



ENHANCED REACH OF AWARENESS PROGRAM BY LOCALIZATION

The Client

The client is a pioneer in pharmaceutical and medicinal products and awarded as 7th best company in India. It is most known for its R&D initiatives. The company offers formulations in various therapeutic areas, such as cardiology, psychiatry, neurology, gastroenterology & diabetology. It's drug PANTOCID is among the majorly recommended medicine for Gastric problems.



"We have done localization for 7th Largest Pharmaceutical Company"



"To extend reach in different geographies in local languages"



Business Challenge

Sun Pharmaceuticals is vastly involved in creating awareness among patient and end users about medicinal products. Since the company enjoys its presence all over the Indian Peninsula, the communication of this Awareness Program is to serve the audience according to the needs that differs linguistically and culturally across varied regions in the country. Language should be layman and permissible for medicinal communication.

Webdunia's Solution

The strong looking challenge was very firmly handled by Webdunia's team with the help of domain expert linguists. Webdunia served the language requirement for Patient Awareness Articles with a seamlessly consistent language quality across varied therapeutic areas for Sun Pharmaceuticals. Delivering discretion results for layman medicinal communication, Webdunia grew as the most trusted partner for localization needs by the Pharmaceutical Giant.



“Delivered consistent language quality for balanced layman medicinal communication”



About Webdunia

With over 15 years of experience Webdunia has provided organizations with language & technology solutions so as to transform the way they interact with customers across varied regions & cultures. Webdunia has a unique combination of technology and language intellectual wealth. With acumen to understand customer and explicit delivery standards we have always been successful in engaging customer over a long haul. We are forerunner in delivering localization services in Indian, Asian and European languages with genuine local experience. As a technology veteran, we provide new-age IT Services with in-depth expertise in Microsoft and Open Source technologies.

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