

# THEY STREAMLINED THE PROCESS



UP TO DATE REALIGNMENT OF PRICES HELPS A PHARMA GIANT MAXIMIZE PROFITS

## BUSINESS PREMISE



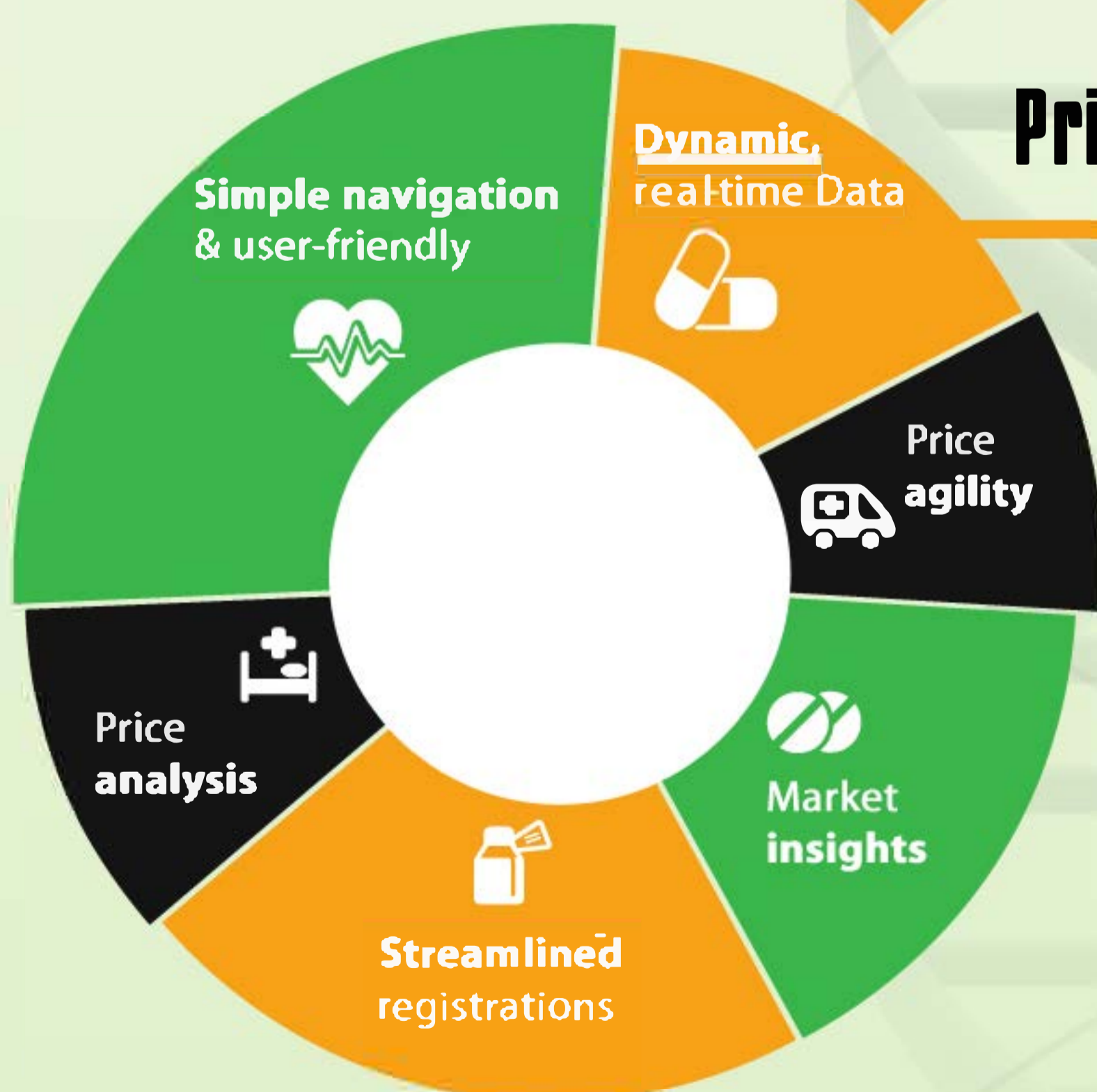
**MULTI GEOGRAPHY**



An archaic Cost & Margin based pricing model leading to

**Over 2% Revenue Leakage**

## A SMART & INTEGRATED SOLUTION



**Happiest Minds Pricing Analysis Tool (PAT)**

