****For immediate release****

India Pharma Survey Reveals Digital Transformation Underway Among Life Sciences Companies in India

66% of respondents believe digital will become core to company strategy over the next three years

**MUMBAI, INDIA — Apr. 28, 2017** — A new industry survey by Veeva Systems reveals that pharmaceutical companies in India will leverage digital as a part of their strategy to achieve greater commercial effectiveness. The Veeva 2016 Digital in Indian Pharma Survey shows a significant shift in customers’ expectations to use new digital channels, with 93% focused on increased multichannel interactions and customer engagement (79%).

With new opportunities in digital engagement, pharma companies are making digital core to their strategy with multichannel CRM. The lack of a digital strategy is seen as one of the major challenges in adoption, along with organizational readiness. As digital teams work with the business units to understand digital requirements, there is a fragmented view of who should drive this transformation with 21% believing management must lead the way.

"The current approach to digital is incremental in nature and includes processes for e-detailing and field reporting for example. The survey reveals that with a digital strategy in place, technology can enhance the customer relationship management, enable newer engagement models, and improve execution,” Sudhir Kandarth, country manager, Veeva Systems in India.

The Veeva 2016 Digital in Indian Pharma Survey explores the state of digital in Indian pharmaceutical industry. The report draws on inputs from industry executives across the domains of sales, marketing, sales force and commercial excellence, digital marketing, information technology, and management. The full survey findings are available at http://bit.ly/2m0NQKh.

Additional Information

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About Veeva Systems

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 500 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit [veeva.com](http://www.veeva.com).

Forward-looking Statements

This release contains forward-looking statements, including the market demand for and acceptance of Veeva’s products and services, the results from use of Veeva’s products and services, and general business conditions, particularly in the life sciences industry. Any forward-looking statements contained in this press release are based upon Veeva’s historical performance and its current plans, estimates, and expectations, and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva’s expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva’s financial results are included under the captions, “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations,” in the company’s filing on Form 10-K for the period ended January 31, 2017. This is available on the company’s website at [veeva.com](http://www.veeva.com) under the Investors section and on the SEC’s website at [sec.gov](http://www.sec.gov). Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

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