

BLUE CROSS NEWS



WORLD CLASS QUALITY MEDICINES AT AFFORDABLE PRICES

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HOUSE JOURNAL OF BLUE CROSS LABORATORIES PRIVATE LTD.

Dear Blue Cross Family,

Once again our Company achieved excellent results in the year 2014-15, thanks to the unstinting efforts put in by each one of us - which just goes to prove that we can achieve whatever we set our minds upon, with a steady focus and constant perseverance.

Besides this success, we also faced a tremendous tragedy in Nepal where almost 14,000 people were affected. Our Company donated medicines through our Distributor in Nepal and, in fact, was one of the first Indian Pharma Companies to do so. I would like to specially thank the Blue Cross team members who are running health camps in various quake-affected areas in Nepal.



The new financial year 2015-2016, will be even more challenging.

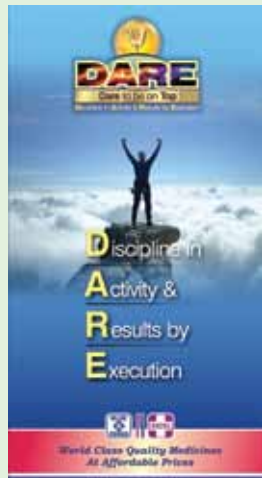
How can this be achieved? Simply... like how we did it before! Through discipline and hard work. Yes, the same discipline that was taught to us by our parents, school teachers and other mentors... if enforced properly, will prove us right again!

Our theme will be 'DARE TO BE ON TOP' - with DARE translating into Discipline in Activity and Results by Execution. With such a focus, we will definitely meet the challenge that we have set for ourselves. We will put more thrust on Domestic and Exports Sales and meet and overcome the constant pressure from the competition around us.

We will climb higher up the mountain, constantly changing our equipment - by way of sales techniques and winning products - till we reach the summit!

I have tremendous trust and confidence in each one of you to reach a new peak. So together let's take our Company forward and pursue our quest of becoming the country's 'Leading Pharmaceutical Company'. Let nothing and no one come in the way of our achieving this challenging goal.

Together we will keep moving steadily forward, because that's how winning is done!



All the best for the year ahead.

Manoj Israni, Managing Director

Dual Honours for Our Founder Chairman

Our Founder Chairman, Mr. N.H. Israni, was recently awarded a Vocational Excellence Award by the Rotary Club of Bombay North (RCBN). It was presented by His Excellency, Mr. P. B. Acharya, Governor of Assam & Eastern States. Also present were Rtn. Dr. H.S. Palep, President RCBN and Rtn. Mr. Ajay Gupta, District Governor, Rotary Club Dist. 3140.

Mr. Israni was also recognised by the Sri Shanmukhananda Fine Arts & Sangeeta Sabha



Mr. N.H. Israni, Founder Chairman, Blue Cross Laboratories, is honoured by the Rotary Club of Bombay North (above left) and by the Sri Shanmukhananda Fine Arts & Sangeeta Sabha (above right).



for his outstanding philanthropic support for poor patients treated at the Sabha's Medical Centre in Mumbai. Present at the function were Dr. Abdul Kalam, former President of India, Ms. Arundhati Bhattacharya, Chairperson & MD, State Bank of India, Dr. V. Shankar, President of the SSFAS Sabha and several other dignitaries.

Sharing Expertise at 'Make in India' Workshop

In line with the Prime Minister's vision of making India a global manufacturing hub, the National Academy of Customs, Excise & Narcotics (NACEN), Mumbai, hosted a workshop on 'Make in India – Issues Related to Customs, Central Excise and Service Tax', in Mumbai, in February 2015.

It was inaugurated by Dr. Kirit Somaiya, Member of Parliament, who stressed on innovation and simplification of laws and procedures and the encouragement of local manufacture of defence products in partnership with global leaders.

Dr. G. Sreekumar Menon, Director General, NACEN, delivered the Keynote Address. Mr. B.G. Barve, Joint Managing Director, Blue Cross Laboratories, outlined the role of the IDMA and the

need for changes in the environment, to motivate new entrepreneurs to conceptualize 'Make in India'. He gave a few suggestions on the lines of 3S: Simplification of Laws...Speed of Implementation...Stability of Laws for a longer time.



Mr. B.G. Barve, Joint Managing Director, addresses the gathering.

Mr. Prakash Rijhwani, DGM - Costing & Management Services, presented core issues on Indirect Taxation for the Pharmaceutical Industry.



A Question and Answer session was well led by Mr. Barve. A large number of other speakers also participated in the workshop.

Mr. Hemant Bhat, Commissioner (Appeals), Mysore, was also present, interacted with the delegates and showed keen interest in the Blue Cross presentations. The workshop concluded with a vote of thanks by Mr. A.K. Singh, Additional Director, NACEN, Mumbai & Course Director for the Works.

Helping the Quake Affected in Nepal

Blue Cross is doing its bit in the rescue operations for the earthquake-affected people in Nepal. The company has donated medicines through its distributor in Nepal and, in fact, was one of the first Indian Pharma Companies to do so.

In addition, Blue Cross team members are running health camps in various quake-affected areas in Nepal.



Health Check-up for Contractual Workmen in Goa

The Goa Pharmaceuticals Manufacturers' Association (GPMA) the Indian Medical Association (IMA) Ponda Charitable Trust, and Blue Cross Laboratories organized a Medical Health Check-up camp for contractual workmen at Verna Industrial Estate. It was conducted in the Blue Cross factory, on February 1, 2015, by a team of Doctors.



The Medical Health Check-up camp at Verna Industrial Estate is inaugurated by Mr. Ganesh Gaonkar, Chairman, GIDC, who presided as Chief Guest. Also seen are Mr. Suresh Kamath, President - GPMA, Dr. Dattaram Desai, President - IMA and Mr. A.K. Burman, Director, Production.



There was keen participation from SEs and TMs from Belgaum and Panaji

Chief Guest Mr. Ganesh Gaonkar, Chairman – GIDC, inaugurated the camp. He expressed appreciation of such a camp as it would benefit contractual employees. Over 150 workmen underwent a cardiac and diabetic check-up, after which free medicines were distributed and a follow-up plan was suggested.

Coveted Trophies Presented at Zonal Managers Conference



The Top BC/BCL Zone Award for 2014-2015 was presented to Mr. Sudarshan Sapkota, Zonal Manager. He is seen with Mr. Manoj Israni, MD, Mr. B.G. Barve, Jt. MD, Mr. Ashish Shirsat, Sr. ED and Mr. P. Sreekumar, GM - Sales Operations.



The Top EXL Zone for 2014-2015 Award was presented to Mr. R. Sivaprasad, Zonal Manager. He is seen with Mr. Manoj Israni, MD, Mr. B. G. Barve, Jt. MD, Mr. Ashish Shirsat, Sr. ED and Mr. Amrit Parchure, GM - Sales Operations.



The Top Region Trophy was presented to Mr. Yadav Rimal, Sr. RM.



Mr. Yadav Rimal, Sr. RM and his team Ashish, Bivek, Resham, Rabin and Nabin with the Top Region Trophy.

The Zonal Managers Conference for the year 2015-2016 was held from March 17-20, 2015, at Hotel Hilton, Mumbai. During this Conference the performance of all Zones and products during 2014-2015 was reviewed and objectives for 2015-2016 were set.

The Top Performers of 2014 were felicitated by Mr. Manoj Israni, Managing Director, Blue Cross Laboratories and Mr. Ashish Shirsat, Sr. Executive Director.

Our theme of 'Discipline in Activity & Results by Execution' will be pursued more aggressively this year. This theme and the actions to achieve it are in keeping with the Company's objective to lead in the Pharma Industry in terms of growth and productivity. The desired results can be achieved through disciplined execution of activities designed for success!

Many important decisions were made after in-depth deliberations and the Zonal Managers were upbeat and highly enthusiastic about a superlative performance from their disciplined and enthusiastic teams during 2015-2016.



The RMs, SEs, TMs and ABMs with the Top Region and Top Zone Trophies.

A Series of Disease Detection Camps

A number of Disease Detection Camps (DDCs) were conducted during the past two months, during which the focus was on detecting Diabetes and Hypertension.



A DDC was conducted at Maninagar in Ahmedabad.



A DDC was conducted in Butwal on February 13, 2015, by Mr. Raj Singh Gandhi, ABM, Mr. Lok Thapa, ABM and Mr. Sudarshan Sapkota, Zonal Manager, during which Dr. V.K. Jaiswal checked 200 patients.



(above) A DDC was organised in Jalandhar by Mr. Dapinder Singh, ABM.



(left) A DDC was organised in Etawah, UP, on February 22, 2015, by Mr. Sudhendra Singh Yadav, Dr. Shobhit Singh and Dr. Malay from Fortice Hospital Delhi and Dr. Shaili from AIIMS Delhi treated around 700 patients.



(above) A mega DDC was conducted in Calicut by the IMA Calicut, with active participation from Mr. Haridas, SRM and team.



(left) A DDC was conducted in Sangli on Women's Day with Mr. Sunil Mohite SRM, Sangli.



A DDC was conducted at Ichalkaranji, Pune Zone

Health Camp in Nepal



A Cardiac Camp was conducted by Dr. Niraj Kumar Jaiswal, in Nepal with assistance from Mr. Arjun K. Jha, RM and Mr. L.B. Thapa, ABM. It was attended by a large number of people.

Sharing Mining Expertise

Mr. Ankit J. Koshti, son of Mr. Jagdish C. Koshti, Director (R&D), was nominated for project work at Evolution Mining in Westonia, Australia.

He worked on a project on a gold mine site to integrate industrial machinery control via an iPhone application, to promote mobility, user control, flexibility and better control and understanding of the mine site machinery.



'Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit'

Conrad Hilton



Dr. Jitendra Ranade

A Warm Welcome

The Blue Cross family extends a warm welcome to...

Dr. Jitendra Ranade who has joined the company as DGM – Exports, Mumbai. He has 17 years of experience in the Pharma industry, in various fields such as medico-marketing, training and domestic and international sales & marketing

He holds a MD & MBA (Marketing Management) from Mumbai University and has previously worked with Ajanta Pharma Ltd., Shreya Life, Alembic and Lupin.

Mr. Deepak Israni, who is a post-graduate in Marketing, has joined the company as Asst.

GM – Distribution, Mumbai. He has 23 years of experience in Sales & Marketing, most of which have been with Network18 Publishing Media Group.



Mr. Deepak Israni

Celebration Time

Women's Day was celebrated with much enthusiasm in Mumbai.



Satyanarayan Puja was held on the occasion of Gudi Padava in Goa.



In Goa, Holi was celebrated on March 5, 2015, with the organisation of a painting competition.



Keen participation in Holi celebrations in Mumbai.



MEFTAL Scientific Group Meeting



A MEFTAL Scientific Group Meeting was recently held in Meerut.

Business Expansion in Nigeria



Mr. Makarand Gokhale, Director, International Business seen with the Nigeria Export team during his recent visit to Nigeria.

A Focus on Soft Skills



A Soft Skills training programme was conducted in Goa by Mr. A. Hegde on February 8, 2015, for 23 participants. The topics covered were Leadership Skills, Conflict Management, Transactional Analysis, Time Management and Motivational Skills.

The programme included group discussions and group activities, as well as motivational and problem-solving film clips and dialogues.

Keen attention from participants during the programme.

TUSQ and KOLQ Chota PBC

In order to help a number of patients, Blue Cross RMs and SEs conducted a Chota (Mini) Patient Benefit Camp (PBC), directly in Doctors' clinics. During this Chota PBC, the SEs handed over free trial packs of the TUSQ and KOLQ range to patients, to whom the Doctors had given prescriptions.

Doctors all over India have appreciated this unique initiative and have requested the Company to continue conducting such an activity on a regular basis.



Emergency Mock Drill at Goa Plant

An Emergency Mock Drill was conducted at Goa Plant on the afternoon of March 19, 2015. It was conducted with professional competency and witnessed keen participation from all employees.

During the drill a Fire Order was given by Mr. Acharya, Safety Consultant, to the Fire Coordinator, with instructions for extinguishing a fire in the scrapyard. Thereafter the Fire Coordinator alarmed nearby employees by shouting "Fire Fire Fire" and informed the Security



team about the same. The Security Supervisor announced the fire over the PA system, blew the fire siren and informed other coordinators and nearby companies.

All employees rushed out through the nearest exit to the assembly point and vehicles were moved out swiftly. The Site Coordinator and others rushed to the location of the fire spot with first aid appliances.

The fire was identified as an 'A' class fire i.e. a general fire. The Fire fighting team and others joined together to extinguish it, using first aid fire appliances such as water, sand buckets and fire extinguishers available from nearby fire points.



The Site Coordinator and Fire & Safety Coordinator took stock of the situation and the water hydrant was pressed into service. The fire was thereafter extinguished in 8-10 minutes.



Safety Week Celebrations



Goa

During National Safety Week, held from March 4-10, 2015, a Safety Slogan Competition was one of the programmes organised by the Personnel Department team. Employees were invited to send in safety slogans and the three most creative slogans won awards.

Nasik

During the Safety Week celebrations in Nasik, a lecture on fire fighting was delivered by Mr. Bhavsar from Manoj Fire Equipments, Nasik (below) and the Fire Fighting Drill was conducted (right).



Cheers to Our Long Servers

30 Years



Mr. P. S. Parameswaran, Mumbai
Mr. Madhukar B. Brid, Mumbai

25 Years



Ms. Christabelle D'Souza, Mumbai

20 Years

Mr. Sourabh Sinha, Varanasi

15 Years

Mr. Vivek Sharma, Amritsar
Mr. Avinash Verma, Varanasi
Ms. Swati Vinchurkar, Nasik

10 Years



Mr. Suresh Mahalingam, Mumbai
Mr. Ajit P. Modgekar, Mumbai
Ms. Resha Gaonkar, Goa
Mr. Manoj Kumar Vashist, Gurgaon

5 Years

Ms. Anindita Bose, Mumbai
Mr. T. Alexander, Tanjore
Mr. Shrikrishna Talwalkar, Karad
Mr. Prashant Garg, Faridabad
Mr. Manish Goel, Palwal
Mr. Chetan Kore, Bijapur
Mr. Somsubhra Dutta, Berhampur
Mr. Kanhaiyalal Yadav, Rajnandgaon
Mr. Nilesh Anand, Jamshedpur
Mr. Balaiah E., Hyderabad
Mr. Chitresh Kumar Paneru, Dhangadi
Mr. Aakula Madileti, Mahabubnagar
Mr. Rupesh V. Gaikwad, Chiplun
Mr. Manoj Malviya, Jabalpur
Mr. Gokul. Y. Bagul, Nasik
Mr. Vinod Kumar, Delhi
Mr. Raghunath Shirodkar, Goa



Moving Upwards & Onwards!

Congratulations to the following colleagues on their recent, well-deserved promotions

Head Office

Mr. Haresh B. Sheth as Sr. GM – Purchase
Mr. Sreekumar P. as Sr. GM – Sales Operations
Mr. P.S. Parameswaran as Sr. GM – Sales Admin.
Mr. Sandeep Mirajkar as Sr. Manager – Export
Mr. Narayan Bisht as Assistant Manager – Distribution
Mr. Ganesh Libe as Assistant Manager – Production (OS)

Field

Mr. P. Thrinanda Kumar as Area Business Manager
Mr. R. Rajesh Khanna as Area Business Manager
Mr. Babasaheb Chate as Area Business Manager
Mr. Anand S. as Territory Manager
Mr. Venkatachary Kothapalli as Territory Manager
Mr. Ranjan Kr. Srivastava as Dy. Zonal Manager
Mr. Sanjay Kumar Verma as Dy. Zonal Manager
Mr. Sudhir Ratan Jadhav as Dy. Zonal Manager
Mr. H.R. Jilhedar as Sr. Regional Manager
Mr. Ravindra J. Rathi as Sr. Regional Manager
Mr. Gokul Y. Bagul as Regional Manager
Mr. Yashwant Yadav as Regional Manager
Mr. Mohanlal Yadav as Regional Manager

Mr. Praveen A. U. as Regional Manager
Mr. M.D. Deshpande as Regional Manager
Mr. Sudhendra Singh Yadav as Regional Manager
Mr. Firdosh F. Ahmed as Regional Manager
Mr. Mukhtar Ahemad as Regional Manager
Mr. Kapil Maurya as Regional Manager
Mr. Mukesh Kumar as Regional Manager
Mr. Sunil Kumar as Sr. ABM
Mr. Jailani Talli as Territory Manager

Picnic Time



The Nasik team went for a fun-filled picnic to Shangri-La Resort & Water Park.

Send in articles and suggestions for Blue Cross News, addressed to Mr. Santosh Shetty, Asst. Manager-HR, to reach by June 15, 2015.