 11.30 a.m.

- Welcome Address : **Shri. J. Jayaseelan**, Chairman- IDMA (TNPKSB)
- Overview of Pharma Industry : **Shri. S. V. Veerramani**, Vice Chairman- Pharmexcil
- Inauguration of Conference by Lighting of Kuthuvilakku
- Address by Special Guests : **Shri. Mehul M. Shah**, Hon. General Secretary, IDMA  
**Shri. T. V. Narayana**, National President, IPA  
**Shri. Daara B. Patel**, Secretary General, IDMA  
**Tmt. P. V. Vijayalakshmi**, Director of Drugs Control (I/C)  
**Shri. B. Kumar**, Deputy Director, CDSCO, South Zone
- Guest of Honour Address : **Shri. V. Arun Roy, IAS.,**
- Chief Guest Address : **Shri. P. Senthil Kumar, IAS.,**
- Vote of Thanks : **Shri. S. Sivanandhan**, Hon. Secretary, IDMA (TNPKSB)
- 12.00 Noon - 12.30 p.m : **Press Meet**

## PROGRAM

- 02.00 p.m. to 03.00 p.m. CEO Talk – Success story of Encube Ethicals**  
**Shri. Mehul M. Shah**  
Managing Director, Encube Ethicals  
Chairperson :  
**Shri. T. Ravichandran**, Vice President, IDMA - Southern Region
- 03.00 p.m. - 04.00 p.m. Growth: A 360 degree perspective**  
**(Secrets to 10x Business Growth for Pharma MSME)**  
**Shri. Prakash Seshadri**  
Founder and Management Consultant: See Change Consulting  
Chairperson :  
**Shri. S. Sridharan**, Vice Chairman, Pharmac South

## PROGRAM

- 10.00 a.m to 11.00 p.m. : **CEO Talk – Scaling of Business Strategies for Startups**  
**Shri. C. K. Kumaravel**, Co-Founder & CEO– M/s Naturals Salon & Spa  
Chairperson :  
**Shri. T. Sathish**, Vice Chairman, IDMA (TNPKSb)
- 11.00 a.m to 12.00 Noon. : **Marketing Conclave**  
**Pharma Market Insights & Opportunities**  
**Dr. Hari Natarajan**, Founder & Managing Director, Pronto Consult  
**Emotional Intelligence @ work – Pharma Marketing**  
**Shri. Sivakumar Bellan**,  
Director – Marketing, Simple and Smart Solutions  
Chairperson :  
**Shri. Rajarathinam**, (IDMA TNPKSb)
- 02.00 p.m to 03.00 p.m. : **Export Conclave**  
**Export Opportunities for Pharma MSME**  
**Shri. Udaya Bhaskar**, Director General, Pharmexcil  
Chairperson :  
**Shri. S. V. Veeramani**, Vice Chairman – Pharmexcil
- 03.00 p.m to 03.15 p.m. : **Sustainable Workwear Solutions to Pharma Industries**  
**Shri. Manas Kumar**,  
Lindstrom Services India Pvt. Ltd, New Delhi
- 03.15 p.m to 03.30 p.m. : **SAP for MSMEs - End to end & Easy to use**  
**Shri. Shravan Kumar Pothu & Shri. Madhu Mukku**,  
Vestrics Solutions Pvt Ltd., Hyderabad
- 03.30 p.m to 04.00 p.m. : **Valedictory Function**  
Closing Remarks & Vote of Thanks  
**Shri. S. Sivanandhan**, Hon. Secretary – IDMA (TNPKSb)