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**124** WITS Interactive & Black Pepper India, deliver impactful exhibition designs for Glenmark, Piramal Pharma, Mankind Pharma and Alkem Labs at CPhI Worldwide 2017 in Frankfurt

Mumbai, 31st Octobter 2017: WITS Interactive and Black Pepper India (the exhibition design SBU of WITS Interactive) are proud to be associated as exhibition and DesignTech partners with Piramal Group, Glenmark Pharmaceuticals, Mankind Pharma and Alkem Labs at the recently concluded CPhI Worldwide event in Frankfurt, Germany. CPhI is an established pharmaceutical event with over 26 years' experience of bringing together the movers and shakers in pharma. Uniting niche and top buyers and sellers together under one roof in nine event locations around the world, CPhI hosts quality [conferences](#), free seminars, Awards and even pharma community charity expeditions! The CPhI Community is comprised of all job functions throughout the pharma supply chain.



Having been one of the leading players in the exhibition booth design space for almost 12 years now, Black Pepper India was responsible for creating and executing unique and striking designs for its clients at the event which made them stand out amongst the crowd while fulfilling their brand and [business objectives](#).

The Black Pepper team has designed and executed the [booths](#) at the exhibition with the best communication [design ideas](#) has managed to take the brands connect and engagement with their target audience to the next level at the event.

Mr. Hitesh Jain, CEO of WITS Interactive & Black Pepper India states... Working for brands and partners like the Piramal Group, Glenmark Pharmaceuticals, Mankind Pharma and Alkem Labs is always exciting. While this is not the first time we have designed and executed booths for them for an event, working on a project for CPhI Worldwide is always interesting since it is one of the biggest pharma events globally.

This year, we designed and executed 4 unique stalls which not only brought [forth](#) the individual brand ethos of each of our client-partners but also helped them project and achieve their business objectives effectively. We are grateful for their continued faith in our capabilities and look forward to working with them on future pharma events, both in India and globally.

### About Black Pepper India

Formed as a specialized SBU of WITS Interactive in 2005, Black Pepper designs and executes exhibition stalls, retail merchandising units and events; right from concept to execution. With more than a 1000+ exhibition booths designed and executed for [exhibitions](#) and events across 40 countries, Black Pepper has served brands across a wide gamut of industries including, Pharmaceuticals & Chemicals, Automation & Machinery, Power & Energy, Real Estate, FMCG and many more; to deliver innovative exhibition design solutions.

### About Wits Interactive

WITS Interactive (<http://www.wits-interactive.com>) is a DesignTech Agency working across digital, print, film and offline medium to provide integrated communication strategies to its clientele. The WITS Interactive Group through its divisions; WITS Interactive Technology (Mobile app and web development services), Black Pepper (Exhibitions, Events & Retail Design), Terrawits (Spatial and Environmental Design Solutions), GoPhygital ([Experiential](#) solutions through AR, VR, MR) and CreateID8 (Strategic [Brand Design](#) Agency) works across the entire spectrum of brand communication and engagement right from [brand identity](#) creation to brand engagement and evolution.

With 80 people across 3 offices in Mumbai, Munich, and London, WITS Interactive has worked with companies across verticals like media & entertainment houses, publishing, pharma and healthcare, manufacturing, gaming and advertising agencies to effectively deliver the right [communication solutions](#) since its inception in 2000. ★★★★★

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