

Blue Cross News



House Journal of
Blue Cross
Laboratories
Pvt Ltd.

Vol. 20 No. 6
November -
December 2015

World Class Quality Medicines at Affordable Prices

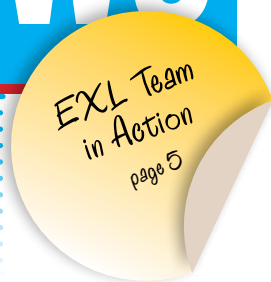
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News We Are Proud Of!

MD Manoj Israni is Honored with Rotary Arch Klumph Society Membership!

The Rotary Club of Bombay (RCB) takes immense pride in announcing that Rotarian, Mr. Manoj Israni (Bombay District 3140), Managing Director of Blue Cross Laboratories Pvt. Ltd., has now joined the glorious ranks of the Arch Klumph Society.

The Rotary Foundation Arch Klumph Society (AKS) has only 600 members around the world, comprising of eminent global donors whose engagement enables the Foundation to deliver its philanthropic missions.

After Rtn. Manoj Israni joined this global family of benefactors, the following candid interview was carried in the November 2015 issue of *The Gateway*, the RCB bulletin.

How would you describe your journey as a much loved Rotarian at the RCB to being honored as a member of the prestigious Arch Klumph Society?

My journey with RCB has been unique. It took me almost a year to get into the club. I've always enjoyed working in non-profit organizations as they are so much fun. You get to meet interesting people, plus you become aware of the difficulties that people are suffering on the ground level.

I joined during PP Ashish Vaid's presidency and went on to become Chairman of Fund Raising under PP Nandan Damani's. I was more motivated than ever to make a difference as I took my post very seriously! I remember we organized a fund raiser at Totes and raised probably the highest amount in that one evening. I had finally settled in. Simultaneously, I was also contributing a yearly sum of \$25,000 to the TRF.

While working with the present DG Subash Kulkarni, I'd

heard about the distinguished Arch Klumph Society but I told myself I had a long way to go before I got into such an esteemed club.

As time passed, my inner voice questioned me... What am I waiting for? And I called up P.P. and told him I am going to do it! He was surprised and very excited. I met him the next day and the rest is history!

How does it feel to be part of the glorious AKS?

Honestly the status of being an Arch Klumph Society member has still not really sunk into me. But I can tell you I'm happy about making the contribution as I know that the money would be put to good use - as it always is with RCB and Rotary International.

The Rotary stands tall as the ethical and effective guardian of all the contributions made, and that is where I would be contributing in the future as well!

What are your future goals as a global philanthropist?

I wish to continue doing good for uplifting society. I plan to keep contributing every year if I can afford it. Titles don't form the main essence of philanthropy. The real goal is to bring about the much needed difference in the lives of those who need our help.

What is the message you would like to share with your fellow Rotarians at the RCB?

I have an important message to give to my fellow Rotarians, especially the younger generation.

Being probably the youngest member of the Arch Klumph Society, I want to tell you to keep contributing as much as you can, immaterial of the amount.

Life is like a boomerang - what you send out comes back ten-fold! I believe that completely and have witnessed that happen. Don't wait for the 'right moment' - it will never come. Don't deny yourselves the things you want either.

The right approach is to give first and then see how life lives up to way beyond your expectations in return. Trust me on this!



Blue Cross Launches New Products

SOLITAIR

Levocetirizine 5 mg + Montelukast 10 mg Tablets

Synergy to Control Allergy!

Blue Cross has launched SOLITAIR tablets, for the treatment of Allergic Rhinitis as well as for the long term treatment of Persistent Allergic Rhinitis.

SOLITAIR tablets are regularly prescribed by ENTs, Consulting Physicians & GPs. These tablets are part of the Respiratory segment - one of the growth drivers of the entire

Pharma market. They are priced affordably at Rs. 60/- for a strip of 10 tablets.

With an almost Rs. 500 Crore market growing at 20% p.a., SOLITAIR tablets present an opportunity for the company to grow rapidly!



R-PPI-L & S-PPI-L

Rabeprazole + Levosulpiride & Esomeprazole + Levosulpiride Capsules

For the Treatment of Dyspepsia & Gastroparesis

Blue Cross has launched two much awaited products - R-PPI-L & S-PPI-L capsules as part of its GASTRO basket.

R-PPI-L & S-PPI-L are winning combinations of PPIs of the Doctor's choice with Levosulpiride being the best prokinetic, priced affordably at Rs. 65/- per strip of 10 capsules.

While plain PPIs are promoted for hyperacidity and an RD combination is promoted for GERD, these two products will be the treatment of choice



for Dyspepsia & Gastroparesis. About 30% of Indians suffer from Dyspepsia and 20-30% of Indian Diabetics develop Gastroparesis. These conditions can be semi-chronic or chronic, which leads to poor quality of life, frequent hospitalization and loss of productivity.

Operating in a huge Rs. 360 Crore market, which is growing fast at 29%, R-PPI-L & S-PPI-L capsules will help increase the company's prescription reach and will work towards hugely boosting the sales of the GASTRO range!



K-MET Duo

S.R. Metformin 500 mg + Voglibose 0.2 / 0.3 mg Bilayered Tablets

The Synergistic Duo to Control FPG & PPG

One more new opportunity area that Blue Cross is entering is 'K-MET Duo 0.2 & 0.3 Bilayered Tablets!

K-MET Duo is a synergistic combination of gold standard Metformin with the trusted alpha-glucosidase inhibitor Voglibose. Metformin controls Fasting Plasma Glucose (FPG) while Voglibose controls Postprandial Plasma Glucose (PPG) in type II Diabetes.



The traditional Indian diet is carbohydrate rich (up to



80%) which leads to a higher postprandial glucose load. K-MET Duo is designed for Indian diabetics

with a carbohydrate rich diet. It is priced affordably for Indians burdened with Diabetes and the cost of its therapy.

The launch of K-MET Duo is a strategic step in the right direction, in order to widen the company's prescription reach in the huge and fast growing antidiabetic market.



A Blue Cross Presence at IDMA's GST Seminar in Nashik

IDMA organised a seminar on 'Implications of GST (Goods & Service Tax) on the Pharma Industry' in Nashik, on December 21, 2015, in association with the Department of Pharmaceuticals, Govt. of India. Mr. R.P. Sharma, Commissioner, Central Excise Nashik I & II, presided as the Chief Guest and Mr. H.A. Bhakare, Joint Commissioner MVAT, Nashik, was the Guest of Honour.



The inaugural lamp is lit at IDMA's GST Seminar in Nashik.

Mr. B.G. Barve, Joint Managing Director, Blue Cross Laboratories and Chairman, IDMA Excise and Taxation Subcommittee, welcomed the gathering and said that IDMA has been closely involved with the GST initiative to advise businesses on diverse policy issues, as well as to help anticipate policy changes, assess their impact and engage in a constructive dialogue with the relevant authorities for remedial measures. He also outlined the role of IDMA for the industry and its efforts towards raising issues and engaging in constructive dialogues with the relevant authorities. He emphasized the need to understand the elements and business processes of GST, administrative challenges while implementing GST, ways to integrate into GST and the implications of GST for the Pharma Industry.



Mr. B.G. Barve speaking at the meet.

Mr. Prakash Rijhwani, GM - Costing & Management Services, Blue Cross Laboratories, said that GST would be a game-changing reform for the Indian economy by developing a common Indian market. It would reduce the cascading effect of tax on the cost of goods and services, by impacting the Tax Structure, Tax Incidence, Tax Computation, Tax Payment, Compliance, Credit Utilization, pricing of products and services, supply chain optimization and more, leading to a complete overhaul of the current indirect tax system.

The key subject speakers were Mr. Ashok Nawal, Chairman, Taxation Committee, ICWAI and Mr. Kirti Oswal, Director, B S R & Associates, LLP. They discussed the provisions of the GST, ways to integrate into GST and the implications of GST on the Pharma Industry.

Business Simulation Workshop in Mumbai

“Coming together is a beginning, Keeping Together is Progress and Working Together is Success”- Henry Ford

As outlined in the quote above, leadership and team-building are the key skills that an organisation’s senior management team needs.

To build these skills, an international business simulation workshop, titled ‘Lost Dutchman’s Gold Mine’ was organised in Mumbai for the Blue



The creatively hatted Blue Cross senior management team which attended the workshop!



Blue Cross team members in action at the workshop.

Cross senior management team on December 12, 2015.

Mr. Hari Menon, a Certified Trainer in SPIN Selling – the world’s most respected B2B sales training program – was the Master Facilitator for this dynamic learning event, which teaches participants to work closely together to take the company to celestial heights.

Learning from each other was an added advantage – and all of it done with a lot of fun!

Training Time



In Nashik: Training programs on ‘Managerial Skill & Decision Making’ and ‘Planning & Organizing’ were conducted by Mr. Gajendra Medi, Trainer & HR Consultant, on November 22, 2015, in two sessions.



In Goa: Planning & Organizing soft skills training was conducted for Officers at Goa Plant on November 11, 2015.

Visitors at Nashik Plant



Visitors to the Nashik Plant during the months of November and December 2015 included the NDA-Uganda auditors seen above.

Farewell to Dr. Dalbolkar

Dr. Kiran Dalbolkar, Medical Director, was bid a warm farewell after over five years of dedicated service.



A farewell memento is presented to Dr. Kiran Dalbolkar. Seen from right are: Mr. B.G.Barve, Jt. MD, Mr. N.H. Israni, Chairman, Mr. Manoj Israni, MD and Dr. Kiran Dalbolkar.

EXL Team in Action

The EXL Division team across the country conducted diverse activities in recent months. We bring you some glimpses...

GERD Awareness Week was conducted from November 23 – 29, 2015. This is the first time that such an activity has been done by Blue Cross.



World Diabetes Day 2015 was marked by the team conducting a series of Disease Detection Camps (DDCs), during which the focus was on detecting Diabetes Hypertension and offering appropriate advice to newly detected patients.



Colourful Childrens Day 2015 celebrations included meetings with paediatricians, decorating their clinics to create a healthy ambience and distributing goodies to young patients through the doctors, in order to build up the bonds between doctors and patients.



AZIBEST Super Dhamaka Winners



The recent AZIBEST Super Dhamaka Contest prize distribution ceremony saw a number of delighted winners receive their prizes.

Bone Mineral Density Checkup



A Bone Mineral Density (BMD) Checkup Camp was conducted in the Staff Cafeteria, at the Head Office in Mumbai, on December 26, 2015, by the Wockhardt Hospital team. It gave Blue Cross team members an insight to the strength and status of their bones and joints.

Dancing Our Way to Fitness



In November 2015, the HR team in Mumbai, organised a Zumba dance fitness event. This popular dance form uses a fun fusion of different Latin dance moves from styles like Salsa, Reggae and Flamenco to tone the body. Guidance was provided by Ms. Namraah Merchant, ace Zumba dance and fitness instructor. The evening was very enjoyable, with a lot of music, dancing and other fitness inputs.

Blue Cross at TCOG



Manning the Blue Cross stall, from left: Mr. B. Kishore Kumar – TM, Mr. M. Yellaswamy – TM, Mr. V. Sudbeer Kumar – TM, Mr. G. Srimivas – RM and Mr. M. Ravi Kumar – SE.



There was keen participation in the fun game that was played at the Blue Cross stall.

The first Telangana Congress of Obstetrics and Gynaecology (TCOG) was recently held in Karimnagar in Telangana State. Blue Cross put up an attractive stall, at which a range of the company's products was displayed and a fun game was played.

A Focus on Blood Pressure & Diabetes at Doctors Clinics

As the incidence of high blood pressure and diabetes is increasing in endemic proportions, Blue Cross took the



initiative of distributing frames in the regional language at selected doctors' clinics across India, stating that these two medical conditions would be treated at the clinic.

This initiative is helpful to both doctors and patients.

On Show at GPCON...



...and Uttaracon



Blue Cross put up stalls featuring an attractive product display and eye-catching product posters at GPCON, Pune and at Uttaracon, Dehradun. These stalls attracted a large number of visitors who expressed interest in the products on display.

School Campaign in Latur



The School Campaign that was conducted the Umerga School in Latur received an encouraging response.

Celebration Time

Fun-filled Diwali



Diwali 2015 was celebrated at Head Office with a series of fun-filled events, organised by the HR team, such as a 'Best Out of Waste' competition, an umbrella painting competition, a lantern making competition and a rangoli competition.

Monthly Celebrations

Enjoyable monthly celebrations for November and December 2015 were held at Head Office, the Goa Plant and the Nashik Plant. There was lots of fun, games were played, Long Service awards were presented and those celebrating their birthdays were warmly wished...



In Mumbai, Mr. K.V. Naughare, Sr. Manager – Accounts, shared information on Tax Saving Benefits as part of the celebrations.



In Goa, team members who celebrated their birthdays in December 2015 are ready to cut a birthday cake!



In Nashik, the enjoyable November monthly celebration was held on November 30.

Christmas Cheer



Christmas was celebrated at the Staff Cafeteria in Mumbai on December 23, 2015. The HR team sent out colourful invitations for the party telling team members to come dressed in red or green. For the first time Christmas carols were sung at the party!



Christmas was celebrated at Goa Plant on December 23, 2015. An X-Mas card-making competition witnessed enthusiastic participation from employees from different departments. Ms. Elita Fernandes, QC, (above right) and Mr. Yashwant Gawas, Engg. (above left) received the First and Second Prizes, respectively.

New Year's Eve Celebrations



The Goa Plant team ushered in 2016 with a New Year's eve party with plenty of fun and games.

BlueCross Word Search

This creative word search puzzle, in which 36 Blue Cross product names are hidden, has been compiled by Ms. Sharmila Kasbekar Sr. Group Product Manager, Mumbai. Readers are invited to complete it and send their entries to hrd@bluecrosslabs.com by February 25, 2016. Three all-correct entries, drawn by lots, will receive prizes.

Word List

- | | | | |
|---------------|----------------|-----------|----------------|
| 1 MEFTAL | 10 BLUECROSS | 19 KGLIM | 28 KMET |
| 2 TUSQ | 11 KOLQ | 20 KPIO | 29 OLMEBLU |
| 3 BLUMOXCA | 12 CEDON | 21 ENGEL | 30 MEGO |
| 4 EXTACEF | 13 MEFTAFGESIC | 22 VEBA | 31 DOLOSTAT |
| 5 ROVASTAT | 14 AZIBEST | 23 KVOG | 32 EXCEL |
| 6 DICLOTAL | 15 PPPI | 24 KGEM | 33 LEK |
| 7 RTI | 16 GERD | 25 BRONQ | 34 OCEBRAN |
| 8 ANGICAMBETA | 17 XSTAN | 26 FEVER | 35 DISPERSIBLE |
| 9 CARBAPEN | 18 LIPONORM | 27 ETERNA | 36 PAIN |

N	A	A	E	X	C	E	L	X	N	S	X	V	U	F	P	X	O
E	T	N	P	R	W	P	G	M	E	F	T	A	G	E	S	I	C
S	A	M	Q	O	X	D	Q	S	P	E	S	X	W	V	Z	P	E
S	T	L	N	R	T	I	U	T	A	Z	S	N	S	E	S	P	B
T	S	E	X	N	U	L	I	W	B	S	T	N	Z	R	Z	P	R
D	A	D	O	L	S	A	L	Q	R	D	R	W	A	Q	A	Z	A
V	V	S	Q	P	Q	G	H	Z	A	L	T	Q	P	I	R	O	N
O	O	G	Z	L	N	I	G	X	C	E	D	O	N	N	Q	K	D
D	R	E	G	A	O	W	D	Y	X	T	F	S	D	X	S	J	W
I	O	S	T	D	R	K	S	O	O	X	W	Y	D	S	W	Z	O
S	V	V	I	E	B	R	A	T	M	U	S	X	O	Q	K	Y	I
P	X	A	N	E	R	O	K	V	U	Q	Y	E	A	U	N	Y	P
E	N	G	W	N	X	N	K	U	L	Y	E	Q	V	M	E	G	K
R	F	A	N	G	I	C	A	M	B	E	T	A	W	U	P	O	R
S	D	Z	T	E	V	X	Q	Z	E	X	T	A	C	E	F	V	Q
I	S	I	S	L	A	T	F	E	M	T	S	Q	W	L	E	K	G
B	S	B	L	C	Q	B	Y	P	L	H	K	T	X	B	P	G	H
L	K	E	W	A	T	C	H	I	O	J	F	V	A	Z	R	L	K
E	T	S	Y	Q	T	C	P	Q	W	W	L	P	P	N	W	I	J
V	P	T	B	B	W	O	W	Z	H	A	X	T	T	Y	F	M	P
W	E	N	C	K	N	W	L	A	Q	F	C	Y	W	B	S	K	D
T	H	X	K	O	Q	K	V	C	W	Z	B	I	E	V	J	D	F
U	J	I	R	A	D	T	Z	T	I	X	Q	O	R	W	L	Q	R
A	S	M	E	G	O	I	Q	Z	U	D	O	L	O	S	T	A	T
C	Q	Z	X	W	Y	F	Q	B	Z	X	C	F	Q	T	Y	T	B
Q	I	V	W	L	B	L	U	E	C	R	O	S	S	A	S	S	C

Congratulations Winners - Your Prizes are on the Way!

BlueCross Word: There was a huge response to the BlueCross Word of September-October 2015 with 25 correct entries. The following winners names were drawn by lots: Mr Raseed Khan, SE-DIV-XL, Alwar, Jaipur; Mr. Sandeep Singh, SE, Allahabad, Varanasi; Mr. H.R. Jilbedar, RM, Kolhapur

Food For Thought

The Lark and Her Young Ones

A lark made her nest in a field of young wheat. As the days passed, the wheat stalks grew tall and the young birds too grew in strength. Then one day, when the ripe golden grain waved in the breeze, the farmer and his son came into the field.

"This wheat is now ready for reaping," said the farmer. "We must call in our neighbors and friends to help us harvest it."

The young larks in their nest close by were very frightened, for they knew they would be in great danger if they did not leave the nest before the reapers came. When the mother lark returned with food for them, they told her what they had heard.

"Do not be frightened, children," said the mother lark. "If the farmer said he would call in his neighbors and friends to help him do his work, this wheat will not be reaped for a while yet."

A few days later, the wheat was so ripe, that when the wind shook the stalks a hail of wheat grains came rustling down on the young larks' heads.

"If this wheat is not harvested at once," said the farmer, "we shall lose half the crop. We cannot wait any longer for help from our friends. Tomorrow we must set to work, ourselves."

When the young larks told their mother what they had heard that day, she said: "Then we must be off at once. When a man decides to do his own work and not depend on anyone else, then you may be sure there will be no more delay."

There was much fluttering and trying out of wings that afternoon and at sunrise the next day, when the farmer and his son cut down the grain, they found an empty nest!

What according to you is the message of this story? Please mail it to us at hrd@bluecrosslabs.com

Food for Thought: Last issues winner was: Mr. Rajnish Chaudhary, ZM, BC Division, Meerut.

Moving Upwards & Onwards

Congratulations to our field colleagues on their recent promotions.

Mr. Chandrashekar H. S. as Sr. Regional Manager
Mr. Binay Kumar Dubey as Regional Manager
Mr. Kiran N. C. as Territory Manager

Cheers to the Long Servers

30 Years

Ms. Shailaja Ghuge, Nashik
Mr. Praveen Walunje, Nashik
Ms. Sushama Botke, Nashik
Mr. Popat Sanap, Nashik

25 Years

Mr. Anil Bhagwat, Nashik
Ms. Shobha Dhattrak, Nashik
Mr. Bhagwan Sonawane, Nashik
Mr. Shashikant Digholkar, Nashik

20 Years

Mr. Sebastiao Viegas, Goa

15 Years

Mr. Pankaj Pandey, Gorakhpur
Mr. Vinod Kumar R.C., Kasargode
Mr. Rajeev Chhabra, Delhi (W)

10 Years

Mr. Amit Sharma, Faizabad

5 Years



Mr. William Fernandes, Mumbai
Mr. Dipendu Roy Choudhary, Thane
Mr. Anoop S. Pillai, Kottayam
Mr. Manoj Kumar Saini, Noida



Mr. Gopal Kadam, Mumbai
Mr. Sunil Kumar, Hyderabad
Mr. Hirdesh Kumar, Dehradun
Mr. Sufiyan Ahmed, Malegaon
Mr. Nikhil Dutt Harsh, Jodhpur
Mr. K. Anil Kumar, Madanapalle
Mr. Amit Arora, Ambala
Mr. S. Santosh Kumar, Shimoga
Mr. Rakesh Nadenla, Hyderabad