

Blue Cross News



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Off the Company's Launchpad...

XSTAN-BETA and DICLOTAL+Gel

Xstan-Beta Tablets and DICLOTAL+Gel were launched during the Zonal Managers Conference, which was held at Hotel Kohinoor, Mumbai. These two exciting new products are great additions to the wide range of high quality Blue Cross products.

Xstan-Beta Tablets are extended release tablets containing Telmisartan and Metoprolol and can effectively lower high blood pressure.

DICLOTAL+Gel contains Diclofenac, Linseed Oil, Methyl Salicylate and Menthol and provides faster pain relief, along with a cooling sensation.

The eye-catching cake that was cut to mark the launch of Xstan-Beta Tablets.



Mr. Ashish Shirsat, Sr. Executive Director, Mr. Panchanan Routray, Marketing Director, Mr Amrit Parchure, GM - Sales Operations, EXCEL Division and members of the marketing team were present at the launch ceremony of Xstan-Beta Tablets.



To mark the launch of DICLOTAL+Gel a cake was cut by Mr. Ashish Shirsat, Sr. Executive Director, Mr. Panchanan Routray, Marketing Director, Mr. P. Sreekumar, Sr. GM - Sales Operations, BC Division, Mr Amrit Parchure, GM - Sales Operations, EXCEL Division and members of the Marketing team. Inset: The beautiful cake that was cut at the DICLOTAL+Gel launch.



The whole team is eagerly looking forward to bringing pain relief to a large number of people with the launch of DICLOTAL+Gel.

Celebrating a Sales Milestone!

Teams around India celebrated TUSQ crossing the Rs.100 Cr. milestone amidst much jubilation.

Blue Cross Sales team gathered together to celebrate.



Food for Thought see page 3

Meet Many Winners Across Blue Cross!

Cheers and congratulations go to the winners of both the MEFTAL MASTER CONTEST 2017 as well as the GASTRO CHAMPIONS CONTEST 2017. They were warmly felicitated during the Zonal Managers Conference, which was held at Hotel Kohinoor, Mumbai and also at the PSE & RM Conference.

MMC 2017 - Winners

Warm congratulations go to
 Mr. Gangan Minotra, ZM, Faridabad;
 Mr. Sourabh Sinha, ZM, Varanasi;
 Mr. Venkatesham M., ZM, Hyderabad;
 Mr. Joseph Chalissery, Sr. ZM, Ernakulam;
 Mr. Parimal Goswami, ZM, Bangalore;
 Mr. S. Chittibabu Reddy, ZM, Tirupati;
 Mr. Bapurao Kendre, ZM, Nizamabad;
 Mr. Shalabh Sinha, ZM, Ahmedabad and
 Mr. Sundar S., Dy. ZM, Chennai.



Top Sales Performers

Cheers to the following Kathmandu team members who bagged prestigious trophies.

Mr. Sudarshan Sapkota, Zonal Manager, was awarded the %-wise Top Zonal Manager Trophy, 2017-18



Mr. Arjun Kumar Jha, Regional Manager, Excel Division, was awarded the Rupee-wise Top Regional Manager Award, 2017-18



Gastro Champions Contest 2017

Hearty cheers to Mr. R. Sivaprasad, ZM – Kurnool; Mr. N. Ajay, ZM – Karimnagar; Mr. Tapan Pradhan, ZM – Bhubaneswar; Mr. Sushant Padhen, ZM – Nagpur; Mr. Gaurav Gulati, ZM – Faridabad; Mr. Mukund Kadam, Sr. ZM – Pune; Mr. Ranjan Srivastava, ZM – Varanasi; Mr. Prakash Pujari, ZM – Hubli; and Mr. Ramesh Shukla, ZM – Patna.



Scientific Group Meet

Dr. Dhananjay S. Patil, Consultant Physician, Uma Hospital, Nashik, delivered a highly informative one-hour lecture titled 'Approach to Chest Pain'.



There was a very good response from the 21 Doctors who attended the Meet.



Mr. Sudhir Jadhav, Dy. ZM, (seen above) felicitated all the Doctors who were present and provided them with information about Blue Cross products. All the Doctors assured him that they were impressed with the quality and affordability of BCL products and they would support the Company's products in a big way.

Blue Cross Team Members Join in Celebrating Important Events

* **Safety Week** was celebrated at the Goa Plant in March 2018. A number of safety awareness programmes were organised during the week such as a Slogan Competition, a Safety Quiz and a Safety Dialogue on work safety, electrical safety and chemical safety, through a ppt presentation.



* **International Women's Day** celebrates women's social, economic, cultural and political achievements. This year the Blue Cross team joined in celebrating this day on March 8 by promoting MEFTAL-SPAS and



VEBA to Gynaecologists and lady General Practitioners.

* **World Digestive Health Day** was observed by the Blue Cross Sales team on May 29 by conducting a health awareness campaign. Team members distributed awareness posters featuring tips about how patients could



have better digestive health. The team put in sincere efforts to make this campaign a huge success.



* **International Nurses Day** is celebrated around the world on May 12 to recognise nurses' dedication, care and compassion. This year Blue Cross team members celebrated Nurses Day by meeting a large number of nurses at different locations and warmly wishing them.



*** Mother's Day** on the second Sunday of May

honours motherhood as well as the mother in each family. This year the Blue Cross team celebrated this important international event by meeting and greeting a large number of lady Doctors and promoting MEFTAL-SPAS and VEBA.



*** World Hypertension Day** was

observed on May 17, 2018. On this day Blue Cross SEs conducted health awareness programmes across the country. They also affixed patient education posters in the OPDs of leading consultants.



*** World Day for Safety and Health at Workplace** was observed by the Goa Plant team

on April 28. A dialogue was arranged for all the temporary workers in the Plant, to create awareness about safety & health.



*** World Environment Day** on June 5 was

observed by the Blue Cross team at Head Office by their taking a pledge to say NO to PLASTIC. Ms. Ujwala from the Urjaa Foundation delivered an Awareness Talk on the hazards of plastic waste and how we can reduce the same. On June 4- 5, team members were urged to bring in plastic waste, which was handed over to an NGO for recycling. Each participant received an environment-friendly cotton carry bag.

World Environment Day was celebrated at Nashik Plant with the planting of several trees in the premises (below).





*** A Dysmenorrhoea Awareness Camp** was conducted by Dr. Shaily for a large number of schoolgirls in Ghaziabad.

*** Ms. Emily Ben** (right), who visited the Blue Cross office in Mumbai for an interactive session, during her visit to India, recently graduated from Harvard. Warm congratulations to her from the Blue Cross team!



*** A CME (Continuous Medical Education) programme** was conducted in Chittoor, on April 8, in association with IMA Chittoor. Dr. P. Krishna Prashanti, MD, spoke at this programme, which was attended by around 40 Doctors.

Promoting Creativity and Team Spirit

Product Poster Presentation competitions were organised by the Training Department for BC and EXCEL SEs, during training programmes that were held at Hotel Plaza, Mumbai. The main objective was to improve involvement of SEs, make them well-versed with product USPs and build team spirit. All the SEs participated and performed well during their presentations.

Congratulations to the winners!



March: The Meftagesic poster by team members of EXCEL Division.



May: BC Division winners display their eye-catching Blumox poster.



June: EXCEL Division team members with their very creative poster on Meftagesic.



* **National Fire Day** which is celebrated on 14 April across the country saw Fire Safety training and a fire exercise being conducted for members of the Blue Cross team in Goa.



* **A one-day workshop** for women employees, titled 'Me and More', was conducted in Mumbai by soft skills trainer Ms. Kirti Sharma from Morphoses Learning. It covered various topics related to personal grooming, etiquette and body-language.

* **SEs visited the Nasik Factory** on June 3, 2018 as a part of their training program. They took a tour of the factory, visiting the Production, QC/QA and R&D Departments. They attended presentations on 'Quality by Conformance to Design' and 'R&D Bridging the Gap'. Their visit was followed by lunch at Hotel Jupiter.

Blue Cross Reaches Out

Blue Cross contributed Rs.10 lakhs to Sneha Mandir, a charitable trust in Ponda, Goa. Around 90 senior citizens in need of shelter are accommodated in Sneha Mandir, which is staffed by around 20 nurses who look after their health and hygiene.



Mr. Ramkrishna Naik, Founder Member and Mr. Rajendra Talak, Secretary of Sneha Mandir, thank members of the Blue Cross team for the Company's generous contribution towards a deserving social cause.



* **An Audit was conducted** by the Tanzania Food & Drugs Authority at the Goa Plant on May 25-26, 2018.

WHO-GMP Certificate Renewal

A joint inspection was conducted at the Goa Plant by the CDSCO Goa and FDA Goa authorities on June 6-7, 2018, for the renewal of the WHO-GMP Certificate.





At both the May and the June celebrations, those whose birthdays fell during that month cut a celebratory cake.

* **Monthly celebrations** were held at Head Office in Mumbai in May and June. During each of these very enjoyable events, team members had a great time interacting with each other. Long servers and those who have been promoted were warmly congratulated.



At both Monthly Celebrations at Nasik Factory, cakes were cut to celebrate employees' birthdays which had occurred during the month.

* **At Nasik Factory**, the monthly celebrations for the month of April - May were organized. Team members gathered together enthusiastically and had a good time. They celebrated birthdays during these months, felicitated retirees and congratulated Long Servers.

* **Goa Plant employees**

went for a picnic to a beautiful Goan beach on March 30. It was indeed a fun-filled event with plenty of team games and much more!



Food For Thought

The Road Not Taken



This wonderful poem has been sent in by Mr. Harshinder Sharma, Dy. Director-HR & Admin. It talks about the journey of life and the many decisions to be made along that journey...

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;
Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,
And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.
I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.

Robert Frost

Wellness Mantra

Nutrition Tips for the Monsoon Season

We love to welcome the monsoon showers after experiencing the scorching summer heat. But the monsoon season does bring certain health risks. The heat combined with the increase in humidity makes us feel constantly drained of energy and makes our bodies more susceptible to health issues. Our bodies frequently get affected with allergies, infections and digestion problems, making the monsoon season not so much fun. Some tips to battle these afflictions are:

- * Eat fruits like apples, mangoes, pomegranates, and pears as they help to restore energy.
- * Have medium to low salt food as excess salt is responsible for high blood pressure and water retention.
- * Foods such as brown rice, oats and barley are the best foods one could have during the monsoon months as they provide a sustained supply of energy to the body.

dash of garlic to the soups, stir fries and curries in your diet.

- * Consuming bitter vegetables like bitter melon, herbs like neem, turmeric powder and methi seeds helps in preventing infections.
- * Drink lots of herbal teas, especially those with antibacterial properties. These include teas made with ginger, pepper, honey, mint and basil leaves.
- * Have fresh radish juice to fight cold and cough.
- * Add long pepper (pipli) and rock salt to warm water. This reduces natural monsoon ailments and viruses that cause infections.
- * Eat steamed salads instead of raw as the latter



- * Opt for yogurt and almonds in your diet, instead of milk, as they are better for digestion.
- * Avoid eating too much fish and meat during this season and opt for light meat preparations like stews and soups.
- * Avoid naturally sour foods like tamarind, tomatoes and lime in your diet as these may promote water retention.
- * Excessive intake of coffee and tea should be avoided as this may dehydrate the body.
- * The body's immunity can be increased by adding a

may contain active bacteria and viruses that cause infections.

- * Avoid eating fried items, pre-cut fruits and juices from road side vendors and stick to high quality and hygiene.
- * Always wash vegetables well and keep them clean especially if they are to be eaten raw.
- * Drinking plenty of water keeps your body hydrated but drink only boiled and purified water to protect yourself from harmful germs.

- contributed by Ms. Aarti Shah, Consultant, Nutraceutical

Warm Welcome

A warm welcome is extended to the following new team members...



Mr. Prabhvalkar
as DGM
- Sales Promotion,
Mumbai



Mr. Anil Kumar Yadav, as Sales Service Executive, Mumbai



Ms. Riddhi Dalvi as Confidential Secretary, Mumbai

Farewell & Good Luck

During the May monthly celebration at Nasik Plant employees, who have recently retired were bid an affectionate farewell and wished all good luck for the future. Their families were present for the celebrations



Mrs. L.U. Chaudhari, Workwoman - Packaging Department



Mr. P. F. Gadakh, Workman - Tablet Production

Cheers to Our Long Servers

35 Years

Mr. Joseph Chalissery (right)



30 Years

Mr. Suresh Kumar R.C.
Mr. A.R. Chidambaram

25 Years

Mr. Ananda Nikam, Nashik (left)



20 Years

Mr. Resham Bahadur Gurung (right)



Ms. Neeta Tari, Goa (left)
Mr. Shripad, Pai, Goa

Mr. Sandeep Mirajkar (right)
Mr. Sunil Wagh, Nasik (below)



Mr. Ashok Chaudhary
Mr. Prem Kumar Chaurasia

Mr. Narayan Prasad Ghimire
Mr. Saravjit Singh

15 Years

Mr. Ashok Patil, Nasik (left)
Mr. H.R. Jilhedar
Mr. Ravi K.

Mr. Venkatesham M.
Mr. Ravindra J. Rathi
Mr. Mukhtar Ahemad
Ms. Joyce George
Mr. Laiju K.T.
Mr. Shailendra Kumar
Mr. Rajesh Sahni

10 Years



Mr. Milind Jagtap, Nasik (above - left)
Ms. Jyotsna Kumbhare, Nasik (above - right)

Mr. Prasannajit Nayak
Mr. Amar Panjwani
Mr. Dharam Vir Bharati
Ms. Priyambada Samantasinghar, Goa (right)
Mr. Vivek Kumar Srivastava



Mr. Dipinder Singh
Mr. Mir Feroz Ali
Mr. Umesh Kumar Sinha
Mr. Pavan Kumar K.
Mr. Mohanlal Yadav
Mr. S.K. Imtiaz Hussain
Mr. Sumesh P. M.

5 Years

Ms. Sona Dighe (right)
Mr. Salim Khule, Goa



Mr. Dhanesh Raj Singh, Goa (left)
Mr. Umesh Wankhede

Ms. Kalpana M. (right)
Mr. Vikas Yadav
Mr. Satya Narayana Panda



Ms. Manali Banerjee Chattopadhyay
Mr. Rajan Ghimire
Mr. Mohammad Daud
Mr. Nitin Vithal Hibare
Mr. Vijay Singh
Mr. D. Balaji
Mr. S. K. Pattanaik
Mr. Sandeep Tripathi
Mr. Tauseef Hanif Bhimani
Mr. Rajendra Khemnar
Mr. K. Naresh Kumar
Mr. Vinod Kumar Singh
Mr. Jatinder Sharma
Mr. Mahendra Kishan Singh Kushwaha
Mr. Narendra Gangwar
Mr. Ramesh S.
Mr. Shrinivas Ekbote
Mr. Dinesh Debnath
Mr. Debojit Chowdhury
Mr. Sanjay Kumar
Mr. Ganga Ram Twayana
Mr. M. N. Prashanth
Mr. Sanjay Kumar Verma
Mr. A. S. Suresh
Mr. Dharmbeer Singh
Mr. Shubhankar Kundu
Mr. Thotakuri
Venkateshwarlu

Name the Blue Cross Product

This issue's puzzle comes from Mr. Dattaprasad Prabhavalkar, Dy. General Manager - Sales Promotion. Send your answers to santosh@bluecrosslabs.com by July 31, 2018. Three all-correct entries will receive prizes. In case of more than three all-correct entries, three winners names will be picked.



- The most preferred antispasmodic-analgesic in India: _____
- A very effective first line non-hormonal therapy to treat menstrual pain: _____
- The best antipyretic for paediatric patients: _____
- A safe and synergistic combination which is highly effective for dental pain: _____
- A powerful pain reliever with an advanced muscle relaxant: _____
- A topical pain-relieving cream: _____
- Used for the treatment of abdominal pain, this product is designed larger....lasts longer...costs less: _____
- This rain-relieving product is manufactured using RB Technology: _____
- The expectorant product with an unique 3S programme: _____
- Synergy to control allergy: _____
- Goodness of four - to treat a spectrum of infections: _____
- This treatment for bacterial infections is important for its fast absorption & action: _____
- The No. 1 pain relieving brand in India: _____
- This nutritional supplement can be taken with antacids: _____
- No sugar in this product used to treat vitamin D deficiency : _____

Contest Winners

Congratulations to the winners of the last issue's puzzle 'Find the Asian Countries': Mr. Santosh Kumar, RM, Gaya and Mr. Praveen Joglekar, ABM, Sirsi.

Moving Upwards & Onwards

Mr. Vivek Mohan M., Regional Manager
Mr. Mahesh P. Sutar, Regional Manager
Mr. Saurabh Saxena, Area Business Manager
Mr. Syed Hassan, Area Business Manager
Mr. N. Sandeep Kumar, Area Business Manager
Mr. Mohammad Rashid, Area Business Manager
Mr. Sachin Chavhan, Area Business Manager
Mr. Ashwin Jatale, Area Business Manager

Mr. M. Jayakumar, Area Business Manager
Mr. Vijay Singh, Area Business Manager
Mr. Anish G. S., Territory Manager
Mr. Vivek Rohilla, Territory Manager
Mr. Shaikh Kadir, Territory Manager
Mr. Gopal Chandra Pandey, Territory Manager
Mr. Jasbir Singh, Territory Manager
Mr. Afjal Ahmed, Territory Manager