

Blue Cross News



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World Class Quality Medicines at Affordable Prices

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Dear Blue Cross Family,
I am happy to share that once again our Company has put in a commendable performance. Thanks to every team member's commitment to achieving their respective goals, we managed to cross a sales turnover of Rs. 600 crores.

This would not have been possible without your sincere and dedicated hard work. Though there were many and diverse challenges, you remained confident of your ability to deliver winning results. Our Company's unswerving focus on expanding both domestic and export sales, the rolling out of innovative marketing campaigns and consistent focus on developing competencies has helped us achieve this. Throughout the year our team members received in-depth training on a spectrum of relevant topics – keeping customer as a focus, and thus we managed to get ahead of the competition.

The financial year, 2017-18, promises to pose many more challenges, ever increasing competition being just one of them. I invite every one of you to continue to 'DARE TO BE ON TOP', wherein DARE translates into Discipline in Activity and Results by Execution! Because this year we need to set our sights even higher and go all out to become the country's 'Leading Pharmaceutical Company' and improve our overall ranking.

I am optimistic about your ability to achieve this goal – by placing a renewed thrust on both domestic and export sales, by ensuring that our products continue to be top-of-the-line in the market and by maintaining the highest quality standards.

I am confident you will remain undaunted by constant competitive pressure and other challenges in the market as well as in the business environment and let nothing come in your way. I wish you all success in the new financial year!

GOOD LUCK!

Manoj Israni, Managing Director



Ningbo Smart Pharma China Delegation Visits Blue Cross

A high-ranking delegation from M/s Ningbo Smart Pharma Co. Ltd., China – Dr. David Day, the outgoing President, Mrs. Phoenix He, the new Chairperson and Ms. Carolyn Zhang, Sales Director – visited Blue Cross Laboratories Pvt Ltd. from January 6-8, 2017.



Seen at the Blue Cross Head Office, Mumbai: Front row (from left): Ms. Carolyn Zhang, Sales Director, Ningbo Smart Pharma; Mrs. Phoenix He, the new Chairperson, Ningbo Smart Pharma and Ms. Ketki Wadhawa, Chief Financial Officer, Blue Cross. Back row (from left): Mr. Haresh Sheth, Sr. GM – Purchase, Blue Cross; Dr. David Day, outgoing President, Ningbo Smart Pharma; Mr. B. G. Barve, Jt. MD, Blue Cross and Mr. Ashish Shirsat, Sr. Executive Director, Blue Cross.

The purpose of the visit was to introduce Mrs. Phoenix He, who has a very good technical background, to Mr. N.H. Israni, Founder Chairman and Mr. Manoj Israni, Managing Director.

It was a fruitful visit as the Chinese delegation shared many ideas and plans for the production of new molecules.

They also visited our state-of-art, WHO/GMP approved ISO9001:2008 certified Goa manufacturing facility.



Seen at the Blue Cross Goa Plant from left: Mr. Dinar Mardolkar, GM – Production, Blue Cross; Dr. David Day, outgoing President, Ningbo Smart Pharma; Ms. Carolyn Zhang, Sales Director, Ningbo Smart Pharma; Mrs. Phoenix He, the New Chairperson, Ningbo Smart Pharma; Mr. Haresh Sheth, Sr. GM – Purchase, Blue Cross; Mr. Sudhir Wadkar, Dy. GM – Engineering, Blue Cross; Mr. Vishwas Desai, Sr. Manager – QA, Blue Cross and Mr. Dhanesh Singh, Manager – Personnel & Admin., Blue Cross.

A Series of TUSQ / KOLQ-C Chota PBCs see page 4

A Range of Marketing Activities

Blue Cross team members across the country participated in a number of conferences and conducted diverse marketing activities to promote the company's comprehensive range of products...



The BC and EXL Division team members put up an attractive stall displaying a range of products at the 16th Annual Conference of the Ranchi Obstetrics & Gynaecological Society.



Mr. Tausif – SE, in association with Dr. Rupali Patil conducted a MEFTAL-SPAS School Health Camp for girls in Amalner.



The Blue Cross team in Meerut organised a CME in Meerut on February 27, 2017. It was attended by 16 Dental surgeons.



A CME was recently organised in Baramati, Pune Zone for Dental surgeons.



The Blue Cross team in Lucknow organized an attractive banner and product display at a Doctors Meet.

Tanzanian Supervisor Attends Mumbai Training Programme

Mr. Simon Ngaina, Team Supervisor, Tanzania, attended the ABM Development Program, held at Juhu Plaza Hotel, Mumbai, from January 30 - February 2, 2017. He also visited the Mumbai HQ for an interactive session with our export team and Dr. Madhurima Dhar, Dy. GM - Medical Services, Mumbai.



Seen at the Head Office, Mumbai, from right: Mr. Royston, Executive - Exports, Mr. Sandeep Mirajkar, Sr. Manager - Exports, Mr. Simon Ngaina, Team Supervisor, Tanzania, Mr. K. K. Nair, GM - Exports and Mr. Jitendra Salunkhe, Sales Manager - Exports.

Warm Congratulations

On behalf of the Company, Mr. Y. Ramesh Kumar Reddy, Dy. General Manager - Operations, Hyderabad, met Mr. Ravi Uday Bhaskar, to congratulate the latter on his promotion to Director General of Pharmexcil (the Pharmaceuticals Exports Council of India).

Mr. Bhaskar expressed appreciation of the letter that he had received from Mr. N. H. Israni, Chairman, Blue Cross.



On behalf of the Company, Mr. Y. Ramesh Kumar Reddy presents a bouquet to Mr. Ravi Uday Bhaskar.

Blue Cross and Dr. P. S. Ramani Sports Pavilion Inaugurated



Blue Cross joined in with Dr. P.S. Ramani, Senior Neurospinal Surgeon, to sponsor a new sports complex in Ponda, Goa.

This facility named the 'Blue Cross and Dr. P.S. Ramani Sports Pavilion' was inaugurated by Mr. R.K. Dhavalikar, Hon. PWD Minister, Govt. of Goa, in the presence of Mr. B.G. Barve, Joint Managing Director, Blue Cross Laboratories, and other dignitaries. Over 700 people of Ponda were in attendance.

Reaching Out to the Needy



Mr. Y. Ramesh Kumar Reddy, Dy. General Manager – Operations, Blue Cross, Hyderabad, presents the donation cheque to Mr. B.V. Papa Rao, IAS (Rtd.) – Chairman, Indian Red Cross Society and Govt. Adviser to Telangana State (Policy & Institutional Development) in the presence of Mr. K. Madan Mohan Rao, Gen. Secretary & CEO, IRCS and Dr. K. P. Reddy, Chief Medical Officer, Red Cross Blood Bank, Hyderabad.

The Hyderabad Blue Cross team presented a donation cheque of Rs. 7 lakhs to the Indian Red Cross Society, Hyderabad, Telangana State, on December 23, 2016, at the Telangana State Secretariat Office. This amount was utilized to install 16 Voltas inverter model A.C. machines at the Red Cross Blood Bank, where blood transfusions are done for needy Thalassemia patients. Mr. Y. Ramesh Kumar Reddy, Dy. GM – Operations, visited the Blood Bank again after these machines had been installed.

Action at Goa Plant



Mr. Suhas Naik, Safety Consultant, conducted a Fire Drill and training on Safety at the Workplace, on January 1, 2017.



Mr. Satish Kunkalekar and Mr. Abdullah Ujjeinwala, TÜV SÜD representatives, conducted an ISO 9001:2008 renewal audit for the Goa team from January 4-6, 2017. This audit was successfully completed by the team.



Safety Week was celebrated from March 4-10, 2017. A number of safety awareness programmes were organized such as dialogues on subjects like safety at work, electrical safety and chemical safety, as well as a safety slogan competition, a safety quiz and more.

NPDCs Across the Country

A number of New Patient Detection Camps (NPDCs) were conducted around the country, by BC and XL Division teams, in association with leading Doctors, to identify hypertensive and diabetic patients.



A Series of TUSQ/KOLQ-C Chota PBCs

A number of TUSQ/KOLQ-C Chota (Mini) Patient Benefit Camps (PBCs) were held by Blue Cross SEs and RMs around the country to reach out to as many people as possible. These PBCs were organised directly in different Doctors' clinics and the Doctors appreciated this initiative.





HR Events Companywide

The past few months witnessed a number of Human Resources (HR) events being held across the company. A few glimpses...



A cake-cutting ceremony during the monthly function in Mumbai.



The Nasik Plant team gathered together for the monthly celebration.



Mrs. Piyushi Amrite from Momentum Training & HR Consultancy conducted training on 'Emotional Intelligence at Work (Part-II)' on January 10-11, 2017, in Nasik. She also conducted Team Development training on February 22-23.



Patriotic celebrations were organized at the Nasik Plant to celebrate India's 68th Republic Day. The national flag was hoisted and a very enjoyable musical concert was organised.



Mr. B. G. Barve, Jt. MD, presents prizes to the winners of the contest and games that were conducted as part of the Republic Day celebrations in Mumbai.



Mr. Atul Shah and team from GITS conducted in-depth training on Managerial Effectiveness & Leadership for all Seniors/ HODs at the Goa Plant.



Mrs. Madhumita Ghosh, a seasoned financial coach, enlightened HO staff members with much-needed information on cashless/online transactions at the Saturday Talk held on January 29, 2017.



Mrs. Surbhi Gandhi, a Professor at NMIMS and an insurance expert, contributed to the Blue Cross team's knowledge about how to buy and compare insurance online, at the Saturday Talk held on February 25, 2017.

SEs Visits



Batches of SEs were taken on factory visits on January 15 and February 12. They toured the Production, QC/QA and R&D sections, after which Mr. Gilda, Sr. Executive Director – Nasik and Mr. Koshti, Director R&D – Nasik, made presentations on ‘Quality by Conformance to Design’ and ‘R&D Bridging the Gap’, respectively.

Safety Week Action at Nasik Plant

Safety Week 2017, celebrated from March 4-11, saw a number of activities being conducted at the Nasik Plant. In addition, Safety slogans and suggestions were invited from all employees.



Dr. Gauri Pipralekar, MD (Gynac), delivered a lecture for women employees. (below) Mr. Abhay Bag addressed all employees on “Behaviour Based Safety”.



Goal Setting



Ms. Piyushi Amrit from Momentum Training & HR Consultants conducted a training program on the topic ‘Goal Setting with the Power of Critical Feedback’, on March 14-15, 2017.

Enjoyable Picnic



The annual staff picnic for the Nasik team was held on February 18, at Wet N' Joy Water Park, Shirdi. It included a visit to Shirdi temple for *darshan*.

Moving Upwards & Onwards!

Warm congratulations to the following team members on their well-deserved promotions.

Mumbai

Mr. Sabu John Alapatu as Assistant Manager Systems
Mr. Sunil Kumar as Asst. Manager - Production (OS)

Hyderabad

Ms. Ather Jabeen as Executive – Distribution
Mr. Anjaneyulu Guvvala as System Officer

Goa

Mr. Prashant Pednekar as Assistant Manager Maintenance (Elect)
Ms. Xenia Rato as Sr. QA Officer

Field

Mr. Avinash Verma as Zonal Manager
Mr. Rakesh Goel as Regional Manager
Mr. Gulab Singh as Area Business Manager
Mr. Ashutosh Singh as Area Business Manager
Mr. Mohd Irshad as Territory Manager
Mr. Sandeep Kumar Singh as Territory Manager
Mr. S. K. Jameer Basha as Territory Manager
Mr. Vinod Kumar Singh as Territory Manager
Mr. Anubhav Shankhdhar as Territory Manager

Poster Presentation Winners

Poster Presentation competitions were held for SEs during the training programmes that were conducted in January and February 2017. We bring you pictures of some of the winners, along with their eye-catching posters...

Batch 1 winners – January 2017 (BC Division)



Batch 2 winners – January 2017 (BC Division)



Batch 1 winners – February 2017 (XL Division)



Batch 2 winners – February 2017 (XL Division)



Cheers to the Long Servers

35 Years



Mr. B. Jayaram, Sr. ZM (left)



Mr. K.K. Narayanan, Mumbai (right)

30 Years

Ms. Surekha More, Nasik

25 Years



Mr. P.C. Joshi, ZM (left)



Ms. Leela Unnikrishnan, Accounts Officer (right)
Mr. K.N. Srivastava, RM

20 Years

Mr. Ramrao Kulkarni, RM



Mr. Dilip Deshmukh, Sr. Manager Stores & Distribution (left)



Mr. Francis Gama, Goa (right)



Mr. Prakash Mhamal, Goa (left)



Mr. A.S. Krishnamurti, Sr. Depot Manager (right)

15 Years



Mr. Kaushalendra Kishore, RM. Muzaffarpur
Ms. Rutuja Vaigankar, Goa (left)

10 Years

Mr. Anant Laxman Kadam, Sr. RM

Mr. Jayprakash Rai, RM

Mr. Girish Harage, RM

Mr. Vikram Pruthi, RM

Mr. Veerappa, RM

Mr. Praveen A. U., RM

Mr. Rajiv Padmanabhan, RM

Mr. Pradeep Singh Rathore, ABM

Mr. Rajesh Bhargav, ABM

Mr. Tukaram Shivaji Davane, ABM

Mr. Dinesh C.P., ABM

Mr. Manosh P. A., ABM

Mr. Pravin Gate, TM

Mr. Amol Katolkar, R&D Executive

5 Years

Mr. Lakshminarayana, RM

Mr. Sanjeev Kumar Singh, RM

Mr. Abeesh K., ABM

Mr. K. J. Gopinathan, ABM

Mr. Raghavendra Singh Rathore, ABM

Mr. Krishan Kumar Arneja, ABM

Mr. Mohsin I. Patel, ABM

Mr. Mohammad Mosin, ABM

Mr. Topkhane Suraj Sing, ABM

Mr. Ananda Kumar Mishra, ABM

Mr. Raj Singh Gandhi, ABM,

Mr. Nagendra Bachhar, ABM

Mr. Krishna P. Mahato, ABM

Mr. Rajendra Kumar Jangid, ABM

Mr. Nidhil M. C., ABM

Mr. M. Rajesh, ABM

Mr. Arshad Hussain, ABM

Mr. Paritosh Nandan, ABM

Mr. Rohit Singh, ABM

Mr. Kumar S. Totad, ABM

Mr. Praveen Kumar, ABM

Mr. Altamish Zahoor, ABM

Mr. Sandeep Poonia, ABM

Mr. Sanjeev Dua, ABM

Mr. Diwas Pradhan, TM

Mr. Manish Sharma, TM

Mr. Ashwin Jatale, TM

Mr. Beemeshwar Rao, TM

Mr. Vipul Moradiya, TM

Mr. Vijayraj B. Chavan, TM

Mr. Ravindra S. Shekhawat, TM

Mr. Pushkaraj A. Kognole, TM

Mr. Ajith Rajendran, TM

Mr. Abhijeet Anand, TM

Mr. Shaikh Naveed Ismail, TM

Mr. Indal Patel, TM

Mr. Sachin Kumar Kanu, TM

Mr. Shyam Kumar Mukhiya, TM

Mr. Sandeep Kumar, TM

Ms. Meera R. Shikhare, TM

Mr. N. Shivkumar, TM

Mr. Abhay Nand Sahi, TM

Mr. Himanshu Kumar Parida, TM

Mr. Arun Kumar, TM

Mr. Channakumar C. Yali, TM

Mr. Arvind Yangundi, SE

Mr. Chandu H. N., SE

Ms. Ather Jabeen, Executive Distribution

Mr. Anjaneyulu Guvvala, Systems Officer

Mr. Chandrabhas Yadav, QC Executive

Celebration Time

Women's Day Observed Across the Company

Womens Day on March 8, 2017, was celebrated at various Blue Cross offices...



At Head Office, Mumbai, women employees gathered together to celebrate and have a good time.



At the Goa Plant celebrations a quiz on women achievers was organised and a cake was cut.



All employees at the Nasik Plant gathered together to celebrate Women's Day.

Valentine's Day Party

A colourful and enjoyable Valentine's Day party was held on February 14, 2017, in Mumbai.



Happy Holi!



Very enjoyable Holi celebrations were held at Head Office, Mumbai. Yummy pani puri and ice golis were served.

Gudipadava Celebrations in Goa

Satyanarayan Puja was performed at the Goa Plant on the occasion of Gudipadava on March 28, 2017. Lunch was arranged for all employees.



Find the Illnesses

This puzzle, created by Mr. Ramchandra Gavandalkar, Product Executive, has the names of the 20 listed illnesses hidden horizontally, vertically, diagonally, forward and backward in the letter grid below. Xerox the puzzle, circle your answers and send your entry to Mr. Santosh Shetty, Manager – HR, at hrd@bluecrosslabs.com

Three correct entries, will receive attractive prizes.

DYSPEPSIA
GASTROPARESIS
GERD
HYPERACIDITY
FEVER
PAIN
DIABETES
HYPERTENSION
NEUROPATHY
HYPERHOMOCYSTEINEMIA
DYSLIPIDAEMIA
ANGINA
MENORRHAGEIA
COUGH
COLD
DYSMENORRHOEA
DYSMOTILITY
ULCER
FLU



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| A | D | A | T | G | K | L | M | F | A | B | R | D | I | V | N | E | M | A | P |
| B | Y | F | K | B | A | E | F | E | V | E | G | E | W | L | P | O | H | N | D |
| C | S | H | L | M | K | S | O | V | V | E | U | L | O | Q | D | F | K | Q | D |
| F | P | I | Q | F | M | Q | T | E | D | M | P | O | H | T | M | F | P | Z | Y |
| K | E | W | A | Y | N | P | F | R | Q | V | H | K | A | R | H | H | P | Q | S |
| L | P | B | T | K | W | B | W | O | O | E | W | T | Y | L | Y | O | P | B | L |
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| Q | F | P | O | A | P | C | V | Q | O | P | A | R | E | D | Q | M | W | Y | D |
| C | E | P | R | L | L | H | I | Y | N | C | O | B | M | S | P | M | O | I | A |
| K | I | R | R | A | N | P | W | N | I | S | A | M | E | R | I | O | L | Y | E |
| P | A | M | H | Q | W | E | R | D | A | S | D | F | A | T | O | S | Q | T | M |
| O | N | N | A | L | Q | I | I | M | O | Q | W | E | G | H | E | T | W | O | I |
| I | G | B | G | K | H | T | N | Q | E | D | O | Q | R | T | Y | S | D | U | A |
| U | I | V | E | J | Y | W | P | S | X | H | Q | W | E | N | B | C | X | Q | I |
| Y | N | C | I | H | P | W | O | K | R | S | A | U | Q | U | G | N | M | M | S |
| T | A | X | A | G | E | L | Q | R | T | Y | U | O | L | N | G | F | D | A | A |
| R | L | Z | J | F | R | D | O | J | R | G | H | N | M | C | U | I | O | P | Z |
| E | K | A | H | S | T | N | G | H | Q | S | D | H | J | U | E | C | V | B | X |
| W | J | S | G | A | E | Z | Z | V | C | X | S | F | G | H | N | R | O | I | C |
| Q | G | D | F | M | N | E | U | R | O | P | A | T | H | Y | Q | S | C | V | V |
| A | A | Q | S | O | S | Q | S | D | L | H | N | M | C | U | I | O | P | Z | B |
| S | Y | Y | O | L | I | I | U | Y | D | U | I | O | P | Z | F | L | U | I | N |
| D | D | H | J | K | O | W | A | Y | N | P | F | R | Q | V | D | C | V | B | M |
| F | G | H | J | K | N | L | D | Y | S | M | O | T | I | L | I | T | Y | Z | X |

Food For Thought

New Routes to Happiness

Happiness does not lie only in big events and achievements. It can also be found in the small things of a regular day. So today take just a few minutes and apply some of the tips below and see how your day brightens by doing small things.

1. Express your appreciation.

When your partner, colleague or friend does something nice for you tell him or her how much you appreciate it. This will brighten his or her day and you'll feel happier too.



2. Smiles are contagious ... so spread a smile.



Smile more at people and you'll get more smiles back. Since smiling is contagious, the people you smile at will probably smile more at the people they meet... and there will be many more smiling faces.

3. Stop pursuing perfection.

If you want to feel proud and positive about yourself and professional life, from today it's time to stop striving for 'perfection' and focus on 'excellence' instead.

4. Exercise more.

In addition to building more muscles and stamina, exercise has such a profound effect on our happiness that has been proven to be an effective strategy for overcoming depression and better than tranquilizers for relieving anxiety and stress.



5. Get a good amount of sleep.



People who boast about how little sleep they require really underestimate the power of sleep to make one feel happier and enjoy life more. After a solid 7-8 hours of sleep, everything looks better and brighter.

Share your experiences about how one or more of these Routes to Happiness have worked for you. Send your entry to us at hrd@bluecrosslabs.com. There is a prize for the best entry.

Meet the Winner

Congratulations to the last issue's 'Food for Thought' winner: Mr. Sushil Kumar Singh, Sr. RM (Baroda), XL Division. Readers are invited to send in their own 'Food for Thought' contributions for our magazine. A prize awaits the best contribution.

There were no winners for the Word Search puzzle that was carried in the last issue.

Send in articles and suggestions for Blue Cross News to Mr. Santosh Shetty, Manager – HR, at hrd@bluecrosslabs.com