

# Macro International limited

REGISTERED OFFICE: 24/147, Ground Floor, Plaza Kalpana, Birhana Road, Kanpur -208001CORP.OFFICE:  
304, 3<sup>rd</sup> Floor Babukhan Estate, Basheerbagh, Hyderabad Telangana 500001  
Website: www.miel.co.in, email: meil100@rediffmail.com  
Tel.: 6302730973; CIN: L74120UP1993PLC015605, SCRIP CODE: 512600,  
SECURITY ID: MACINTR

Date: 24/08/2023

To,  
The Manager (Department of Corporate Affairs)  
Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai- 400001

**Ref: SCRIP CODE: 512600 SECURITY ID: MACINTR**

**Sub: Media Release**

Respected Sir/ Madam,

Please find attached a media release by the Company titled "Macro International Limited" ventures into Contrast Media Business.

This is for your information and dissemination on your website

Yours sincerely,

**For MACRO INTERNATIONAL LIMITED  
CIN: L74120UP1993PLC015605**



**SUDHEER KARNA KANKANALA  
(WholeTime Director)  
DIN: 07591466**



**Enclosed: media release**



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## Media Release

### EDITOR'S SYNOPSIS

#### **FOR IMMEDIATE RELEASE: Macro International Limited Ventures into Contrast Media Business, Introduces Iopromide USP for Bulk Drug Manufacturing.**

**Hyderabad, 24th August, 2023** – Macro International Limited, a prominent player in pure play API business, is excited to announce its strategic entry into the "Contrast media" business, focusing on the manufacturing and distribution of Iopromide USP in bulk drug form.

Contrast media is an indispensable component of critical care segment, particularly in radiology which plays a pivotal role in diagnosing life-threatening illnesses and treating critically ill patients. The global contrast media market, valued at approximately USD 5.6 billion, is dominated by major players such as GE Health Care, Bayer Health Care, Bracco, Mallinckrodt, and Guerbet, collectively commanding 80-90% of the market share.

**Introducing Iopromide USP:** Iopromide is a non-ionic, water-soluble, tri-iodinated x-ray contrast agent designed for intravascular administration. Also known as Contrast Media, it finds common application in radiographic studies such as intravenous programs, brain computer tomography (CT), and CT pulmonary angiograms (CTPAs). Iopromide serves as a contrast agent by enhancing the visibility of blood vessels, enabling radiographic visualization of internal structures until hem dilution occurs.

**Manufacturing Collaboration:** To ensure quality and sustainable manufacturing, Macro International has entered into a 5-year Contract Manufacturing Agreement with Vibgyor Drugs Pvt. Ltd., a reputable API producer located near Hyderabad. Vibgyor is a seasoned supplier of high-quality CONTRAST MEDIA APIs, adhering to cGMP standards. With its inception in 2013, manufacturing operations since 2015, and successful commercialization of its flagship product IOPROMIDE in 2016, Vibgyor holds licenses for over 25 APIs in the oncology and radiology sectors. Macro International is poised to commence Iopromide production from September 2023, aiming to reach a monthly production capacity of 1.5 MT by December 2023 and supplying to high value clients across the world with an ambition to acquire 20% of path lab market.

**Market size:** The global contrast agent market is projected to reach \$6,879.0 million by 2025. Factors contributing to this growth include the increase in diagnostic and interventional imaging procedures, the rise in disease prevalence, the aging population, expanding applications of contrast media, advancements in medical imaging technologies in emerging markets, heightened research endeavors for contrast agents, and favorable reimbursement policies.



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**Meeting Growing Demand:** The increasing prevalence of cardiac diseases, accidental injuries, and cancer has led to a surge in demand for medical imaging. Diagnostic imaging is a crucial aspect of patient care across various treatment phases. Consequently, the global Contrast Media Market is witnessing a substantial uptick due to heightened medical imaging usage. Contrast media manufacturers are intensively investing in research and development to introduce new products to the market and obtain approvals for new indications, driven by the escalating demand for imaging procedures.

For further information, please contact: K. Sudheer Email: [meil100@rediffmail.com](mailto:meil100@rediffmail.com)