

**PRESS RELEASE**

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## **CEGEDIM DENDRITE AND TAKE SOLUTIONS ANNOUNCE STRATEGIC PARTNERSHIP**

### **PARTNERSHIP TO EXPAND PRESENCE IN INDIA**

Paris, France; Chennai, India - August 10, 2010 - As part of the **Cegedim Dendrite Alliance Program**, created to expand its open business model through alliances with leading technology, software and consulting companies, **Cegedim Dendrite** today announced its partnership in India with **TAKE Solutions Ltd.** Cegedim Dendrite is the world's leading Life Sciences-specific Customer Relationship Management (CRM) provider with a 35 percent share of the global pharmaceutical CRM market, and **TAKE Solutions Ltd.** (BSE: 532890) is a leader in Life Sciences and Supply Chain Management, dedicated to identifying opportunities to drive efficiencies for its clients' businesses.

#### **Leveraging Networks to Increase Overall Value**

As Life Sciences companies rapidly continue to execute their strategic growth plans in emerging countries, they face challenges in identifying the appropriate stakeholders due to market fragmentation and in defining the optimal commercial model to achieve maximum market penetration. Cegedim Dendrite is partnering with TAKE, who will offer system integration and other services for Cegedim Dendrite's Mobile Intelligence™ product suite.

"Our partnership with TAKE will enable us to increase the availability of Mobile Intelligence throughout India and deliver the only industry-specific CRM solution to Life Sciences companies in this rapid growth market," said **Mr. Laurent Labrune, Chief Executive Officer, Cegedim Dendrite.** "TAKE's market expertise, vast customer network and leading services will greatly complement Cegedim Dendrite's value proposition to its customers."

"In this challenging environment faced by pharmaceutical and biotechnology companies, effective sales and marketing choices are essential in order to make the most of each product opportunity. Our partnership will help address a number of these issues and deliver proven solutions," stated **Mr. Kishore Rachapudi, President and COO, TAKE Solutions.**

Through the expanded open business model, Cegedim Dendrite will continue to bring state-of-the-art solutions and services to Life Sciences organizations based on the foundation and experience of its proven technology and consistent dedication to advancing industry thought leadership.

### **About Cegedim Dendrite**

Cegedim Dendrite is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Dendrite enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Dendrite also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Dendrite is part of the France-based Cegedim S.A. Group.

To learn more, please visit [www.cegedimdendrite.com](http://www.cegedimdendrite.com).

### **About Cegedim**

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 million in 2009. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

### **About TAKE Solutions**

TAKE Solutions is a leading software and services provider with domain expertise in Life Sciences (LS) and Supply Chain Management (SCM). With intellectual property assets embedded within its technology solutions, and with a set of best practices executed by skilled domain and technology professionals, TAKE is constantly looking at opportunities to drive efficiencies for its clients' businesses.

Headquartered in Chennai, TAKE primarily drives its SCM Domain Excellence Centre and Global Delivery Centre from India. The Company has a strong presence in the USA with the Life Sciences Domain Excellence centre located in Princeton, New Jersey. The Company conducts business today with more than 400 customers worldwide.

TAKE has been recognized as India's 10th fastest growing technology company by Deloitte Technology Fast 50 India 2008 and has also been assessed at Level 5 of the Capability Maturity Model Integration (CMMI) & Level 3 of the People Capability Maturity Model, Software Engineering Institute, Carnegie Mellon University, USA. TAKE is also a Microsoft Gold Certified Partner, a Charter Member of the Microsoft BioIT Alliance, and along with its subsidiary (ACI), is a Registered CDISC Solution Provider, with recognized industry leadership in Microsoft-based Solutions, Regulated Life Sciences, and Supply Chain Management.

For more information, please visit [www.TAKESolutions.com](http://www.TAKESolutions.com)

**Media Inquiries**

<b>Cegedim Dendrite</b>	<b>Cegedim Group</b>
Drew Bustos	Aude Balleydier
Global Communications	Media Relations
Tel.: +1 (908) 443.2451	Tel. : + 33 (0)1 49 09 68 81
drew.bustos@cegedimdendrite.com	aude.balleydier@cegedim.fr

**TAKE Solutions**

<b>Priyangshu Dutta</b>	<b>Annapoorna K</b>
Adfactors - New Delhi	TAKE Solutions Ltd.
Tel: + 91 9717537878	+ 91 44 6696 4276
priyangshu.dutta@adfactorspr.com	annapoorna@takesolutions.com