

Subject: FW: Clearsynth - Promotion
Date: Tuesday 3 December 2024 at 12:57:34 Central European Standard Time
From: Caro
Attachments: image001.png, image001[58].png, image002.png, image003.png, image004.png, image005.jpg, image006.jpg, image007.jpg, image008.jpg, image009.jpg, image009[15].jpg, image010.png

On 12 July 2017 at 19:15, Caro Polge Mehta <caro@pharmacompass.com> wrote:

Dear Krishna,

I am very happy to let you know that more than 85% of the upload was successful in the sample Pranjali sent. It is great news! Of course it is only one sample so we don't know if your 3 lakhs products will behave the same but it is a very promising step forward. Below are the comments of our backend team in blue and attached the details related to the upload - FYI.

Now I am in a position to customise services for Clearsynth and I am pleased to offer - subject to final confirmation:

REFERENCE STANDARDS - with a minimum of USD 5000 - payment in advance.

- **Creation of a Virtual Booth for Clearsynth** i.e. a dedicated page for Clearsynth on PharmaCompass with all contact details, your website link, LinkedIn, entire product list searchable and linked linked to our internal search engine, presentation of your company, press release, video, updates etc... It also helps your own SEO on search engines.
- **Automatic upload of your products @ 2Rs/ product.**
This work only makes sense to us from USD 5000 minimum since it is going to take time to upload the products properly and since I will redesign myself the 'REFERENCE STANDARD' section of the 'SYNOPSIS' for all products on our site for Clearsynth to appear clearly there. We will give Clearsynth 1st rank as requested.
- **Improving your SEO** eg. search in Google for "clindamycin pharmacopoeia reference standard", PharmaCompass comes on the 1st page of Google and visitors will be able to see your ref. standard availability in a click! And of course contact you directly.
NB: There were 236 clicks on the EDQM store in June 2017
- **Manually upload of the rest of the products** - I suggest we discuss this later, once our backend team give us the list of the products which cannot be uploaded automatically. Such upload will be more expensive. Baby step...

ADVERTISEMENT

Advertisement is a separate offer.

For brand recognition, the best option is to take the slot on all READ MORE pages which is at the bottom of the main page for USD 750/ week. This is how you get a maximum of views eg: the one AKOVIA got this week on all products and all virtual booths free of ads

=> <https://www.pharmacompass.com/manufacturers-suppliers-exporters/digoxin>

You will get all statistics from Google and Clicky for the ROI of your ad.

If you are interested in this option, let me know. Best period is of course just before CPhI and I can make sure to keep a couple of weeks for you. We still have availability. Of course I cannot maintain this for a very long time but I can keep it for about 10 days.

I am now looking forward to hear from you!

Many thanks and kind regards,
Caro.

FEEDBACK FROM OUR BACKEND TEAM

With 88% success, the list of 100 APIs provided by Clearsynth matched the PharmaCompass database. The 12 products which did not match were due to one of three reasons -

(i) Product Specification is not clear, hence a manual database search to match the product was also difficult

(ii) Spelling, formatting error in the name of the product

(iii) Products for which clearer classification is required. e.g. Imatinib Hydrochloride - the API is Imatinib Mesylate, so how should this be classified, as a separate compound or under Mesylate?

Based on this we can get the entire list from Clearsynth, run it through the system to see the number of matches we get. We will then need to devise a strategy for the products which did not match to assess the best way to integrate them. The final analysis is attached.

Kind regards,

(Mrs) Caro Polge-Mehta

www.PharmaCompass.com

Co-Founder & Chief Marketing Officer

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On 26 June 2017 at 14:00, Pranjali Punyarthi <pranjali.p@clearsynth.com> wrote:

||

Hi
Caro,

PFA 100 API list.

Kindly integrate in your database and let us know your requirements

.

Thank you !

Warm Regards,

Pranjali P | Website & Promotions



[+91.9922598689](tel:+919922598689)



pranjali.p@clearsynth.com



Clearsynth

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On Fri, Jun 23, 2017 at 11:38 AM, Caro Polge Mehta <caro@pharmacompass.com> wrote:

Sure Krishna, it really makes sense, I agree with you.

Let me see first the sample you are sending us and I should be able to get back to you with an offer. If we can integrate easily your products, it should be quite reasonable. If we have to do it manually, it will be time consuming but still possible.

This is why, don't hesitate to send a complete Xls sheet with all info for each products, it will help increase the chance of having 2 database that will talk to each other easily.

Many thanks again!

Kind regards,

(Mrs) Caro Polge-Mehta

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On 22 June 2017 at 13:25, Krishnaraj D /Clearsynth <krishnaraj.d@clearsynth.com> wrote:

Hi Pranjali,

Could you please send Caro Sample list of 100 API.

She will then assign Monograph number and decide further on the way forward.

Hi Caro,

Good to hear from you.

Pranjali would do the needfull.

Also i would like to know a tentative offer which is accompanying the **number** of Product submission. Just wanted to be on track whether under our budget.

Thank you

Regards,

Krishnaraj Das | Executive Assistant to CEO

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Download our *Clearsynth* app and avail flat 5% off on all purchase



On Thu, Jun 22, 2017 at 4:41 PM, Caro Polge Mehta <caro@pharmacompass.com> wrote:

Dear Krishna,
Super good to hear from you!
And sorry for the delay in getting back to you, it was CPhI Shanghai.

Can you share a sample list of 100 compounds so we can evaluate the work required on our end? This will help make an offer.

Many thanks,

Kind regards,

(Mrs) Caro Polge-Mehta

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On 19 June 2017 at 11:02, Krishnaraj D /Clearsynth <krishnaraj.d@clearsynth.com> wrote:

Dear Caro,

Hope all is well. Connecting with you after a long time.

Would like to check with you on status of our association. We are keen to promote all our products (especially stable isotope products) at pharma compass.

Let me know if we can meet next week at our office for way forward.

Thanks

Krishnaraj

Regards,

Krishnaraj Das | Executive Assistant to CEO

 [+91.9820851641](tel:+919820851641)  krishnaraj.d@clearsynth.com



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On Mon, May 15, 2017 at 5:07 PM, Caro Polge Mehta <caro@pharmacompass.com> wrote:

ok, let me think.

Thank you Krishna.

||

Kind regards,

(Mrs) Caro Polge-Mehta

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On 15 May 2017 at 12:24, Krishnaraj D /Clearsynth <krishnaraj.d@clearsynth.com> wrote:

Dear Caro,

Thanks for your email.

Yes i checked internally but currently we do not have Monograph number mentioned to all our API's.

I would like to seek your help. We can give you all our API data.

Let me know

Krishnaraj

Regards,

Krishnaraj Das | Executive Assistant to CEO

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On Mon, May 15, 2017 at 3:41 PM, Caro Polge Mehta
<caro@pharmacompass.com> wrote:

Dear Krishna,

May I kindly ask you to let me know what are your thoughts about my email below please?

Let me know if it is easier to talk on the phone?

Many thanks,

||

Kind regards,

(Mrs) Caro Polge-Mehta

www.PharmaCompass.com

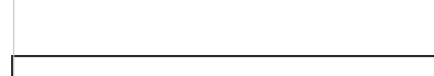
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On 8 May 2017 at 14:29, Caro Polge Mehta <caro@pharmacompass.com>
wrote:

Dear Krishna,

I hope you are well.

I am getting back to you as promised after meeting with my IT team and I have a question please:

Can your 3 lakhs list of products "talk" to our database through a common reference such as monograph number? (EP or USP is fine with us). See attached EDQM list as an exemple.

Many thanks,

Kind regards,

(Mrs) Caro Polge-Mehta

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On 4 May 2017 at 12:44, Caro Polge Mehta <caro@pharmacompass.com> wrote:

Dear Krishna,

Thank you for your time on the phone today. I have well noted that you will be interested in the following options with PharmaCompass:

- List all your products, APIs and others (about 3.5 lakhs)
- Appear on the 'Synopsis' of the product pages in a highlighted manners compare to the EDQM/ USP/ JP/ Others
- Have a personalised Virtual Booth where all your products will be listed in a manner that it would be very easy for the visitors to find them and contact you.

- Get some visibility through advertising or on the Virtual Booth Exhibition page.

Give me some time to get back to you with a proposal please and also regarding the format we need for our IT team regarding your products.

In the meantime, I am available anytime.

Kind regards,

(Mrs) Caro Polge-Mehta

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On 4 May 2017 at 12:30, Caro Polge Mehta

<caro@pharmacompass.com> wrote:

<http://www.pharmacompass.com/virtual-exhibition>

Kind regards,

(Mrs) Caro Polge-Mehta

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On 3 May 2017 at 12:37, Caro Polge Mehta
<caro@pharmacompass.com> wrote:

Dear Krishna,

It was a real pleasure talking to you on the phone today and I will be happy to call you again tomorrow at 3.30pm.

In the meantime, here are some facts and links for you to consider:

1/ PharmaCompass has more than **300,000 APIs listed.**

Let's take the exemple of DIGOXIN: <http://www.pharmacompass.com/active-pharmaceutical-ingredients/digoxin>

||
Line number 8 of the Digoxin page is called **REFERENCE STANDARDS** and is populated by 4 "dark blue cubes" : **EDQM, USP, JP** and **OTHERS LISTED SUPPLIERS.**

We could add your standard references in the table inside the cube called OTHERS LISTED SUPPLIERS - or - create a cube dedicated for ClearSynth, with your logo, in every APIs page you desire. This would be not be the same amount of work on our side so it would be more expensive but it would brand ClearSynth at the same level as EDQM, USP and JP.

Products pages like Digoxin represent 65% of our traffic and we get more than 100,000 visits per month, so calculate the visibility for ClearSynth! More than 70% of our visitors land on Product pages directly from Google as our SEO are extremely optimised.

2/ On your company profile (<http://www.pharmacompass.com/api-manufacturers/clearsynth-labs-limited>), we could create a line called **PRODUCTS** with one or several cubes below, listing all your references standards and other products like we have done for Creative Peptide

(<http://www.pharmacompass.com/api-manufacturers/creative-peptides>).

Visitors will be able to contact you directly from there. You could also add any marketing material like PDF, Videos, Press Release etc...

3/ To drag people to your company profile, we could also list ClearSynth on some topic pages, or place some advertisements on the site. There are a lot of possibilities, all depends on your budget.

May I have an idea of the investment you are thinking of so that I can prepare an offer accordingly please?

Kind regards,

(Mrs) Caro Polge-Mehta

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On 3 May 2017 at 10:57, Krishnaraj D /Clearsynth

<krishnaraj.d@clearsynth.com> wrote:

Dear Caro,

Greetings from Clearsynth...!!!

I am Krishnaraj, EA to CEO Mr. Vijay Ambati of Clearsynth.

We would like to see possible promotional activities at Pharma Compass.

We are into manufacturing of related products of API like Impurities, Deuterated Stable Isotopes, Metabolites, Intermediates and etc.

We already have a company page in Pharma Compass and would like to avail the login credentials to update the new information about the company.

Also let me have promotion packages for us to review and get back

Thanks.

Regards,

Krishnaraj Das | Executive Assistant to CEO



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krishnaraj.d@clearsynth.com



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