

KEY DIFFERENTIATORS

Strengths in an AI-Powered Era

Indegene enjoys a differentiated positioning as a digital-first commercialization and transformation partner to the life sciences industry. This stems from a combination of strong attributes cultivated over the years - deep domain expertise, a technology-first mindset, trusted customer relationships, and an agile operating model. As the industry evolves, we continue to bolster our strengths, infusing AI into our solutions and driving operational excellence to create sustained value for stakeholders.

Advanced capabilities in AI/ML, Natural Language Processing (NLP), and data analytics, seamlessly embed into every stage of the commercialization journey to enhance effectiveness and efficiency

Robust AI-Led Technology Portfolio

GenAI Workbench is a collaborative environment that contextualizes GenAI for real-world business applications in life sciences and rapidly integrates it across our NEXT platform ecosystem

Comprehensive suite of NEXT-branded proprietary tools and platforms automate workflows, enhance efficiency and quality across R&D, regulatory, medical, and commercialization processes of life sciences companies

Cortex, launched in FY 2024-25, is a fit-for-purpose GenAI platform, empowering life sciences domain experts to build scalable, secure, and adaptable AI solutions

Dedicated team of 600+ individuals work on next-generation digital technologies

Deep Domain Expertise

Deep knowledge and understanding of the end-to-end journey of the drug (from research lab to the market) enables us to organize and interpret scientific and clinical data, navigate a complex regulatory environment, and craft accurate, relevant content for healthcare professionals (HCPs), patients, and payers.

Healthcare domain expertise supports modernization and digitization of life sciences commercialization functions, helping clients to optimize sales and marketing costs, personalize omnichannel customer experiences, and improve outcomes in clinical trials and regulatory submissions

23.8% of our delivery employees possess healthcare-related qualifications and expertise, including MD, MBBS, PhD, BDS, MPharm, and BPharm degrees



Trusted Client Relationships

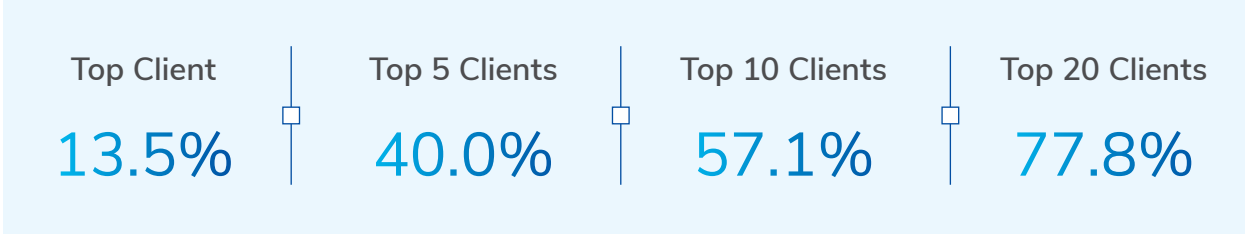
We have long-standing relationships with some of the world's largest and most respected biopharmaceutical companies, including the world's top 20 by revenue, as well as a growing base of mid-sized pharma, emerging biotech, and medical device organizations

We enjoy high client stickiness and retention as solutions are embedded in client workflows, maximizing outcomes

Our land-and-expand strategy is aimed at broadening the range of solutions/services across clients' commercialization processes through consulting, up-selling and cross-selling



Client Concentration (Revenue Contribution)



Track Record of Successful and Value-accretive Acquisitions

We have a track record of successful acquisitions, leading to strong synergies – expanded client networks, enhanced solutions, complementary capabilities, access to cutting-edge technologies and large global / multinational talent pools

14 Acquisitions to date

Experienced and Globally Diverse Management Team

- We have a highly experienced senior management team with strong backgrounds in healthcare, marketing, and technology, having held pivotal roles across the industry
- With leadership presence across India, the US and Europe, the team brings valuable insights into life sciences, digital transformation, and marketing
- Our diverse talent pool across 22 nationalities serves clients across geographies, supported by a culture rooted in people excellence and employee-friendly policies

Flexibility in delivery and revenue model

Two Delivery Models

1. Enterprise-wide Centers of Excellence (CoEs)
Technology-enabled CoEs staffed with domain experts and GenAI agents, delivering integrated, multi-year, global solutions across the commercialization value chain

2. Digital Omnichannel Activation

Powered by our NEXT Omnichannel Commercial Intelligence and Invisage™ platforms, these solutions enable HCP profiling and hyper-personalized marketing campaigns to engage with HCPs and patients on behalf of life sciences companies

Two Revenue Models

1. Resource utilization with fixed price / unitized billing
2. Outcome-based pricing for select Omnichannel Activation Solutions

