

Monthly Celebrations at Blue Cross

The last working day of the month is keenly looked forward to by the Blue Cross team across locations as it witnesses the Monthly Celebration - achievements during the month are recognised and service anniversaries and birthdays that took place during that month are celebrated in the midst of warm congratulations and good cheer. This is a new initiative by Surabhi Mittal, Director – Human Resources.



Members of the Mumbai team at the January-March 2013 Monthly Celebration, hosted by Surabhi Mittal, Director – Human Resources.

A Warm Welcome



The Blue Cross family extends a warm welcome to Mr. Prakash Chandra Rihwani, who has joined the company as Dy. GM - Costing & Management Services, Nasik. He has 20 years of rich experience in Costing, Excise and Accounts in different industries and has previously worked with Akums Drugs & Pharmaceuticals, Gosil Exports, J.S. Gupta & Sons, Ashnoor Textile Mills, Bharitya Spinners Ltd. and Indotex Prints Overseas Ltd.

Examination Topper

Warm congratulations to Tejas, son of Subhash Mahajan, Workman, Tablet Production, Nasik, who stood First in the scholarship examination conducted by the Nasik Industries and Manufacturers' Association (NIMA) in January 2013.

In recognition of this excellent performance, NIMA awarded Tejas a Scholastic Excellence Award – 2013 Certificate and a cash prize of Rs. 1000.

Tejas, a Std. VII student of Navjeevan Day English Medium School, Nasik, is seen receiving his award from George Dirk, Chairman, Dirk India, at Nima House.



Stress Management Tips

For your emotional and physical benefit, we've come up with some easy, natural methods to overcome anxiety.

1. Breathe Easily. Breathing from your diaphragm oxygenates your blood, which helps you relax almost instantly. To breathe deeply, begin by putting your hand on your abdomen just below the navel. Inhale slowly through your nose and watch your hand move out as your belly expands. Hold the breath for a few seconds, then exhale slowly. Repeat several times.

2. Visualize Calm. Close your eyes, take three long, slow breaths, and spend a few seconds picturing a relaxing scene, such as walking in a meadow, kneeling by a brook, or lying on the beach. Focus on the details - the sights, the sounds, the smells.

3. Make Time for a Mini Self-Massage. Try simply massaging the palm of one hand by making a circular motion with the thumb

of the other.

4. Say Cheese. Smiling is a two-way mechanism. We do it when we're relaxed and happy, but doing it can also make us feel relaxed and happy.

5. Compose a Mantra. Devise an affirmation - a short, clear, positive statement that focuses on your coping abilities. The next time you feel as if your life is one disaster after another, repeat 10 times, "I feel calm. I can handle this."

6. Put it on Paper. Writing provides perspective. Divide a sheet of paper into two columns. On the left side, list the stressors you may be able to change, and on the right, list the ones you can't. Change what you can and stop fretting over what you can't.

7. Count to 10. Before you say or do something you'll regret, step away from the

stressor and collect yourself. You can also look away for a moment or put the caller on hold. Use your time-out to take a few deep breaths, stretch, or recite an affirmation.

8. Warm Up. Rub your hands together vigorously until they feel warm. Then cup them over your closed eyes for five seconds while you breathe deeply. The warmth and darkness are comforting.

9. Take a Walk. This forces you to breathe more deeply and improves circulation. Step outside if you can; if that's not possible, you can gain many of the same benefits simply by walking to the washroom or corridor, or by pacing back and forth.

10. Straighten Up. Straightening your spine promotes circulation, increases oxygen levels in your blood and helps lessen muscle tension, all of which promote relaxation.

Moving Upwards & Onwards!

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

As ZM

Mr. Devidas B. Manwatkar, Nanded

Mr. Ashok Chaudhary, Gorakhpur

As Dy. ZM

Mr. N. Ajay, Nizamabad

Mr. K. Kannaiah, Warangal

Mr. Gaurav Gulati, Faridabad

Mr. R. Sivaprasad, Kurnool

As RM

Mr. Swarup Paul, Bangalore

Mr. Vijay M. Hurali, Belgaum

Mr. Jitendra Tiwari, Ujjain

Mr. A. Rajesh, Warangal

Mr. T. Sudheer Singh, Hyderabad

Mr. B. Sunil Kumar, Hyderabad

Mr. Jagdish Munjal, Rohtak

Mr. Yudhistra Kohli, Faridabad

Mr. M. Ghouse Basha, Kurnool

Mr. Mohd. Abdul Azeem, Mahbubnagar

Mr. Sannuthi Reddyiah, Mysore

As ABM

Mr. Rakesh Baweja, Sirsa

Mr. Amit Roy, Bangalore

Mr. C. Manohar Reddy, Mahbubnagar

Mr. K. Nagendra Kumar, Nandyal

Mr. Khilendra Choudhary, Dhampur

Mr. Nilesh Anand, Jamshedpur

Ms. Kamala Kannan, Trichy

Mr. T. Alexander, Tanjore

As TM

Mr. Sunil Kumar Raina, Anantnag

Mr. Anjanee Kumar, Raebareli

Mr. N. M. V. V. G. J. Acharyulu, Guntur

Mr. Y. Anjaneyulu, Ongole

Mr. Bharat Hadiya, Amreli

Mr. Dinesh Beradiya, Bhavnagar

Mr. U. Viswanatham, Anantapur

Mr. Litesh J. Khatri, Barmer

Mr. Purvendu Singh, Jaipur

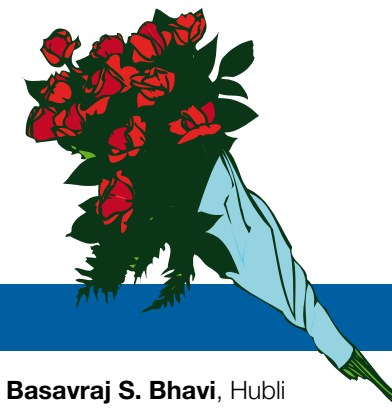
Mr. Vishal Choudhary, Jaipur

Mr. Mohd. Abdul Azeem, Mahbubnagar

Mr. P. Thrinanda Kumar, Nandyal

Mr. R. Rajesh Khanna, Wanaparthy

Mr. Sannuthi Reddyiah, Mysore



Warm congratulations to Our Long Servers

30 Years

Mr. S.K. Mahuli, Nasik

Mr. K.A. Gangadhar, Mumbai

25 Years

Mr. Bhagwan R. Chavan, Nasik

Mr. Rajendra Chandratre, Nasik

Mr. Sopan A. Gawli, Nasik

20 Years



Anup Kumar Burman receives his 20-Year Service Award from B.G. Barve, Jt. MD.

Mr. Anup Kumar Burman, Mumbai

Mr. Rajendra R. Trivedi, Mumbai

Mr. Manoj Gautam, Delhi

Mr. S.V. Kulkarni, Parbhani

Mr. Satyajit Roy, Burdwan

Ms. Sulbha Kawale, Nasik

Ms. Sushama Devhare, Nasik

Ms. Anita Mirikar, Nasik

15 Years

Mr. Resham Bahadur Gurung, Nepalgarj

Mr. Ravi Kant Khanna, Delhi

10 Years

Mr. Amarjit Paul, Shillong

Mr. G. Madhusudan Rao, Chittoor

Mr. Ranjith Babu G., Pathanamthita

5 Years

Mr. K.K. Nair, Mumbai

Mr. Mahesh Parmar, Mumbai

Mr. Santhosh Shetty, Mumbai

Mr. Basavraj S. Bhavi, Hubli

Mr. V. Manohar, Davangere

Mr. Sanjeev Kumar Jha, Deoghar

Mr. Nabin Kumar Shah, Janakpur

Mr. Swarup Paul, Bangalore

Mr. M. Ramesh, Chennai

Mr. Navnath G. Sawalkar, Latur

Mr. Pratibha Jay Patil, Mulund

Mr. Samir Amin Mole, Sangli

Mr. Shambulingayya R. Math, Gulbarga

Mr. Deepak Bagai, Nasik

Mr. Arvind Kumar Vishnoi, Bullandsahar

Mr. K. Raghvendra Rao, Rajmundry

Mr. K. Sudheer, Nellore

Mr. Mohd. Shafi Khan, Srinagar

Mr. Sanjay Kr. Srivastava, Lucknow

Mr. Ajesh Ashokan, Calicut

Mr. Krishna Eknath Chavan, Nasik

Mr. Meghan Chakradeo, Nasik

WORLD CLASS MEDICINES AT AFFORDABLE PRICES

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MESSAGE FROM OUR MANAGING DIRECTOR

We Don't Need a Super Over!

After watching the nail-biting finish of the IPL match between the Royal Challengers & the Delhi Dare Devils on Tuesday, 16th April '13, I wondered if the Super Over could have been avoided. Although the Royal Challengers, Bangalore, came out on top, ahead of the Delhi Daredevils at the M. Chinnaswamy Stadium in Bangalore, through this one-over-per-side eliminator, popularly known as a Super Over, the suspense about whether the Royal Challengers would be able to clinch this match was sustained till the last minute. I couldn't resist drawing a parallel between this and our endeavor to touch the coveted target of MEFTAL Group by the financial year ending of 2013. The year 2012-13 took us into a 'Super Over' by us crawling to achieve the Rs. 100 crores figure of the MEFTAL Group at the fag end.

This year, we'll cross the Rs. 100 crores mark by a mile and will come out as champions – without needing a Super Over!

Our focus this year would be as follows:

► Develop Blumox CA as a top brand ► Bring TUSQ to the same level as MEFTAL

With the expansion of the Excel Division, we are sure to get extra runs, with Amrit Parchure as Opening Batsman along with P Sreekumar. This combined BC/BCL and XL team will surpass our yearly target with elan and come out as a winner in the pharmaceutical industry.

I am confident that we won't need a Super Over this year to emerge as a winner in the coming innings. However, the game will not be over till the winning run is scored. Good luck for the coming innings and start scoring on every ball!

Manoj Israni

TUSQ and KOLQ 3S (Special Social Support) Programme is a Huge Success

To support disadvantaged people in India in the areas of Education, Healthcare, Nutrition and Skill Development, Blue Cross conducted the 3S (Special Social Support) Programme from August 2012 – January 2013 through TUSQ and KOLQ.

The amount of Rs. 57 lakhs generated by this programme was handed over to various NGOs across India.



Cheques of Rs. six lakhs each were presented by Mr. B.G. Barve, Joint Managing Director, Mr. Ashish Shirsat, Sr. Executive Director and Mr. Nilesh Arkadi, Dy. Marketing Director to (above, from left) Concern India Foundation, CRY and HelpAge.

During the the 3S Programme, doctors from around India contributed by way of prescribing TUSQ and KOLQ, as required, to their patients. Every unit of TUSQ-Dx, TUSQ-x, KOLQ Syr and KOLQ-PLUS Susp prescribed, generated a donation from Blue Cross during the programme. Thanks to the wholehearted support from doctors, Blue Cross was able to generate Rs. 37 lakhs. In addition, Mr. N.H. Israni, Chairman, Blue Cross contributed Rs. 20 lakhs from his personal resources towards this noble cause.

Thank you Doctors!



Blue Cross Presence at AICOG 2013

Dr. Kiran Dabholkar, Medical Director, Blue Cross, participated as Chairperson for one of the sessions at the AICOG (All India Congress of Obstetrics & Gynaecology) 2013, held at Bandra Kurla Complex (BKC), Mumbai, from January 16-20, 2013. This annual academic event was attended by a record 13000+ Gynaecologists from around India.



Dr. Dabholkar is seen in the picture above with other distinguished delegates.

Achievement Awards Presented



Mr. A.M. Kotrappa, Deputy GM – Sales, presented awards for yearly achievements to team members of the Bengaluru BC/ EXCEL Zone and the Hyderabad BC/EXCEL Zone during the Zone Medalists Meeting, which was held recently in Bangalore.

Annual Sales Conference for Zonal Managers

The BC/ BCL & EXCEL Divisions Annual Sales Conference for Zonal Managers was conducted at Peninsula Club, Lower Parel, Mumbai, from March 27- 31, 2013. A review of last year's sales and plans for sales in the current year was presented.

Mr. N.H. Israni, Chairman, Mr. Manoj Israni, Managing Director and Mr. Ashish Shirsat, Sr. Executive Director along with Mr. P. Sreekumar and Mr. Amrit Parchure, GMs – Sales guided the Zonal Managers with a 'Roadmap to Success' for the new year, along with strategic guidelines. On behalf of their teams, each Zonal Manager committed to 100% Doctor Conversion & RSE.

After the conference, participants returned to their respective Zones filled with ideas, zeal and energy for Budget Achievement and People Development. The marketing training that they had received, in addition to their interaction with the HR & Medical Department teams during the conference had provided them the right impetus for the achievement of organizational objectives and goals.

School Health Campaigns



Mr. Mahesh Kambale, TM and Mr. Anant Kadam, RM, Kolhapur, organized a Dysmenorrhoea Camp at Yadav High School, Kolhapur District, in association with Dr. Swateja Awade, MD.

Mr. Mohsin Patel, ABM, Ichalkaranji and Mr. Anant Kadam, RM, Kolhapur, organized a Dysmenorrhoea Camp at Sarojini Naidu High School, in Shahapur, Ichalkaranji, in association with Dr. Swati Bhagat on the occasion of International Women's Day.



Mr. Nishant Chavda, SE, Jamnagar and Mr. Dipak Goswami, SE, Jamnagar arranged a Dysmenorrhoea Camp in Khambaliya, in association with five doctors as well as the Lion's Club and Mahila Mandal of Khambaliya.



Disease Detection Camps in Rajkot



The Rajkot team of Mr. Shailesh Bakutra, SE and Mr. Paresh Chotaliya, SE, conducted a DDC for members of the Luhar community. During this camp Dr. Samir Khut, GP, checked a large number of patients and prescribed ANGICAM and K GLIM M for those needing these medications. Free samples for ten days of therapy were distributed and follow-up with patients was undertaken. A trophy (seen at left) was presented to Blue Cross by the Luhar Sena, Rajkot, in recognition of this initiative.



Mr. Paresh Chotaliya, SE, takes a blood sugar reading.



Mr. Shailesh Bakutra, SE, measuring blood pressure.



The Rajkot team with Dr. Bharat Patel.

The Rajkot team of Mr. Jignesh Kansagra, TM; Mr. Sachin Mamtara, ABM; Mr. Paresh Chotaliya, SE; and Mr. Niranjani Dasani, RM, conducted a DDC at the clinic of Dr. Bharat Patel, GP, on February 2, 2013. The camp was attended by 33 patients, of whom 13 were prescribed Blue Cross brands.



Mr. Jignesh Kansagra, TM, Rajkot, measuring blood pressure.



Mr. Niranjani Dasani, RM, collects blood samples to test for blood sugar.



Mr. Paresh Chotaliya, SE, Rajkot, conducts a blood sugar test.



Mr. Sachin Mamtara, ABM, Rajkot, measuring blood pressure.

Recognising Good Work

Blue Cross Laboratories made a donation to R.K. Mission in Vrindaban, which is doing good work in the health field. Doctors at the Mission prescribe a number of Blue Cross products.



Mr. Rajanish Choudhary, ZM, Meerut, presents the donation cheque from Blue Cross Laboratories to a representative from the R.K. Mission.

International Women's Day Celebrations

International Women's Day was celebrated at the Nasik and Goa Plants and at the head office on March 8, 2013. A poem titled 'Woman' was displayed on the notice board and women employees were felicitated. The women expressed their joy and sincere thanks to Ms. Surabhi Mittal, Director – Human Resources, for initiating these celebrations.



Women's Day celebrations at Nasik Plant.



Women's Day celebrations in Mumbai

To mark International Women's Day and towards women empowerment, on April 2, 2013, a special session was organized for women employees at PC Office, on 'Personal and Professional Safety & Provisions in Law'. Mr. Dhanraj Vanjaari, Asst. Commissioner of Police, Greater Mumbai, a truly multifaceted personality with many professional achievements, addressed the gathering.



Mr. Ashish Shirsat, Senior Executive Director, presents a bouquet to Mr. Dhanraj Vanjaari, Asst. Commissioner of Police, Greater Mumbai.

Training Time

A Regional Managers Skill Development Workshop was held at Hotel Sukh, Mumbai, on March 13, 2013.



A BC/BCL New SEs training program was conducted at Hotel Balwas International, Mumbai, from February 4-16, 2013.



A New Excel SEs training program was conducted at Hotel Karl Residency in Andheri, Mumbai, from February 18 - 24, 2013.



A New Excel SEs training program was conducted at Balwas International, Mumbai, from March 18 - 24, 2013.