



Pfizer Inc. Sets Up Analytics Gateway in India, a Capability Centre Driving Growth through Best-in-Class Analytics, Top Talent, and Innovation

The capability centre will help accelerate Pfizer's growth across the 140 countries (ex-US) where it is present, powered by data, analytics, and AI.

Mumbai, 18 September 2024 – Pfizer Inc. has launched the company's first ever dedicated commercial analytics centre in India called, 'the Analytics Gateway'. The Analytics Gateway represents a significant milestone in Pfizer's international commercial strategy and is positioned to be a global capability centre serving all of Pfizer's international (ex-US) markets to bring analytics, and insight breakthroughs that will benefit patients.

The Analytics Gateway comprises a talented and experienced pool of data and analytics experts. The centre that is set up in Mumbai, is expected to accelerate data science and AI solutions to meet Pfizer's ambitions in modernizing marketing and creating an agile sales force. It will also drive continuous commercial effectiveness, enabling Pfizer to bring more of its medicines to more patients in India and around the world.

Xingchu Liu, Chief Commercial Analytics & AI Officer, said, "The Analytics Gateway is an important catalyst to reshape healthcare, transforming how we deliver breakthroughs at lightspeed, enabling us to deliver life-changing therapies to patients. We are confident that the setup of this capability center in India will have a positive impact on Pfizer's ability to make informed, data-driven decisions that will prove valuable to patients and customers around the world."

Meenakshi Nevatia, Country President, Pfizer India, said, "I am excited about the launch of the Pfizer Analytics Gateway in India. It is an important recognition of the skilled talent in data science and analytics that India can offer to the globe, and strengthens Pfizer's presence in our country. The actionable insights generated by the Analytics Gateway will power up our global commercial engine as we modernize healthcare to meet the evolving needs of patients in India and worldwide and deliver strong patient outcomes."



About Pfizer: Breakthroughs That Change Patients' Lives

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development, and manufacture of health care products, including innovative medicines and vaccines. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments, and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments, and local communities to support and expand access to reliable, affordable health care around the world. For more than 170 years, we have worked to make a difference for all who rely on us. We routinely post information that may be important to investors on our website at www.pfizerindia.com.

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