

For immediate release

PRESS RELEASE

Manipal AcuNova win's Frost & Sullivan Award

Awarded the Partner of Choice for Bioavailability & Bioequivalence studies

Bangalore, April 27, 2007 – Manipal AcuNova Ltd, the first Indian CRO to be certified with 3 ISO certifications, today announced the receipt of the prestigious Frost & Sullivan's Partner of Choice award for bioavailability and bioequivalence studies.

Frost & Sullivan team visited Manipal Acunova research centre at Bangalore, Mangalore and Manipal to evaluate on the following criteria:

- Technical Know how of the personnel involved.
- Value-added services to the customers compared to the competitors in the industry.
- Quality initiatives
- Responsiveness of the service provider.
- Significance of the technology in the industry.

Speaking on the award, Mr. D A Prasanna, Vice Chairman and MD said, "India has emerged as a key destination for conducting clinical research. We are proud to be benchmarked by Frost & Sullivan as the "**Partner of Choice**" in a field when there are several Indian players. This award is an assurance of global quality to our clients. We are happy that our strategy of differentiating ourselves on the quality parameter has qualified us to this prestigious position.

Bio availability & Bio equivalence studies:

It is a clinical study conducted on healthy human volunteers to demonstrate and prove that the study drug is biologically equivalent to the innovator drug and can be allowed for marketing in the same manner for the same indications.

BA/BE studies are conducted with the sole purpose of reducing the cost of treatment by producing generic versions of an innovator molecule so as to make the cost of treatment affordable.

About Frost & Sullivan Award 2007:

The award acknowledges the best life science companies in India that have achieved and sustained excellence in their industry value chain with commending diligence, commitment and innovative business strategies required to advance in the global marketplace. The companies are evaluated by rigorous analysis of specific criteria in a variety of regional and global markets that exhibit superiority in planning and execution of product launches, strategic alliances, distribution strategies, technological innovations, customer service, mergers & acquisitions and a host of other crucial marketing factors such as leadership, strategy, service, innovation, integration and development.

About the Bio Availability & Bio Equivalence (BA/BE) operations:

Manipal Acunova conducts bioavailability, bioequivalence and PK/PD studies at our centers in compliance with international regulatory requirements. Studies are monitored by an independent quality assurance department. The center is located at *Manipal, India*, with a 36 bed Clinical Pharmacology Unit (CPU) with an integrated Clinical testing and Bio-analytical laboratory. Manipal is home to India's leading university - *Manipal Academy of Higher Education* comprising of medical college, Pharmacy College and allied institutions that are a vibrant centre for medical research. In addition, we have a 48 bed CPU at *Kasturba Medical College Hospital* campus at Mangalore, India and access to a 60 bed CPU in *Vydehi Institute of Medical Sciences Hospital*, at

Bangalore. We have dedicated areas for screening, counseling, phlebotomy, clinical, analytical, pharmacy and archiving. Each CPU has a state-of-the-art fully equipped ICU to handle emergencies. Our team is experienced and well trained in ICH-GCP and GLP guidelines. BA/BE studies are performed for generic drugs, new drug delivery systems and new chemical entities. We assure confidentiality, integrity and commitment to schedules to maintain timelines thereby ensuring excellence in all our client engagements.

Notes to the editor:

About Manipal Acunova (www.acunovalife.com)

Manipal AcuNova Ltd is a, **single source provider of clinical research** Bio Availability and Bio Equivalence, Phase I – IV clinical trials, Clinical Data Management and the Central Lab. Manipal AcuNova has access to the India's largest Integrated Hospital Network that caters to over 1.5 million patients annually. Manipal AcuNova has the distinction of being selected as the CRO by the Department of Biotechnology, Govt of India for its funded studies and by Indian & Global Pharma companies. Currently over 45 studies are completed and filed the data with FDA, EU and other regulators.

Manipal Acunova has been awarded as "**India's No 1 emerging CRO in 2005 by Proximare Inc**". (A New Jersey based strategic Consulting firm). Manipal AcuNova has research facilities in Bangalore, Mangalore and Manipal and has operations.

About Frost & Sullivan

Frost & Sullivan is a global growth consulting firm that supports its clients in the development of innovative growth strategies. Their presence in several countries across the world enables them to recognize the best practices of the corporate arena on a regional as well as on a global basis. Frost & Sullivan awards are exclusive in that their comprehensive selection methodology is unmatched, scientific, standardized globally and more importantly, quantified through assessed scores. Thus providing a ready means for customers to find a reliable for the conduct of clinical Research in India to meet their demands.

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