

BANGALORE, India, Oct. 1, 2013 /PRNewswire-iReach/ -- Indegene (www.indegene.com), a leading global pharmaceutical and healthcare solutions provider, today announced a partnership with Skura Corporation (www.skura.com) , a leading Canadian technology and close-loop-marketing platform company to launch Indegene DetailPro™ - a completely integrated and out-of-the-box CLM solution for global pharmaceutical brands in Emerging Markets (South-east Asia

, India , China , Middle East and Australia).

Manish Gupta

, CEO – Indegene said "Our partnership with Skura brings the first integrated technology and content factory solution exclusively for global pharma brands in Emerging Markets. We are delighted to partner with Skura and combine Indegene's comprehensive scientific content and global delivery capabilities with Skura's world-class SFX platform."

As developed markets continue to consolidate, emerging markets are expected to have double

digit growth rates and are anticipated to contribute ~28% of world pharmaceutical sales by 2015. While the opportunity that exists in emerging markets is significant, marketing budgets and physician access and attention is waning under various pressures and legislative changes. The need to improve sales force effectiveness and physician engagement is critical. Chris Skura

CEO - Skura added "The combined power of Indegene's content development and deployment capabilities powered through Skura SFX makes Indegene DetailPro™ the most advanced and accessible CLM solution in emerging markets. We have jointly developed a unique strategy for emerging markets that will help clients accelerate the adoption of world-class CLM solutions to significantly improve sales force effectiveness."

About Indegene Indegene is a leading provider of Clinical, Commercial and Marketing solutions to global pharmaceutical and healthcare organizations. We partner with clients to drive both productivity and revenues by delivering better patient outcomes; optimizing cost; enhancing R&D agility and improving sales and marketing effectiveness. We apply deep scientific knowledge, flexible delivery models, proprietary technology, and a client-centric approach to drive transformational initiatives. With offices in US, UK, China, India, and Australia

Indegene can partner globally with clients, leverage a global talent pool of clinicians, technologists, creative specialists, domain experts, business process specialists, deploy global infrastructure assets, and harness global healthcare knowledge to solve client challenges. To learn more about Indegene, visit us at

www.indegene.com

About Skura Corporation

Founded in 1996, Skura has grown into an international company with satisfied customers around the globe. At SKURA our mission is to help sales people do more, work smarter and better their productivity through the enablement of mobile devices. Our Mobile Sales Enablement solution SKURA SFX, provides a reliable, scalable solution aiding in the PLANNING, ORGANIZING, PRESENTING and TRACKING of your mobile content & applications. Companies improve on key performance indicators such as revenue growth, market share, and support costs, by bringing next generation innovation to your sales & marketing teams. The SKURA SFX platform is the preferred Mobile Sales Enablement solution for over 36,000 sales representatives supporting over 120 brands in 34 countries around the world. Visit us at

www.skura.com

or email

sales@skura.com

for more information.

For further information contact:

Indegene:

Asia Pacific Lakshmi Naidu Weber Shandwick Mobile: +91 99028 02855 Email: Lnaidu@webershandwick.com

Skura Corporation:

Media Contact Kent Potts
Mobile: +1 416.520.1206

Email: kpotts@skura.com

Alliance Contact Eric Richardson
Mobile: +1 647.271.0399
[com](mailto:erichardson@skura.com)

Email: erichardson@skura.com

Media Contact: Lakshmi Naidu, Weber Shandwick, +919902802855, Lnaidu@webershandwick.com

News distributed by PR Newswire iReach: <https://ireach.prnewswire.com>

SOURCE Indegene Inc.

RELATED LINKS <http://www.indegene.com> <http://www.skura.com>