

Blue Cross News



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Blue Cross Wins Top Corporate Citizen Award

Every Blue Cross team member will be proud to know that our Company has been awarded IDMA's top Corporate Citizen Award 2018 for its outstanding Social Welfare activities.

This Award was decided upon by an expert Jury, including independent Management Consultants appointed by IDMA. Jury members were impressed by the welfare activities Blue Cross has been organising over the years, in areas such as of providing clean drinking water, education for underprivileged students and much more.

It is thanks to the combined efforts of all employees that the Company is able to do something meaningful for society and gain recognition for the same.

May this award motivate all of us to continue doing our best so that our company wins many more laurels.



Seen at the IDMA's top Corporate Citizen Award 2018 presentation ceremony from left: Mr. Suresh Mahalingam, Company Secretary; Dr. Vinod Paul, Member NITI Aayog; Mr. Deepnath Roy Chowdhury, IDMA National President and Mr. B. G. Barve, Jt. Managing Director, Blue Cross.

Enthusiastic Response to CILNIBLU Launch



Glimpses of CILNIBLU launch meetings in various Zones (clockwise from top left) Kolhapur, Nagpur, Hubli & Bangalore and Karimnagar.



January 2019 witnessed the launch of **CILNIBLU** - a brand that contains Cilnidipine, a 4th Generation Calcium Channel Blocker used in the management of Hypertension.

CILNIBLU is India's most affordable Cilnidipine brand and is being promoted by the EXL Division. There is great enthusiasm about **CILNIBLU** across India

Cilnidipine is a novel antihypertensive, growing fast in the Cardiac market. The launch of **CILNIBLU** will help to expand the company's prescriber base of Cardiac Brands.

Cheers to Our Winners! see page 8

Nepal Team in Action

MEFTAL-SPAS Tabs Launched



A MEFTAL-SPAS Tabs Launch Meet was conducted in Nepal in December 2018, under the guidance of Mr. Panchanan Routray, Marketing Director. The Nepal BC Division is highly motivated to make MEFTAL-SPAS Tabs the No. 1 prescribed Antispasmodic Analgesic Brand in Nepal.

2017-18 Annual Performance Awards



Some of the winners with their awards.

Top performers of the Nepal Team in 2017-18 were felicitated in February 2019, in the presence of Mr. Sudarshan Sapkota, ZM, Kathmandu and Mr. Panchanan Routray, Marketing Director.

Health Camps Organised



A Health Camp was organised in Dhangadhi, Nepal, on January 19, by Mr. Chitresh Puneru, ABM, in conjunction with the Rotary Club of Dhangadhi.



A General Health Camp, was organised on January 29, through the Uma Devi Foundation, in Birganj, Nepal, by Mr. Krishna Mahato, ABM.

A Health Camp was organised in Birganj, Nepal, on February 8, by Mr. Diwas Pradhan, ABM and Mr. Arjun Jha, RM.



Mr. Nabin Shah, Sr. ABM, organised a Health Camp at Janakpur in Nepal, on February 2.

A Continued Focus on Dysmenorrhea Awareness

A Dysmenorrhea Awareness Session was recently organised by Blue Cross at Guru Nanak Institute of Management Studies (GNIMS), located in Matunga, Mumbai. In an interactive manner, Gynaecologist Dr. Ritu Palve explained the causes, symptoms and treatment of Dysmenorrhea (painful periods).



Educational material was distributed to the large number of students, including male students who were present.



Youtube star Helly Shah also participated and offered her take on how period pain is not normal.

#WhySufferSilently

Our Campaign videos have crossed 8 Lac+ Views

A Campaign against Dysmenorrhea (Painful Periods)

Your support to this social campaign can make a big difference. Share the video link on WhatsApp, Facebook, Twitter & Instagram with your family and friends.

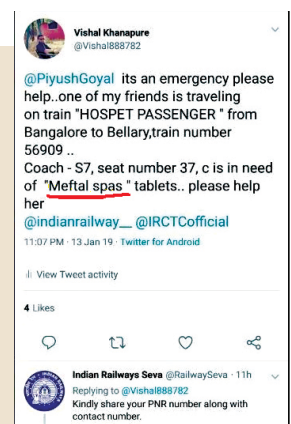


Website link:
<https://www.painfulperiods.in>

MEFTAL-SPAS Tabs to the Rescue!

Recently, staff of the Indian Railways delivered MEFTAL-SPAS Tabs to a girl onboard a train, who was suffering from Dysmenorrhoea. This was done in response to a request from the girl's friend through Twitter to Piyush Goyal@Indian Railways.

This incident demonstrated how MEFTAL-SPAS tabs have become a trusted solution for girls suffering from Dysmenorrhoea across India.



Creating Dysmenorrhea Awareness

A series of School Dysmenorrhea Camps was conducted across India to benefit a large number of girls, who learned that periods need not be painful.



The Camp at Panchghara Pramoda Sundari High School, Hooghly, benefitted over 100 girls.



The Camp at Dayawati Modi Kanya High School, Modinagar was attended by approximately 100 girls.



The Camp at Adarsh Kanya High School, Modinagar, witnessed keen enthusiasm from 200 girls.



Over 150 girls benefitted from the camp conducted at Ram Manohar Lohia School, Raipur.



A view of the camp that was conducted at Nav Chetana High School, Rishikesh, for around 130 girls.

Around 350 girls were present at the camp that was conducted at Jijamata Girls High School, Lasalgaon, Nashik.



Dr. Monika Agrawal conducted a session on Dysmenorrhea for around 130 students at R C Patel Education Trust Ashram Primary, High School and Junior College, in Nimzari. She was assisted by Dr. Shyam Rajput, the Medical Officer at the School.

Meets in the Marketplace



A RTSM on the Meftagesic range was held in Panvel, Navi Mumbai, on February 15. This conference was attended by 20 General Physicians. The therapeutic action and scientific benefits of MEFTAGESIC were explained.



A Scientific Group Meet was recently held in Malkapur, Kolhapur. The MEFTAL Range was discussed during the meet.



A RTSM focussing on the DOLOSTAT Range was conducted in Varanasi for a group of Dentists, on February 19. The topic discussed was Management of Dental Pain and Inflammation.



A Scientific Group Meeting was recently organized in Karnal. The Speakers at the meeting were Dr. Mayank Goel (Cardiologist) and Dr. Rajiv Gupta (Physician). The event was attended by 40 doctors.



A GP Meet was organized on 'Primary Management of Diabetes' in Kashipur. Speaker Dr. Sanjeev Gupta explained the topic very well.



A CME was held at PES Medical College in Kuppam (Andhra Pradesh). It focussed on Diabetes Mellitus and was attended by 103 doctors.

General Health Camp for Visually Disabled Students

The 1st General Health Camp for visually disabled students was organised on January 10, at Gulbarga, Karnataka, by Dr. Basavaraj Belli, MD, a leading physician, in conjunction with Blue Cross.

Around 156 students benefitted from this camp.



Action at Nashik Factory



A Group of SEs visited Nashik Factory in January 2019. After being taken on a round of the Production, QC/QA and R&D Departments, they attended presentations titled 'Pharmaceutical Quality Management System' and 'R&D Bridging the Gap'.



First Aid training was imparted to employees by Dr. Prakash Shendge of Om Gagangiri Hospital & Occupational Health Services, Nashik, on February 1.



Monthly celebrations were held on January 4 and February 5, to celebrate birthdays of employees and to present long-service awards.



Republic Day was celebrated on January 26, with the hoisting of the national tri-colour at the factory premises. Employees and their families were present on the occasion.

Goa Plant Events



Mr. B.G. Barve, Joint MD, inaugurated a new state-of-art Microbiology Laboratory at the Goa Plant, on January 25.



Mr. & Mrs. A.K. Burman are seen inaugurating the premises of Dilasa Palliative Care Centre for terminally ill patients, at Ponda, Goa, on December 22, 2018. Blue Cross has contributed Rs. 25 Lacs towards this dream project of the Indian Medical Association (IMA), Goa .



Mr. A. K. Gupta, Technical Director, conducted training on 'Managers & Decision Making' for Goa Plant HODs and other senior plant personnel on January 22. He covered day-to-day operational, medium term and strategic decisions.



To gain expertise in handling emergencies, a Mock Drill was conducted on December 22. Activities carried out during this drill included extinguishing a fire, rendering First Aid, shifting patients to a hospital, a complete evacuation, conducting a headcount and communication during emergencies.



Mr. Dinar Mardolkar, GM - Production, conducted training on the 'Drugs & Cosmetic Act 1940' for all Goa Plant HODs and a few officers on January 29, 2019.

Enjoyable monthly celebrations were held for the month of January 2019. A cake was cut to celebrate employees' birthdays during the month.



Astaff picnic was organised on January 26. It witnessed team building games, dancing, boating and other fun-filled activities.



Kudos to Our Long Servers

35 Years

Mr. Manohar Lulhe



Ms. Shwethashree M.S.
Mr. P. Ramesh
Mr. B. Rammohan Naik
Mr. Ayan Rakshit
Mr. Sayyed Farooque Ali

20 Years

Mr. Arun Kumar Pandey



10 Years

Mr. Binay Kumar Dubey
Ms. Sayali Satavalekar
Mr. Tanaji Y. Patil

5 Years

Mr. Sandeep Kumar Sagar



Mr. Abhijeet Patil
Mr. Pankaj Hande
Mr. Bahurao N. Kulkarni
Mr. Shaikh Sadik Abdul Sattar
Mr. Hiren K. Patel
Mr. Girish Chander Goutam
Mr. Ripu Daman Singh
Mr. Manoj Kumar Kochar
Mr. Sandip S. Waghmare

Mr. Nilesh Devidas

Cheers to Our Recently Promoted Colleagues

Mr. Vijay Kumar Rambariki as Sr. Manager - Office Administration

Mr. T. Siva Rama Krishna Chowdhary as Regional Manager

Mr. A.P. Raghuraman as Regional Manager

Seven Benefits of Stretching

Say goodbye to tight muscles and a limited range of motion by making just 5-10 minutes of stretching part of your daily routine. Just seven of the many health benefits of daily stretching are:

- Relieving stress
- Improving digestion
- Reducing anxiety
- Promoting better blood circulation
- Decreasing high blood pressure
- Better posture

Cheers to Our Winners!

In-depth training programmes were held in Mumbai for both Excel Division and BC Division team members. During the poster presentation session, both teams created eye-catching posters.



BC January Batch Winners



Excel January Batch Winners



BC February Batch Winners

"To be a winner, you must plan to win, prepare to win and expect to win"

- Ziglar

We the management and staff of Blue Cross Laboratories Pvt Ltd. extend our heartfelt condolences to the families of the martyrs who sacrificed their lives in the recent Pulwama attack. We salute the martyrs!

