

OPPI Appoints Imprimis PR As Its Communications Partner **September 15, 2009, IndiaPRwire.com**

The ‘*Organization of Pharmaceutical Producers of India (OPPI)*’, the association of research based international and large pharmaceutical companies in the country has appointed Imprimis PR (www.imprimispr.com), India’s leading public relations consultant to be its official communications partner. The partnership is designed to facilitate and build real time information highway between OPPI and its various stakeholder specially media to disseminate and share information regarding its views on various policy or regulatory issues concerning Indian pharmaceutical industry, as well as various other activities that it will undertake..

“OPPI is not only an industry association but also a scientific and professional body, which is working towards better health for all through innovation. This partnership will act as a bridge for seamless information dissemination and communication to bring out key issues concerning pharmaceutical and healthcare industry.” said **Mr. Tapan Ray, Director- General-OPPI.**

The pharmaceutical industry in India is acknowledged by all as one of the most dynamic, knowledge based and complex. Thus within this environment, it is imperative that associations like OPPI build channels of communications with all its stakeholders as it helps in dialogue for productive consultations and long terms benefit of the society at large.

“It is a great honor to be associated with organization like OPPI that is recognized for its vision and commitment to industry and community alike. We at Imprimis would hope to ensure that the skills and expertise we have developed over the years will help us in fulfilling communication objectives set up and support integrated communications that facilitate our client in developing meaningful relationships between stakeholders,” said **Aman Gupta, CEO, Imprimis Life PR.**

Imprimis PR will act as a single point contact through its mumbai office for all communications to media and other specific audiences for media and will utilize its pan-Indian network of offices to ensure quick and informed response time.

<http://www.indiaprwire.com/pressrelease/medical/2008091513061.htm>