

## **MM Activ to acquire CyberMedia's media property "BioSpectrum"**

**September 06, 2013** – Cyber Media (India) Ltd. and MM Activ Sci-Tech Communications Pvt. Ltd have announced that they have entered into an Agreement for acquisition by MM Activ, the publishing rights, title and interest in and to the brand and business of CyberMedia's media property "BioSpectrum".

BioSpectrum is India's first monthly comprehensive Biotech business magazine that covers the entire happenings in the areas of Bio Pharma, Bio Agriculture, Bio Informatics, Bio Industrial, Bio Suppliers and Bio Services. BioSpectrum has columns by India's top policy makers, biotechnology professionals, scientists and NGOs and showcases the emerging Indian entrepreneurship in biotechnology.

Stating on this business development, Mr. Jagdish Patankar, Managing Director of MM Activ commented "BioSpectrum is a well recognised and acclaimed brand in the biotechnology sector. With our current presence in events in life sciences, agriculture and food & nutrition, this acquisition will help us provide a wider offering to our customers."

Mr. Pradeep Gupta, Chairman and Managing Director of CyberMedia said that "The deal was part of the realignment at CyberMedia to focus on its core areas."

### **About MM Activ Sci-Tech Communications Pvt. Ltd.**

MM Activ Sci-Tech Communications Pvt. Ltd is engaged in creating, planning, development and implementation of fully integrated national & international trade shows, such as Bangalore India Bio, AgroVision, Nutra India summit, Indian Science Congress Expo, etc. MM Activ creates and nurtures a platform for effective interaction amongst industry, scientific fraternity, policy makers, opinion leaders and academia in its events. These events facilitate networking, technology transfers, collaborations, business development and joint ventures. Moreover, they provide excellent platform for scientific knowledge dissemination and make all stakeholders future ready.

### **About Cyber Media (India) Ltd.**

CyberMedia is the largest specialty media house in South Asia and amongst India's top five magazine publishers. The group's Media business includes media properties such as Dataquest, PCQuest, Voice&Data, BioSpectrum, Global Services, DQ Channels and DQ Week. The group has twelve websites led by [www.ciol.com](http://www.ciol.com). Its Media Services include market research; custom publishing and content management services.

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