

## ***News Release***

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### **Baker Dillon Group Forms Strategic Alliance with Mumbai-based Agency MediaMedic Communications**

(Fresno, CA) April 11, 2011 – Baker Dillon Group, the award-winning nutraceutical brand marketing firm and one of the natural products industry’s premier promotion firms has formed a strategic marketing alliance with MediaMedic Communications Pvt. Ltd. based in Mumbai, India.

MediaMedic led by Priti Mohile, co-founder and managing director, is dedicated to healthcare communications and has a deep understanding of the health industry including the nutraceutical, health food and pharmaceutical sectors. The agency’s area of thought leadership consists of marketing communications and government regulations in India. MediaMedic Communications covers specialty areas catering to consumer health benefit communications and has dedicated themselves to service brands and products with a health message.

According to co-founder Dinesh Chindarkar, vice president operations, MediaMedic has expertise in providing health and nutrition science support, brand development, creative services and public relations, and fuses health messages with the precise media that creates the desired advantage and helps drive sales.

MediaMedic is a member of Global Health PR, an international partnership of healthcare communications and PR firms serving global markets.

Mohile, with over 25 years of marketing experience in the nutraceutical and pharmaceutical fields, has successfully launched many well-known products including the largest calcium brand in India, and has a deep understanding of marketing, regulatory issues and consumer behavior. She has also been the Honorary Joint Secretary of the Indian Pharmaceutical Association.

“The nutraceutical industry in India is in its infancy but poised for growth,” says Mohile. “Moreover, the demographics and the economy of the country are increasingly attracting global leaders to India.”

“We are delighted to be associated with Baker Dillon Group because we can now offer so much more to our valued clients,” Chindarkar said.

Baker Dillon Group under the direction of co-principals Sheldon Baker and Karena Dillon, is a Total Involvement Marketing™ firm specializing in product and corporate brand development, advertising, public relations, promotion, graphic design, collateral materials, website development, social media, corporate event production, and trade show promotion, as well as other elements to create successful corporate business strategies.

Baker recently spoke at the Nutra Indian Summit in Mumbai, where he discussed the need for Indian companies who want to be a supplement leader to take the necessary and strategic steps to position themselves with the proper look and feel in order to move effectively to the North American forefront.

“There are viable opportunities to sell ingredients and retail products in the U.S., but companies must be willing to work with knowledgeable and reputable nutraceutical industry consultants to help ensure business success,” said Baker.

Baker Dillon Group and MediaMedic will work together on business development opportunities in India and North American markets, according to Baker.

For more information contact Sheldon Baker at [Info@BakerDillon.com](mailto:Info@BakerDillon.com) or 559.325.7191. The website is [www.BakerDillon.com](http://www.BakerDillon.com). MediaMedic website is [www.MediaMedicHealth.com](http://www.MediaMedicHealth.com).

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