



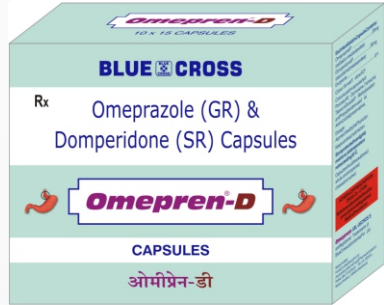
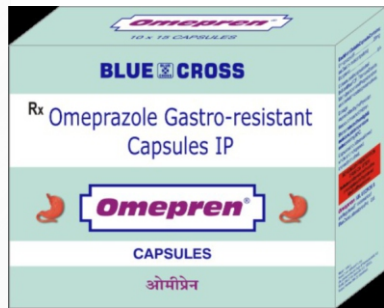
# BLUE CROSS NEWS

Vol. 31 No. 4 • April 2021

## Record Sales Achievement - Rs 80 Crores in April 2021 !

**B**lue Cross has scaled greater heights with record sales of Rs. 80.40 Crores in April 2021! Importantly with more than 1200 PSOs, 180 RMs and 33 ZMs exceeding / achieving their targets and many products achieving their highest ever sales, this record is that much sweeter! This is a demonstration of the true ability of every Blue Cross member! Kudos to all in the Field, HO, Factories, Depot, CFA for this achievement and let us aim for even bigger records in the days to come!

### Time Tested PPI with Advanced Technology to effectively treat Hyperacidity, Ulcers & Relieve Acid Reflux



We take pleasure in announcing launch of 'Omepran & Omepran-D Caps', the time tested PPI (Proton Pump Inhibitor) & its combination with Advanced Technology in BC Division. Omeprazole in Omepran was the first PPI, approved & launched for medical use. A near perfect discovery which excelled in all patient need parameters like efficacy, safety, dosage, convenience & affordability, hence continues to be preferred by all Doctor specialities all over the World since 1990s.

Omepran Caps is Omeprazole 20 mg developed using advanced GRD (Gastro Resistant Delivery) Technology which ensures release of Omeprazole in the intestine for Optimum Bioavailability thus providing all-day relief from Hyperacidity and superior healing of G.I. Ulcers.

Omepran-D Caps contains Omeprazole 20 mg + Domperidone 30 mg developed using Advanced MDR (Modified Drug Release) Technology which ensures release of Omeprazole in intestine for Optimum Bioavailability and Domperidone is released in two parts providing prompt & all-day relief from GERD symptoms. These advanced formulations of Omepran & Omepran-D Caps are developed by our R&D team which will give us a competitive edge over

other brands.

Let us wish our BC division for successful launch of the most awaited Omepran range across India.

### A Versatile Gliptin to control Diabetes & Associated Complications

Another feather in our cap is the launch of Bluglip, Bluglip-M & Bluglip-M Forte in EXL Division - the latest antidiabetics to improve our share in fast growing Indian Diabetic Market. Blue Cross is committed to providing all products with the Best Quality at Affordable Prices. We will continue the same tradition by launching Bluglip range as India's most affordable Vildagliptin range.



Bluglip contains Vildagliptin, indicated in the management of Type-II Diabetes as monotherapy or in combination. Bluglip-M & Bluglip-M Forte contain Vildagliptin 50 mg with time tested Metformin 500 mg and 1000 mg respectively & are indicated to manage Diabetes in

Obese Patients.

Vildagliptin in Bluglip Tabs is accepted by Consultants and GPs as an effective Antidiabetic. Bluglip Range presents an excellent opportunity for us to generate good volume of sales with our Doctor-trusted World Class Quality, Most Affordable Price & excellent coverage of GPs and Physicians across India.

## Health Tips

## The Versatile Vitamin B<sub>12</sub>

Vitamin B<sub>12</sub> is a water-soluble vitamin, that is essential for nerve tissue health, brain function, and the production of red blood cells. Its active form is called methylcobalamin.

Vitamin B<sub>12</sub> deficiency is believed to be widespread in Indian population with approximately 47% of the population being deficient and 26% of the population being sufficient.

Deficiency of Vitamin B<sub>12</sub> arises when the levels of the vitamin are too low in the body and can result in various health problems. After a lot of research, apart from major health problems, a lot of day to day issues like lack of energy, cognitive functions, nerve pain etc. have been attributed to the deficiency of Vitamin B<sub>12</sub>.

### Fast facts on Vitamin B<sub>12</sub>

Vitamin B<sub>12</sub> is important for brain function the synthesis of red blood cells.

Deficiency of vitamin B<sub>12</sub> can lead to neurological difficulties and anemia.

People over the age of 14 should consume more than 2.4 micrograms (mcg) of vitamin B<sub>12</sub> daily.

It has been recommended to take the natural form of Vitamin B<sub>12</sub> (methylcobalamin) and not the synthetic form (cyanocobalamin) in order to have optimum absorption in the body and best results.

Vitamin B<sub>12</sub> is naturally available in meats, but people who do not eat meat, such as vegans, can obtain vitamin B<sub>12</sub> in supplement form.

Treating Vitamin B<sub>12</sub> deficiency could be as simple as eating more B<sub>12</sub>-rich foods, avoiding heartburn medication or the need of a supplement.

In view of the current Covid-19 pandemic, studies have shown that Vitamin B<sub>12</sub> supplements have the potential to reduce Covid-19-related organ damage and symptoms, reducing the severity of the infection.

Hence, given the versatile nature of Vitamin B<sub>12</sub>, it is absolutely essential to keep the levels of Vitamin B<sub>12</sub> adequate in the body, be it through diet or through supplements.

### BENEFITS OF VITAMIN B<sub>12</sub>

Vitamin B<sub>12</sub> is needed for the synthesis of fatty acids and for energy production.

Vitamin B<sub>12</sub> helps in the absorption of folic acid, another important B complex vitamin and thus enables release of energy.

Our body produces millions of red cells every minute and these red cells cannot multiply without Vitamin B<sub>12</sub>, causing anemia.

Vitamin B<sub>12</sub> is required for the normal functioning of the brain and the nervous system.

Vitamin B<sub>12</sub> helps to create and regulate the DNA in the body.

Given the current COVID-19 pandemic, a lot of research has shown that patients that are deficient in Vitamin B<sub>12</sub> have a more severe illness as compared to those who have sufficient levels in the body.

### SOURCES OF VITAMIN B<sub>12</sub>

Vitamin B<sub>12</sub> can be found naturally in animal products, such as fish, meat, eggs, and dairy products. It does not typically occur in plant foods.

Good dietary sources of vitamin B<sub>12</sub> are poultry, lamb, fish, especially haddock and tuna, dairy products, such as milk, cheese, and yogurt, some nutritional yeast products and eggs.

Some types of soya milk and breakfast cereals are fortified with vitamin B<sub>12</sub>.

Vegans face a risk of vitamin B<sub>12</sub> deficiency, as their diet excludes animal sourced food products. Plant sourced foods do not have enough Vitamin B<sub>12</sub> to guarantee long-term health.

This calls for the need for supplementation of the vitamin.



### NEED FOR SUPPLEMENTATION

Some people have difficulties absorbing vitamin B<sub>12</sub> from food sources and may need to take supplements.

This includes older adults, patients with pernicious anemia, and intestinal disorders. Vegans should take supplements to avoid deficiency, as their diet does not include meat and dairy products that provide B<sub>12</sub> naturally making their bodies deficient in the vitamin.

If left untreated, Vitamin B<sub>12</sub> deficiency can lead to anemia, fatigue, muscle weakness, intestinal problems, nerve damage and mood disturbances.

Employees Corner

Yoga For Health (Continuing from last edition of step by step guide from 4 to 6 )

4. Ashwa Sanchalanasana or the Equestreian Pose

This is the 4th and 9th pose of a Suryanamskar cycle. From Hasta Padasana pose, bend your knees slightly and rest your palms on the floor in line with your feet. Inhale and bring your right knee towards the right side of your chest while stretching the left leg

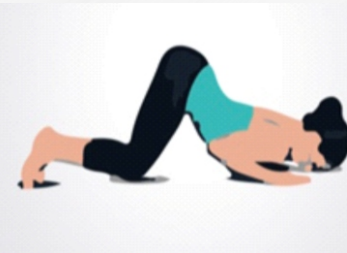


backward. Balance your body and raise your head facing forward.

Benefits: Strengthens the spine and increases the lung capacity. Relieves indigestion and constipation.

6. Ashtanga Namaskar or the Eight Limbed Pose

To perform this pose, exhale and bring your knees down to the floor. Rest your chin on the floor and raise your hips up slightly from the ground. It is a salutations using eight points or parts of body which includes, two hands, two knees, two toes, chin and the chest should touch the floor



while your posterior should be suspended in the air. Breathe and hold the position as long as comfortable.

Benefits: Increases core strength and stretches the back and the spine. Relieves stress and tension from body.

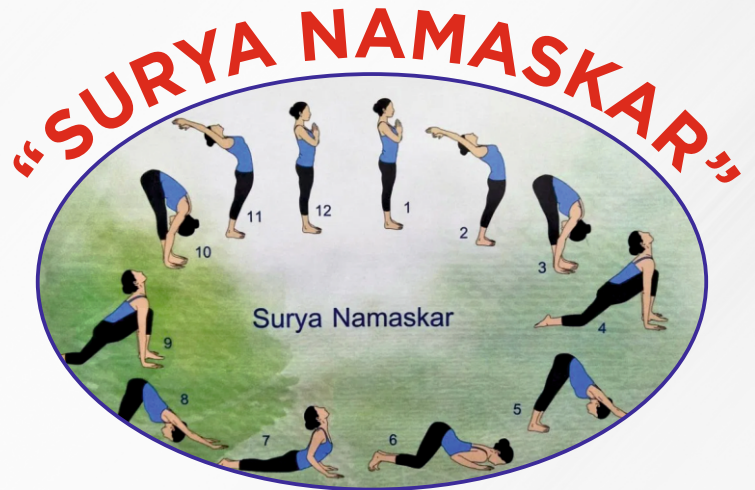
5. Chaturanga Dandasana or the Plank Pose

From the Ashwa Sanchalanasana, inhale and bring your right leg back, next to the left leg. Keep your hands under your shoulders, keeping your body parallel to the ground look straight. Your entire body should be in



one straight line. Breathe and balance your body on toes and palm.

Benefits: Strengthens and tones the wrists, arms, abdominal muscles, and lower back Improves posture.



*Note: The Best Input from an employee will be published in the subsequent edition along with a surprise gift*

Events @Factories



Nasik Plant is awarded ISO-9001:2015 Certificate. The audit was conducted on Feb 4-5th, 2021



Goa plant donated Multicidal Hand Disinfectant to DILASA, house of Palliative carecenter, Ponda through IMD at the hands of Dr.Vallabh Dhaimodka.



Goa plant donated Multicidal Hand Disinfectant to Vaccination Centre, IDC Verna, Goa.



Verna Industrial Association organized Covid 19 Vaccination drive for all Goa plant employees aged above 45 years.



Goa Plant spreading awareness on COVID-19 Safety and precautions.

## Kudos to Our Long Servers

### 30 years



**Merciana Nayak**



**M.M. Kadam**



**Yadav Sonawane**

### 10 years



**Ganesh Libe**

**Yogesh Ahirrao**

**Atul Chaudhari**



**N. Ajay**

**Jilan Basha Shaik**

**Praneeth K**

**Virtual session on Group Medclaim & Personal Accident Insurance Policy was conducted by HR & Legal department for the employees at HO, Nasik and Goa.**



**Yogesh P. Kumar**

**Rameshwar M**

**Ram Yadav**

**Manish Srivastava**

**Abhishek Kumar**

**Rajeev Kumar**

**A. Srikanth**

**Rajnish Sinha**

**Anjaneer Kumar**

**Satish K**

**Anurag Srivastava**

**R Ravi Chandran**

**Mohd Riyaz**

### 5 years

**Ranjit Patil**

**Amit Vedi**

**Prasobh K P**

**Ganesh M Deshmane**

**Sachin C Kalal**

**Abinash Kumar**

**Bittu Kumar**

**Sagar Kumar Sah**

**Shankar Rajguru**

**Deepesh Prajapat**

**M Prakash**

**Mudasir Ahmad Dar**

**Ashish K Sankala**

**Nasir Zahoor Sheikh**

### Important Safety Instructions :

- **Wear a mask that covers your nose and mouth to help protect yourself and others.**
- **Stay 6 feet apart from others who don't live with you.**
- **Get a COVID-19 vaccine when it is available to you.**
- **Avoid crowds and poorly ventilated indoor spaces. Wash your hands often with soap and water.**

## Congrats On Your Promotion

### Sr. Manager - Accounts

**Mahesh Parmar**

### Zonal Manager

**Vikram Pruthi**

### Regional Manager

**Kamlesh Sasale**

**Manosh P**

**Ashaikh Kumar**

**Manoj Kumar**

**Deepak Yadav**

**SK Safiur Rahaman**

**Kaustav Bagchi**

### Sr. Area Business Manager

**Pavan Kumar K**

**S Sivakumar**

### Area Business Manager

**Mohd Latief Goyatganta**

**Sampath Thyagarajansk**

**Jameer Akbar Imran**

**Shivam Gupta**

### Territory Manager

**Chandan Bharti**

**Pattela Chendar**

**Ansari Usman Ali**

**Saqib Ali Waajid**

**Faisal Anis Mansuri**

**Ripu Daman Singh**

**Sumit Kumar**

**Vaibhav Verma**

**Bhushan Chaudhari**

**Bhushan Girase**

**Shaikh Abdulhad**

## Your Plan Of Action

To Be Fit, Fine & Healthy

### IMMUNITYBOOSTING FOODS



**DRUMSTICKS** - Drumstick is one of the superfoods which helps in boosting your immunity and acts as a shield for any virus to grow.



**COCONUT WATER WITH LEMON** - Intake of Coconut water should always be fresh. When you add half a lemon to fresh coconut water, vitamin C shoots up by 10 times. Once everyday, for the next few days, having coconut water with lemon is a must. **(Note: Kidney patients should not have coconut water)**



**GARLIC, ONION & TURMERIC** - These three are natural superfoods that will help kill the bad bacteria that thrive within us.



**PUMPKIN SEEDS** - Just by having 3-4 spoons of pumpkin seeds everyday can provide you with substantial quantities of healthy fats, magnesium and zinc which are vital for immune functions.



**RED CAPSICUM** - Vitamin C present in Red Capsicum is 3 times higher than the Vitamin C found in an orange. Ensure to have red capsicum in your salad everyday before meals.