

# Blue Cross News



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## Ready to Lend a helping Hand...

### To the Flood-Affected People of Kerala

Across India and around the globe, people have been shocked and saddened to see the immense devastation caused by the massive floods in Kerala, due to the unprecedented monsoon rainfall this year. Across the state there has been a tragic loss of lives, inundation of homes and destruction of infrastructure.

While the flood waters have now receded, affected families face the huge task of rebuilding their lives and the Kerala Government faces the mammoth challenge of infrastructure repair and replacement.

Aid for those affected has poured in from around the globe. Blue Cross as well as the Nihchal Israni Foundation (NIF) were quick to step forward with donations of Rs. 10 lakhs each. These donations have been given to the Chief Minister's Distress Relief Fund. In addition, the Company has distributed free medicines for the treatment of flood-related illnesses.

The Blue Cross team hopes that these humble contributions will make a difference to those who are suffering.



Contributions of Rs.10 lakhs each from Blue Cross and from the Nihchal Israni Foundation were handed over to Mr. Pinarayi Vijayan, Chief Minister of Kerala, by Mr. Joseph Chalissery, Sr. ZM, Mr. Ajith Kumar, ZM and Mr. Vivek Mohan, RM.

### Through the 3S (Special Social Support) Donation Programme



Through the 3S (Special Social Support) Donation Programme, which is linked to the sales of TUSQ-Dx Liq., TUSQ-X+ Liq. and TUSQ-LS Liq., Blue Cross tries to lend a helping hand to uplift needy sections of society. Part proceeds from sales of these products is donated to nationally recognised NGOs.

Blue Cross regularly appeals to Doctors to 'DONATE FROM CLINIC' by prescribing TUSQ world-class medicines to appropriate patients as the Company donates Rs. 1 per bottle sold of the above products.

The positive response from Doctors across India has enabled Blue Cross to make a generous TUSQ 3S donation of Rs.15 lakhs – Rs. 5 lakhs each to Concern India Foundation, CRY (Child Rights & You) and the SOS Children's Villages of India – in just four months time.

These donations were presented to recipients by Mr. B. G. Barve, Joint Managing Director, Mr. Ashish Shirsat, Sr. Executive Director and Mr. Nilesh Arkadi, Marketing Director.

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## Honours for Our Chairman

Over six decades the Sri Shanmukhananda Fine Arts Sangeetha Sabha, in Sion, Mumbai, has played a key role in promoting national integration and cultural synthesis. The Managing Committee, the Board of Trustees and the Corporate Members have significantly supported the Sabha's activities.

Mr. Nihchal Israni, Chairman, Blue Cross, has been one of the Sabha's Corporate Members for a number of years. To recognise his contributions to its varied activities, he was presented with the institution's 1<sup>st</sup> Sri Shanmukha Ratna Award at the Members Day celebrations on August 12.

Warm congratulations to our Chairman from the Blue Cross family!



## Teneblu Launched at Zonal Managers Conference

An exciting new product called Teneblu was launched during June 2018 Zonal Managers Conference, which was held in Mumbai.

BC team members, who will market Teneblu, are excited about this new product, which contains Teneagliptin, a novel DPP-4 Inhibitor used in management of Type-II Diabetes.

Currently, this molecule is the fastest growing molecule in the Indian antidiabetic market. Teneblu will expand the Company's prescriber base in this market.

Warm good wishes go to the BC team for successful marketing of Teneblu across India.



# Marketing Initiatives Countrywide

During the last three months, Blue Cross field force across the country has spared no efforts to conduct a series of interesting events to keep the Company's products at the forefront of customer attention...

## RTSMs



**A** MEFTAGESIC Round Table Scientific Meet (RTSM) was conducted in Hyderabad, by Mr. Mohd Abdul Mujeeb, ZM and Mr. Md Jahangeer Pasha, RM.



**A**n RTSM was conducted in Nellore by Mr. Chandra Sekhar, RM and Mr. V. Prudhvi Kumar, SE. Dr. Ravi, MD, was the Speaker at this RTSM, which received good response.



**A** DOLOSTAT RTSM was conducted at Sri Dharmasthala Manjunatheshwara College of Dental Sciences & Hospital in Dharwad by the Excel team of Mr. Prakash Pujari, ZM, Mr. Veerappa, RM and Mr. Mahendra Suryavanshi, SE.

## SGMs



**A**n Scientific Group meet (SGM) was held in Khavthemankal, Sangli, on July 25.



**A**n interesting SGM focussing on the company's Cardiac and Diabetic products was recently held in Kolhapur.



**A**n SGM conducted in Sangli on June 30 witnessed a large turnout.



An SGM was organised in Rewari, on July 24.

### School Dysmenorrhoea Camps



**A** School Dysmenorrhoea Camp was organised in Bangalore on June 26. Dr. Prabhavathy explained how Dysmenorrhoea could be managed and the benefits of MEFTAL-SPAS tablets for this condition.



**I**n Meerut, a School Dysmenorrhoea camp was held on August 27. It was organised by Mr. Rajnish Choudhary, ZM, who is seen addressing students.

### Continuous Medical Education (CME)

*A number of Continuous Medical Education (CME) programmes were conducted during the last three months. These programmes targeted Paediatricians and Dentists.*



**A** Dental CME programme was organised in Kolhapur on July 21.



**T**here was excellent participation at the IMA CME held in Goa on June 24. Eminent doctors addressed the participants.



**A** Paediatric CME was conducted in Kolhapur on July 21. Well-known Paediatricians provided the latest information in the field.



**A** Paediatric CME was conducted in Solapur on August 8. Many well-known Paediatricians spoke to the participants.



**V**isitors to the PEDICON event, held in Raichur on June 23, showed plenty of interest in the varied Blue Cross products on display. Company team members provided details about these products.



**D**OLOSTAT Dental Special Day and the birthday celebrations of Dr. Sunil Mangalam, M.D.S., were organised in Karimnagar by Mr. N. Ajay, ZM and other members of the Excel team. Dr. Mangalam was presented with an attractive bouquet.

## Even More Marketing Initiatives!



A Family Physician's Meet was held in Modinagar, Uttar Pradesh, on May 27. A number of leading doctors spoke at this well attended event.



An attention-grabbing display of Blue Cross products was put up at Karnataka State PEDICON, which was held in Bangalore on June 8.



In association with the Citizens' Association, the Blue Cross team organised a Free Medical & Checkup Camp at Sector-21, Chandigarh on June 10. It was conducted by prominent physicians and attended by a large number of people.

## Training Focus



Creativity and Team Spirit were focussed upon at the training programme that was recently held for SEs, at Hotel Juhu Plaza, in Mumbai. It included a poster presentation session during which some very creative posters were created. The Gastro team bagged the first prize (top) and the XSTAN team (above) bagged the second prize.



Training on 'Managerial Effectiveness' was conducted at Nasik Plant on August 10, by Mr. A. V. Pathak of Momentum Training & HR Consultants, Nasik.

Training on 'Audit Preparation & Audit' was conducted at Nasik Plant on August 3, by Mr. Shrinivas Inamdar of MARG Technologies, Pune.

## Celebrating Important Events



**Menstrual Hygiene Day** which falls on May 28, was observed by Blue Cross field team members India-wide. They met Gynaecologists and distributed posters on MEFTAL-SPAS.

### **International Digestive Health Day**



was celebrated on May 29, 2018. Blue Cross Field team members presented doctors with specially designed posters, which outlined the best practices to be followed for better digestive health.



**Fathers Day** was celebrated in Ara, Bihar, on June 16, with the organisation of a Mega Health Camp. A number of dads attended the camp, during which they were warmly felicitated and a number of health checkups were conducted.



**Fathers Day** was celebrated in Warrangal with the Blue Cross team conducting a Mega Cardiac Camp in conjunction with Max Cure Hospital. Dr. P.L.N. Patel and Dr. Srikanth conducted examinations at this camp and were warmly felicitated for their efforts.



**International Yoga Day** was celebrated in Jaipur, on June 21, alongwith with NPDC. A large number of people were invited to attend and they were delighted to do varied yoga asanas. Blue Cross products were displayed and a diabetes check-up was conducted for all participants.

## Busy Months at Goa Plant



A 750 KVA DG set was recently inaugurated at the Goa Plant. It will provide standby supply to the whole plant.



Auditors from the National Drug Authority of Uganda, Mr. Mwesigwa Denis William and Mr. Mayengo Julious, conducted an audit on August 16-17, 2018.



A state-of-art 'Purified Water System' (RO+EDI) has been commissioned at Goa Plant. It complies with pure water standards such as IP, BP and USP. The purified water will be used for manufacturing and packing activities.



International Yoga Day was celebrated with Yoga Trainer, Mr. Radhik Nair, from the Art of Living Foundation. He taught participants various Yoga meditation poses to help them rejuvenate their bodies, minds and souls.



An ISO Transition Audit (transition from ISO 9001:2008 to 9001:2015), focussing on Total Quality Management, was carried out by TÜV SÜD Lead Auditors Mr. Sandesh Agarwadekar and Mr. Abdullah Ujjainwala on August 7-8.



To strengthen the focus on excellence, the team at the Goa plant arranged a soft skill training programme on 'Mentoring'. During this training, held on July 27, the trainer shared various insights on excellence with Heads of Departments.

## Independence Day 2018



Goa Plant.

Independence Day was celebrated at Blue Cross offices and plants by hoisting the national flag and singing the national anthem. At Nasik Plant there was also a patriotic song concert and at Goa Plant there was also a balloon painting completion.



Mumbai Office.



Nasik Plant.

## SEs Visit Nasik Plant



Groups of SEs visited the Nasik Plant on August 12 and on September 2. After being taken on a round of the Production, QC/QA and R&D Departments, each group attended presentations titled 'Pharmaceutical Quality Management System' and 'R&D Bridging the Gap'. They were then taken out for lunch.



## Monthly Celebrations

During the recent Monthly Celebration at the Head Office, employees birthdays were celebrated and long service awards were presented.



## Nepal Audit at Nasik Plant



An audit was conducted by the Department of Drug Administration (DDA), Nepal, on July 18.



An audit was conducted by the Government Medical Stores Depot (GMSD-MSO), Mumbai, on July 26-27.

## Monsoon Picnic for Mumbai Team



The Mumbai team went on a fun-filled Monsoon Picnic to Monteria Resort, Khopoli, on August 4-5.

## Cheers to Our Young Winners!

Warm congratulations to the children of Blue Cross team members, who successfully passed their 10th and 12th standard Board Examinations. All good wishes to them as they pursue their academic careers.

### SSC



Sharayu, d/o Ms. Swati Vinchurkar (98.40%)



Tina, d/o Mr. L. R. Firake (95.40%)



Shivani, d/o Mr. M. M. Mungi (93.50%)



Kanchan, daughter of Mrs. Swarupa A. Patil (91.8%)



### HSC



Maanav, son of Mr. Deepak Israni (91%)



Anish, son of Mrs. Leela Unnikrishnan (94.50%)



Tisha, daughter of Mr. Mahesh Parmar (83.40%)



Atharva, s/o Mrs. S. V. Kawale (88.62%)



Darren, son of Mr. William Fernandes (79.60%)



Delicia, daughter of Mrs. Diana Pinto (87.38%)



Madhura, daughter of Mr. Kamalakar Nawghare, (84%)



Aditi, d/o Mrs. J. U. Naik (78.77%)



Divya, d/o Mr. D. N. Mali (76%)



Jui, daughter of Mr. Dilip Mujumdar (68%)



Meritorious students are felicitated in Mumbai.



## Contest Time

### How Good is Your Logical Reasoning?

1. What day comes three days after the day which comes two days after the day which comes immediately after the day which comes two days after Monday?
2. How many boxes do you need if you have to pack 112 pairs of shoes into boxes that each hold 28 shoes?
3. A factory was cutting rolls of cloth into 1 metre lengths, from a 200 metre roll. How many minutes would it take for the machine to cut the roll if each cut took 4 secs?
4. Brothers and sisters I have none but this man's father is my father's son. Who is this man?
5. Arrange the words given below in a meaningful sequence.
  1. Presentation
  2. Recommendation
  3. Arrival
  4. Discussion
  5. Introduction

Send your answers to [santosh@bluecrosslabs.com](mailto:santosh@bluecrosslabs.com) by November 15, 2018. The subject of your email should be 'Contest Time Answers'.

### Contest Winners

Congratulations to Mr. Manish Singh Chauhan, SE, from Bardoli – the winner of the last issue's puzzle 'Name the Blue Cross Product'

## Kudos to Our Long Servers

### 35 Years

Mr. Bhalachandra G. Barve



Mr. B. G. Barve, Joint Managing Director, being felicitated by Mr. N. H. Israni, Chairman.

Mr. Kishor Sasane

### 30 Years

Ms. Rajani Waikole  
Ms. Megha Kulkarni

### 25 Years

Mr. Shashikant Sawant (right)



### 15 Years



Mr. Balasaheb Deore (left)

Mr. Ashok Kumar Kushwaha  
Mr. Sravan Kumar D.  
Mr. Kumar Manoj  
Mr. M.D. Deshpande  
Mr. Ashok Kumar K.  
Mr. Naveen Kumar Huria  
Mr. Vishal Tandon

### 10 Years

Mr. Sanjay Sharma (right)  
Mr. Rajendra Choubisa  
Mr. K. Narayanan  
Mr. Gaurav Sharma  
Mr. Sahil Taneja  
Mr. Mukesh Rai  
Mr. Mahantesh K.  
Mr. Praveen Joglekar



### 5 Years

Mr. Santosh Salgaonkar  
Mr. Rajesh Kapolkar  
Ms. Rashmi Mhatre (right)



Mr. Pradeep Patil (right)



Mr. Amol Amritkar (left)

Mr. Raviraj L. Patil  
Mr. Vijay L. Tamkhane  
Mr. Mahesh Honna  
Ms. Meghana Naik  
Mr. N.R. Amaranath  
Mr. Mallikarjun Shivnagi  
Mr. Paritosh Tyagi  
Mr. Arvind Kumar  
Mr. Jeetendra Pabshetwar  
Mr. Mohit Bana  
Mr. Keshav Verma  
Mr. Manish Mali  
Mr. Rajakumar K. B.

## Cheers to Our Recently Promoted Colleagues

Mr. P. Sreekumar, Sales Director – BC Division, Mumbai  
Mr. Amrit Parchure, Sales Director – XL Division, Mumbai  
Ms. Anuradha Singh, Sr. Sales Training Manager, Mumbai  
Mr. Sachin Chavhan, Regional Manager  
Mr. Hiren K. Patel, Regional Manager  
Mr. Anoop Kumar Tandon, Regional Manager  
Mr. Rajesh Bhargav, Sr. Area Business Manager  
Mr. Pradeep T.P., Sr. Area Business Manager  
Mr. Unni Chandran, Sr. Area Business Manager  
Mr. S. Krishna Kumar, Sr. Area Business Manager  
Mr. Krishna Kant Sapkota, Area Business Manager  
Mr. Rohit Kumar Nagpal, Area Business Manager  
Mr. Syed Hassan, Area Business Manager  
Mr. Hemendra Kumar, Area Business Manager  
Mr. Mukund Kumar, Area Business Manager  
Mr. Dharamvir Kumar, Area Business Manager  
Mr. Amit Anand, Area Business Manager  
Mr. Vijay Singh, Area Business Manager  
Mr. Mahendra Kishan Singh Kushwaha, Area Business Manager  
Mr. Maruti G Lokhande, Area Business Manager  
Mr. Akshay R Asthana, Area Business Manager  
Mr. Arun Kumar Kesharwani, Area Business Manager

Mr. N. Santosh Kumar, Area Business Manager  
Mr. Abhijeet Anand, Area Business Manager  
Mr. Ashvin Bhatt, Territory Manager  
Mr. Hiren K. Patel, Territory Manager  
Mr. Jitendra Mishra, Territory Manager  
Mr. Tanmoy Saha, Territory Manager  
Mr. Abhishek Singh, Territory Manager  
Mr. Bishnu Kumar Biswas, Territory Manager  
Mr. Amarjeet Kumar, Territory Manager  
Mr. Sushant Pandey, Territory Manager  
Mr. Amarendra N Singh, Territory Manager  
Mr. Pramod Kumar Singh, Territory Manager  
Mr. Mayur Kailash Kude, Territory Manager  
Mr. Deepak Kumar Yadav, Territory Manager  
Mr. Diwakar Vikram, Territory Manager  
Mr. Sandeep D. Javale, Territory Manager  
Mr. Basavaraj Gogi, Territory Manager  
Mr. Abhir Haldankar, Sr. Packaging Officer – Goa  
Mr. Pavankumar Naik, Technical Supervisor – Goa  
Mr. Nilesh Sail, Technical Supervisor – Goa  
Mr. Prakash Mhamal, Technical Supervisor – Goa  
Mr. Avinash Prabhudesai, Technical Supervisor – Goa