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By Publishing Team December 27, 2021 0

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C Com Digital, a Mumbai-based full-service tech digital marketing agency with a global footprint, is revolutionizing digital marketing approaches to the pharmaceutical sector. The company has combined advanced technologies such as artificial intelligence and data analytics with creativity to create new standards for socially, contextually and engaging content marketing for the Indian pharmaceutical sector.

With more than 3,000 pharmaceutical companies and over 10,500 manufacturing facilities, India is the largest provider of generic medicines worldwide. Indian pharmaceutical companies meet more than 50% of global vaccine requests, 40% of generic medicines consumed in the US as well as 25% of all medicines in the UK. Besides this huge global presence, India also has a huge domestic market for medicines.

Speaking of this, Chandan Bagwe, Founder/Director of C Com Digital said, "We can build broad audiences for our clients with campaigns that are meticulously conducted through deep research and the social and emotional messaging the audience connects with. Most importantly, it is easier for a sales team to Pharma companies distribute the message and interact with the medical fraternity instantly and they can measure the success of the campaign in real time."

With a presence in India, Dubai and the United States, C Com Digital provides comprehensive services to its clients by helping them develop AI-powered digital marketing strategies to achieve desired personalization and impact.

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