

BLUE CROSS NEWS

WORLD CLASS QUALITY MEDICINES AT AFFORDABLE PRICES

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Blue Cross Celebrates 30 Years of Manufacturing Excellence

Saturday, September 14, 2013, witnessed the Blue Cross plant in Nashik complete 30 years of successful operation. The plant, set up by Mr. N.H. Israni, Founder & Chairman, began operations on Wednesday, September 14, 1983. This plant has been a source of pride and identity to Blue Cross through the three decades since then.

On this eventful milestone, the Blue Cross team warmly thanks and salutes the senior members of the team, who have been with the Company since the inception of the plant. Sincere thanks also goes to all other office staff members and workers, who have been associated with the plant through the past three decades and who have helped establish it as a strong manufacturing unit. Based on this solid foundation, the Blue Cross team looks forward to creating new benchmarks in the industry.



New Rosuvastatin 20 mg Tablets Launched



Blue Cross recently launched a Line Extension ROVASTAT 20 (Rosuvastatin 20 mg) to treat high risk dyslipidaemic patients.

Generosity Wins Appreciation

Mr. Vishwas Gore, Chairman of Adhar, the Association of Parents of Mentally Retarded Children, Mumbai, wrote in with a warm thank you to Mr. N.H. Israni, Chairman, Blue Cross Laboratories, for the donation of Rs. 5 lakhs towards establishing a medical unit at Adhar II in Nashik.

He also expressed gratitude for Mr. Israni's support and encouragement for Adhar's mission of making a difference in the lives of mentally challenged adults at Adhar and invited him to visit the Badlapur and Nashik projects.

Mr. B.G. Barve, Joint Managing Director, seen at Adhar Nashik.



**We wish all members of
Blue Cross and their families a
Very Happy Diwali.**

A Focus on 'MEFTAL-P'



The Mumbai West Zone team conducted a CME at Nalasopara, Mumbai, on September 20, 2013. It featured Dr. Raksha Tate, MD DCH, a leading paediatrician for the last 23 years, who is a regular prescriber of MEFTAL P. She spoke on the Role of Mefenamic Acid in the Management of Fever'. It was attended by 21 doctors.



A successful CME, focusing on MEFTAL-P, was recently conducted in Veraval for the Veraval Doctors' Association. There was a lot of positive feedback from participating doctors on the efficacy of MEFTAL-P in the management of fever in children.



◀ A MEFTAL-P CME was recently held at KGP Children's Hospital, Baroda. Mr. Kirti Daru, RM, is seen with doctors of KGP Children Hospital, Baroda, during the CME.

Doctors Day Celebrations

...in Tirupati

The Doctors' Day celebrations that were recently conducted in Tirupati by Mr. Hari Kumar Kotte, RM, saw a large number of Doctors being felicitated. A few glimpses...



...in Latur

Doctors' Day was celebrated with a number of Doctors in Latur.



“In nothing do men more nearly approach the Gods, than in giving health to men.”

Cicero

Disease Detection Camps

...in Gujarat



Mr. Shailesh Patel, TM, Surendranagar H.Q. conducted a Disease Detection Camp (DDC) in Surendranagar. There was a good response and 62 patients were prescribed with affordable cardiac and diabetic products from Blue Cross.

...in Uttar Pradesh



Mr. Pankaj Pandey, RM - BC and Mr. Ranjan Srivastav RM EXL, organised a DDC at Ekla Bazar in Gorakhpur, with Dr. Nitin Poddar, on September 12, 2013.

...in Madhya Pradesh



Mr. Shankar Singh Sisodiya, RM - BC, organised a DDC in Ujjain, with Dr. Umesh Rai.

...in West Bengal



The Rajkot team of Mr. Paresh Chotaliya, Mr. Hardik Makwana and Mr. Shailesh Bakutra conducted a DDC with Dr. Nikhil Dhameliya at Gondal.



A DDC was conducted on August 14, 2013 in Kolkata by Mr. Tanmay Saha, SE. A DDC was also held at the Girish Park Metro Station on the same day.



Dr. Ananya De Sarkar is seen speaking at the DDC in Bagbazar. Ms. Anjali Banerjee, SE, Kolkata was also present.

...in Karnataka



Mr. Veerappa, RM - EXL, conducted a DDC in Hubli, in association with Dr. G.P.P. Deshpande.



Mr. Jailani I. Talli, SE, conducted a DDC in Haveri, in association with Dr. Gururaj M. Kalal.



Mr. Santosh Kumar S, SE, conducted a DDC in Shimoga, in association with Dr. Aney Mary Mattakattil.

School Camp in Bhavnagar



Mr. Ajay Gohel, ABM and Mr. Dinesh Beradiya, TM, conducted a School Health Camp at Bhavnagar.

...in Maharashtra



Mr. Arvind Yangundi, EXL SE, conducted a series of DDCs in Solapur, in association with Dr. Farvez Sayad (above left), in association with Dr. Sidharam Bageudi (centre) and in association with Dr. Vinod L. Kumbari (above right)



Mr. Vishal Chavan, EXL SE, conducted a DDC at Karmala in Solapur, on August 14, 2014, in association with Dr. Ravikiran Pawar (above left) and a similar program at Ashwini Rural Hospital in Kumbari Solarpur, on August 12, 2013, in association with Dr. Anitha (above right).

...in Chhattisgarh



Mr. Kanhaiyalal Yadav, TM BC, conducted a DDC in Kawardha on August 14, 2013.

More Medical Camps...



A Cardiac Therapy Camp was conducted in Farukhabad, UP, in association with Dr. R.K. Tandon, by Mr. Ashok Kumar Kushwah, RM, Mr. Vijay Agarwal BC ABM and Mr. Nitin Singh Rathore, EXL SE.



A Dentists' Meet was conducted under the banner of the IDA, Bijnor District by (from left): Mr. Rajanish Chaudhary, ZM, Meerut; Mr. S.K. Bhatnagar, RM; Mr. Khilendra Chouhdhay, ABM; Mr. Sandeep Sharma, ABM and Mr. Yogendra Rajput, ABM.



A CMS on cardiac therapy was conducted in Tirupati by Mr. Hari Kumar Kotte, RM, on July 7, 2013.



A Diabetes Awareness programme was held in Cuttack, Orissa, in association with the Rotary Club of Cuttack.

Self Focus

- Everyone is born on this beautiful earth to win!
- By the grace of God all of us are talented in our own unique way.
- We just need and require to recognize our capacity and to develop our talents to their full potential.
- In order to win we have to keep a tight security on the gate of our heart and mind.
- If you want to win, you will allow only positive thoughts to enter and only words of wisdom are allowed to exit.
- There are two kinds of people in the world – takers and givers.
- The takers may eat better but the givers will sleep better and be winners also.
- Those who believe sincerely in doing are always winners.
- They do commit mistakes but never quit the goal of winning.
- So be a winner!

Dr. R.P. Nagpal, CFA, Rohtak

Training Focus



Parivartan training sessions were held for Mid-level to Senior-level Managers, from July – October 2013. These sessions were conducted by Ms. Rashmi Sharma and covered a number of modules, such as 'Bringing Out the Leader in You', 'People Management & Leadership Communication', 'Managerial Personality Development' and 'Presentation Skills & Public Speaking'.



Mr. Sudarsan Sapkota, DZM, Kathmandu and Mr. Panchanan Routray, Deputy Marketing Director, organised a CTP Workshop in Kathmandu for the entire Nepal team.



Two training programs were conducted for new SEs at Hotel Juhu Plaza, Mumbai, in July & September 2013. The training included the trainees being taken on a visit to Blue Cross, Nashik Plant.



Mr. Rajnish Choudhary, ZM - Meerut, Mr. S.K. Bhatnagar, RM, Mr. Yogendra Rajput, ABM, Mr. Sandeep Sharma, ABM, and Mr. Khilendra Choudhary, ABM, are seen with Dr. G.N. Pandey, President, IDA, Dr. Himanshu and others at an Academic Session.

Training to Upgrade Technical Skills

To improve technical knowledge, full-day GMP training programs are conducted for QC, QA, R&D, RA, Production & Engg. employees at Nashik Plant, by external trainers from Shodh HR. This Aurangabad-based consultancy organizes technical training for both Indian pharmaceutical companies as well as MNCs through experienced trainers.

Thus far, three such technical training programs have been conducted at Nashik Plant, on topics such as Change Control & Deviations, Good Documentation Practices, Self Inspection, Product complaints & investigations, Qualification & Validation Good Laboratory Practices, Stability Study, etc.

The training, initiated by Mr. J.S.Gilda (Sr.Executive Director) and Mr. S.B. Digholkar (Sr.Manager – Quality Assurance), has been found to be very useful and has upgraded the subject knowledge of our technical staff. Three more training programs have been planned for coming months.

Training Inputs in Sri Lanka



Mr. William Fernandes, Sr. Training Manager with participants of the training program held in Colombo, Sri Lanka.

Mr. William Fernandes, Sr. Training Manager, recently visited Colombo, Sri Lanka, to conduct a four-day training program for 18 Medical Representatives, 1 Supervisor and 1 Business Development Manager.

The program covered product knowledge, selling skills and role plays. It was well appreciated by all the participants.

Moving Upwards & Onwards!

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

Head Office

Mr. Dhananjay Shire, Sr. Product Manager, Mumbai

Mr. Yuvraj S. Patil, Product Manager, Mumbai

Mr. Awadhut Patil, Asst. Production Manager, Mumbai

Ms. Bina Shetty, Executive Assistant, Mumbai

Goa Office

Mr. Mahesh Kapadnis, Executive - QA

Field

AS ZM

Mr. Inayet-UI H.A. Shaikh, Hubli BC

Mr. Pranay S. Ranadive, Mumbai

Mr. Gaurav Gulati, Faridabad EXL

As Dy. ZM

Mr. Niranjan P. Dasani, Rajkot

As RM

Mr. S.J. Dutta, Kolkata

Mr. Ajit P Modgekar, Dombivili

Mr. Amit Bechu Sharma, Ulhasnagar

As ABM

Mr. Brijendra Kr. Sharma, Lucknow

Mr. Sudhendra Singh Yadav, Etawah

Mr. Raj Singh Gandhi, Butwal

Mr. Abeesh K., Calicut

Mr. Krishan Kumar Arneja, Rewari

As TM

Mr. Naveen Verma, Bhatinda

Mr. Amit Srivastava, Lucknow

Mr. Himanshu A. Jaiswal, Pilibhit

Mr. Anand Krishna, Bangalore

Mr. Ch. Lakshminarayana, Khammam

Mr. G. Suresh, Kakinada

Mr. Diwas Pradhan, Biratnagar

Mr. Sachin Kumar, Birganj

Mr. Shyam Kumar Mukhiya, Dharan

Mr. Krishna Thulassi K., Palakkad

Mr. Ranjit Patil, Pune

Mr. Ch. Ajay Kumar, Warangal

Mr. K. Satish, Parkal

Mr. Mohammad Ilyas, Udaipur

Mr. Sandeep Sankhala, Jalore

Mr. Dhiraj Kumar Pathak, Dhanbad

Mr. Ramchandra V. Langar, Solapur

Mr. K. J. Gopinathan, Madurai

Mr. M. Jeevan Kumar, Hyderabad

Mr. M. Naresh Kumar, Hyderabad

Mr. M. Vamshikrishna, Hyderabad

Mr. S. Arvind Kumar, Hyderabad

Mr. Pradeep Kumar, Bullandsah

Mr. Ravendra Kumar, Bullandsah

Mr. Jayprakash Rai, Ghazipur

Mr. Vinay Pratap Singh, Bhadohi

Warm Welcome



Mr. Makarand Gokhale has re-joined Blue Cross Laboratories Ltd. as Director – International Business, Mumbai, on August 12, 2013.

He has 32 years experience and previously worked with Centaur, Aristo, Flamingo, Micro, Gufic Univeral Capsules, Cipla, and FHI 360 on a UNICEF funded project.

Blue Cross Duo Visits China

Mr. Anup K. Burman, Director – Production and Mr. Haresh B. Sheth, General Manager - Purchase, visited China from September 22-28, 2013, to see the plant of M/s. Ningbo Smart Pharma Co. in Ningbo, from where the company has been importing Mefenamic Acid the main ingredient for MEFTAL. The team at this GMP approved plant with state-of-art facilities has vast experience in manufacturing Mefenamic Acid for the last 15 years and produces around 800MT per year.

Mr. Burman and Mr. Sheth also visited two other plants – the Zhejiang Quiming Pharma plant in Hangzhou Province and the Baoji Tianxin Pharma plant in Xi'an Province, which are also manufacturers of Mefenamic Acid in large quantities of around 1000MT per year.



Mr. Burman and Mr. Sheth with teams from Chinese Pharma plants during their visit to China.

Both the plants are having latest technology of manufacturing with state of art facilities. Since our Sales of MEFTAL are increasing and to meet the future increasing demand, we may require alternate vendor for supplying Mefenamic Acid to meet our increasing requirement. All the three plants are having high standard of quality as per our requirement. Overall the visit was very fruitful, with plenty of knowledge enhancement.

Warm Congratulations to Our Long Servers

30 Years



Mr. B. G. Barve, Jt. Managing Director
with Chairman Mr. N.H. Israni.



Mr. J. S. Gilda, Sr. Executive Director,
with Chairman Mr. N.H. Israni.

Mr. S.S. Gupta, Gwalior

Ms. Lata Uttam Chowdhary, Nasik

Mr. Kishore T. Sasane, Nasik

25 Years

Ms. Rajani K. Waikole, Nasik

Ms. Megha V. Kulkarni, Nasik

20 Years

Mr. R.V.S.R.K. Kumar, Guntur

Mr. Shashikant Sawant Mumbai

15 Years



Mr. Prem Kumar Chourasia,
Kathmandu

Mr. Atul Kumar Garg, Delhi

Mr. Devendra V. Naik, Goa

10 Years

Mr. Kumar Manoj, Mirzapur

Mr. M.D. Deshpande, Latur

Mr. Vishal Tandon, Bareilly

Mr. Ashok Kumar K., Malappuram

Mr. Ashok Kumar Kushwaha, Bareilly

Mr. D.Sravan Kumar, Hyderabad

Mr. Naveen Kumar Huria, Rohtak

Mr. Balasaheb M.Deore, Nasik

5 Years

Mr. Mr. K. Narayanan, Dharmapuri

Mr. Mr. Gaurav Sharma, Amritsar

Mr. Sahil Taneja, Kaithal

Mr. Asif G. Kaladagi, Hubli

Mr. Mukesh Rai, Gorakhpur

Mr. Nirav P. Bhatt, Surat

Mr. Himanshu D. Vyas, Bulsar

Mr. Mahesh Kumar S., Varkkala

Mr. Virendra Nagar, Bhopal

Mr. Rahul Yerawar, Nanded

Mr. Mahantesh K., Hospet

Mr. Praveen Joglekar, Sirsi

Mr. Rajendra Choubisa, Udaipur

Mr. Sanjay S. Sharma, Nasik

Mr. Sunil Chandorkar, Nasik

Blue Cross Support is Appreciated

The Rotary Club co-hosted an event titled 'Miracle on Wheels' under the District Thrust Area 'Sanskriti Sarita' initiative, at the Y B Chavan Centre in Mumbai, on August 23, 2013. It was performed by a wheelchair bound group from Delhi called 'Ability Unlimited' which put up some very exclusive dance items on their wheel chairs..

On the occasion, Mr. Ramesh Daswani, President, Rotary Club, felicitated Mr. B.G.Barve, Jt. MD, Blue Cross Laboratories Ltd, for supporting this initiative.



Fun Time at Lonavala Picnic



The Blue Cross team went on a fun-filled picnic to Lonavala in July 2013.

Nepal Team Commended for a Good Performance

Congratulations for a good performance during 2012-2013 goes to the entire Nepal team led by Mr. Sudarshan Sapkota Dy. ZM. Mr. Panchanan



Routray, Deputy Marketing Director, was present on the occasion to present medals and certificates to all the team members.

Independence Day Celebrations



India's Independence Day on August 15, was celebrated by the Mumbai team. The celebrations were hosted by Ms. Surabhi Mittal, Director – Human Resources.

Healthy Living

Ten Tips to Help You Control High Blood Pressure & Diabetes

1. Aim for a healthy weight. If you are overweight or obese, carrying this extra weight increases your risk of high blood pressure. One way to determine if you need to lose weight is to find out your body mass index or BMI. If your BMI is above the healthy range (i.e., 25 or greater), or if your waist measurement is greater than 35 inches (women) or 40 inches (men) you probably have excess abdominal weight and you may benefit from weight loss, especially if you have other risk factors. Talk to your doctor to see if you are at increased risk for high blood pressure and need to lose weight.



2. Increase your physical activity. Do at least 30 minutes of moderate activity, such as walking, most days of the week. You can do 30 minutes in three 10-minute segments.

3. Choose foods low in salt and sugar. Wherever possible, replace sugar with sucralose substitutes.



4. Read nutrition labels. Almost all packaged foods contain sodium. Every time you prepare or eat a packaged food, know how much sodium is in one serving.

5. Use spices and herbs instead of salt to season the food you prepare at home.

6. Eat more fruits, vegetables, grains, and low-fat dairy foods.

7. If you consume alcohol at all, consume moderate amounts. For men, this is less than two 12 oz servings of beer, or two 5 oz glasses of wine, or two 1 1/2 oz servings of 'hard' alcohol a day. Women or lighter weight people should have not more than a single serving of any one of these beverages in a given day.

8. Limit takeaway and processed foods. 'Convenience meals' are usually high in salt, fat and kilojoules. It's best to cook for yourself using fresh ingredients whenever possible.



9. Don't smoke. If you do smoke, it's time to quit.

10. Don't be stressed. Try calming techniques to de stress yourself like deep breathing, consume water to keep oxygen level high, sit straight and take few minutes break every couple of hours.

Enjoyable Ganpati Celebrations

Ganpati celebrations, held in September 2013, witnessed the traditional Ganpati Puja being performed.



Send in articles and suggestions for Blue Cross News, addressed to Mr. Santosh Shetty, Asst. Manager-HR, to reach by November 30, 2013.