



CPHI Case Study

Global visibility achieved: Finecure leverages CPHI's digital campaign



FINECURE
PHARMACEUTICALS LTD.

Who is Finecure

Founded in 2005, Finecure Pharmaceuticals Ltd. is a global healthcare company committed to Making Lives Healthier.

The company specialises in the manufacturing of high-quality **Finished Dosage Formulations** (FDFs) of Pharmaceuticals, Nutraceuticals, Dietary and OTC products.

Finecure's advanced manufacturing facility is:

- USFDA audited
- EU-GMP certified
- Accredited by several other international regulatory agencies
- SSCI
- SMETA

The company operates with strong R&D capabilities and actively engages in:

- CDMO/CMO services
- Private Label partnerships
- Distributorship models
- In-licensing & Out-licensing
- Co-development opportunities



Dr. Vishal Rajgarhia
Director of Finecure
Pharmaceuticals Ltd

“The digital campaign with CPHI significantly boosted our visibility and helped us generate high-quality leads”

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The Challenge

As Finecure prepared to expand into new markets – Latin America, Southeast Asia, Africa, and the USA – they faced several critical challenges:

- **Limited visibility** in competitive trade show environments
- **Difficulty reaching qualified leads** in target regions
- **Need for personalised interaction** to better understand potential clients' needs
- **Low brand recall** compared to more established international players
- **Inefficient lead** capture and follow-up processes from past events



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The Strategy

To address these challenges, Finecure partnered with CPHI to launch a digital advertising campaign, including:

- **Column advertisement:** positioned to increase visibility and explain Finecure's offerings to pre-qualified audiences
- **Push notifications:** used strategically during **CPHI Milan 2024** to drive booth traffic and remind attendees of Finecure's presence amid a busy exhibitor lineup
- **Exhibitor listing booster kit:** to ensure that the company and products are easily found by attendees during searches

The campaign was structured to:

- Promote Finecure's certifications and product range
- Create meaningful engagement with potential partners such as **distributors, importers, and private label companies**

The collaboration was supported by CPHI's team, which guided Finecure through setup, product selection, and budget optimisation.

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The Results



Column ad

69,014

Impressions

1,925

Clicks



Push notification

72,072

People targeted

16,297

Notification received



3975

Total number of views (company)



2528

Unique views (company)



188

Number of bookmarks

4

The Results

The campaign delivered strong outcomes aligned with Finecure's goals:

- **Significant increase in booth traffic** and personal interactions during CPHI Milan 2024
- **High volume of qualified leads** captured during the exhibition
- **Boosted brand visibility** and awareness among global buyers
- **Positive return on investment**, prompting continued digital engagement
- The Exhibitor listing booster kit allowed Finecure to showcase key strengths, including its **EU GMP and USFDA certifications**, and promote core Finished Dosage Forms:
 - Pharmaceuticals
 - Nutraceuticals
 - Dietary Supplements
 - OTC Drugs
 - VMS

You may connect with Finecure Pharmaceuticals Limited

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Conclusion & Recommendation

Finecure describes its collaboration with CPHI as highly successful and impactful. The campaign not only helped the company enter new markets but also reinforced its position in the global pharmaceutical landscape.

Finecure **strongly recommends** the **Exhibitor Listing Booster kit** to peers in the pharmaceutical industry, especially for companies seeking to:

- Gain international exposure
- Highlight global certifications
- Generate qualified, high-value leads
- Establish long-term business partnerships

“The Column Advertisement and Push Notifications were game changers for us at CPHI Barcelona 2023, and we’ve already extended the strategy to our next global event”

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