



BLUE CROSS NEWS

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Tasty Way to Boost Immunity

We at Blue Cross are committed to boost immunity of all Indians through our Bluvit range of products. Here is our fourth offering in Bluvit range i.e. "Bluvit-CZ Chew Tabs", which offers Optimum Dose of Vitamin C (500MG) with Power of Zinc. Vitamin C is a vital nutrient & Zinc is an essential micronutrient, both are trusted immunity boosters & being widely prescribed as standard of care in Covid Management.

Our R&D team has designed an excellent formulation of Bluvit-CZ Chew Tabs with orange flavour & best in category taste. We invite you all along with all Indians to taste it to appreciate it. Bluvit-CZ Chew Tabs is a



tasty way to boost immunity, ensure patient compliance & repeat purchase.

Bluvit range with Bluvit-D3 Sachet, Bluvit Injection & Bluvit-D3 Drops is gaining good acceptance all over India. Bluvit-CZ Chew Tabs will further strengthen prescriber base & prescription for the entire range.

Bluvit-CZ Chew Tabs will be promoted to Physicians & GPs as essential nutrients in enhancing immunity & maintenance of good

health. Bluvit-CZ Chew Tabs along with other Bluvit packs are going to be major contributing products for us during 2021-22.

Lastly we request you all to pick up a strip of Bluvit-CZ Chew Tabs, taste it to appreciate the effort & capability of our R&D.

Second Wave Formation Amidst Surge Of Newer Coronavirus Variants

India is also vulnerable to second wave of coronavirus and people should continue to follow social distancing, wearing mask and other precautions.

We have recently crossed 10 million figure and the cases are increasing. The increase is not only due to new variants but also because people have become less cautious and the second wave of viral infection is threatening us now! The precautions of social distancing/masking/hand hygiene need to be continued if the spike in cases is to be controlled!

The world identified newer variant in UK in the month of September followed by other variants in South Africa and Brazil. These newer strains have been associated with increased transmissibility which means more number of individuals might get infected.

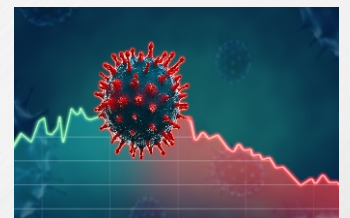
Scientists all over the world have worked tirelessly to create safe and effective vaccines and protect us from the corona virus infection. The availability of safe and effective vaccines gives us an additional layer of protection for prevention of infection and breaking the chain of transmission in the community. However, the

newer variants tend to mar the achievement because these approved vaccines are showing lesser effectivity against them. But still scientists over the world are confident that it will not affect the vaccination program and if required they can tweak the formula / modify the vaccines for making them more effective against these new variants.

India has vaccinated more than 10 million of its healthcare and frontline workers till now. From first or second week of March 21, the high risk group comprising of above 50 years and below 50 years with co-morbidities will be getting the vaccine.

Getting vaccinated and following the principles of preventions (Social distancing /Masking / Hand Hygiene) even after receiving vaccines is the only way of controlling the virus and not allowing it to surge anymore.

DON'T DROP YOUR GUARD!!!



The Battle against Corona Virus Continues :- VITAMIN C AND ZINC

Considering the COVID-19 pandemic, nutrients that can optimize the immune system to prevent or lower the risk of severe progression of this viral infection have gained importance. Dietary supplementation of nutrients with recognized roles in immune function can optimize the body's immune response and reduce the risk of infections. In this context, zinc and vitamin C are the nutrients which are known for their immunity enhancing properties.

VITAMIN C

Vitamin C or ascorbic acid performs a wide array of functions in the body, from being a potent antioxidant, to having a crucial role in the immune system.



As an antioxidant, vitamin C prevents damage to the body cells resulting from exposure to oxidants or toxins generated by the body itself and by exposure to pollutants and toxins.

Vitamin C supports the outer and inner surfaces of the body and prevents the entry of pathogens thus reducing the chances infection.

It supports the body's immune system by helping the immune cell function and thus helps in defending against various infections.

It has been shown to reduce inflammation and organ injuries and prevents respiratory symptoms of pneumonia which occurs in some cases of covid-19 infection.

Vitamin C modulates the cytokine storm which occurs in severe cases of covid-19 and leads to respiratory failure and calls for the need for mechanical ventilation.

Vitamin C has shown to reduce the episodes as well as duration of common cold by almost 60%.

Food sources of vitamin C include citrus fruits, strawberries, guava, papaya, kiwi, lychee, broccoli, chilli peppers, spinach, kale and potatoes.

Vitamin C and zinc are essential nutrients for the immune system and are necessary to strengthen the overall defence against various pathogens, by maintaining the integrity of the body's physical barriers, functionality of the various cells of the immune system, preventing viral entry and replication, thus reducing the infection load resulting in better outcome.

However, due to our diet, lifestyle and bioavailability of these nutrients, their daily requirements may not be met by diet alone and supplements would be necessary in majority of the population .

ZINC

Zinc has immune related function as well as antiviral action and hence it has become a crucial supplement in prevention and treatment of covid-19 infection.



Zinc is essential for the maintenance of the immune system and plays an important role in activating cells during an immune response to a bacteria or a virus.

It helps in the prevention of the cytokine storm by balancing the development and the activity of certain cells called the T cells, thus preventing respiratory distress and multiple organ failure.

Zinc has direct antiviral activity by preventing the entry and the replication of the virus in the body and has also shown to prevent the entry of the SARS CoV-2 virus into the body.

Zinc supplementation has shown to reduce the severity and duration of cold symptoms such as fever, cough, sore throat, muscle pain and nasal congestion by more than 50%.

Food sources of zinc include red meat, legumes like lentils, chickpeas and beans, seeds like pumpkin seeds and sesame seeds, nuts like peanuts, cashews and almonds, dairy foods like cheese and milk, whole grains like wheat, quinoa, rice and oats, eggs, and some vegetables like potatoes. On a sweet note, dark chocolate is a good source of zinc too...

Blue Cross in the forefront of Diabetes & Hypertension Management in India



In February EPC (Existing Patient Conversion) camps & NPDCs (New Patient Detection Camp) were conducted across India on 13th & 27th of the month. EPCs help many patients taking expensive Cardio-diabetic medicines to shift to BCL's Affordable Cardio-diabetic medicines helping them save a lot of money. In patients showing signs & symptoms of Diabetes NPDCs help detect Diabetes, helping them start their therapy early & control their Blood Sugar level in the long run. Both these activities help patients benefit from our World Class Quality, Most Affordable Cardio-diabetic range which helps reduce stress on their pockets as well as their mind, improving their Quality of Life.



Events in Factories

Emergency Evacuation Mock Drill was organized in the Goa Plant to emphasize on fire safety. Fire & First Aid team Coordinators took charge of the situation as per the responsibilities assigned.



Training was organised on Performance Feedback by Dy. Director HR & Admin. Mr. Harshinder Sharma. It was insightful and practical training, attended by all HODs.

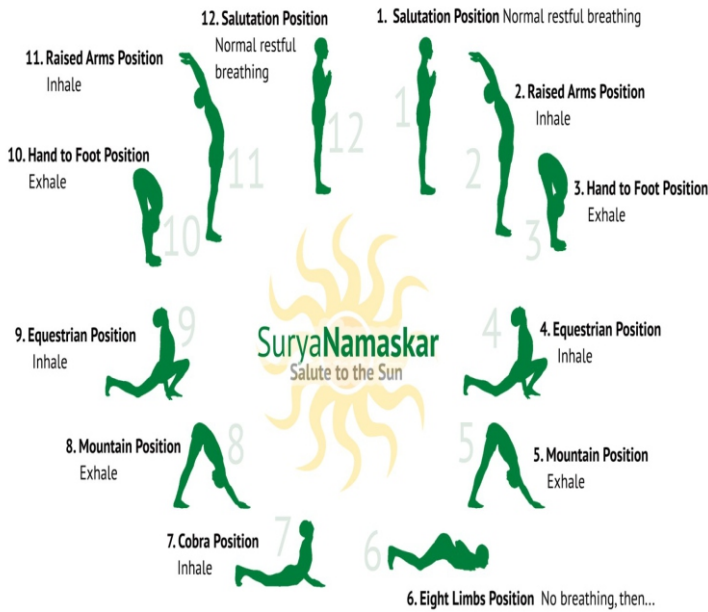


The headcount at assembly point took place swiftly & all clear siren was sounded in 20 minutes.

Monthly Birthday Celebration with Mrs. Jyotsna Kumbhare, Manager-Systems, was held at Goa Plant

Empolyees Corner

Healthy Living Tips by Akshata Subhedar, Secretary to Medical Department ,Mumbai
SURYANAMASKAR



“Salute to the Sun”, it is a sequence of twelve asanas. It is a warm-up exercise. It activates blood flow to all parts of the body and coordinates the breathing process as well.

Following are the 12 steps of SURYANAMASKAR
Benefits of Suryanamaskar:

- 👍-Improves blood circulation.
- 👍-Helps in stretching, flexing and toning the muscles.
- 👍-Stimulates the cardiovascular system, nervous system, digestive system, respiratory system and immune system.
- 👍-It brings down blood sugar levels and is beneficial for weight loss.
- 👍-Improves stamina, mental & physical balance & metabolism.

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

Kudos to Our Long Servers

30 years



Shubhangi Patwardhan

25 years



Diana Pinto

20 years



Arjun Kumar Jha

Parimal Goswami
 Neeraj Kumar Srivastava

15 years



Archana Dharrao
 Chandrashekar H.S.

10 years



Vaibhav Patil

Pravin Salve
 Ramchandra V Langar
 Gorakhanath A Chavan
 Hitesh Kumar
 Amar Vijay Patil
 Himanshu A Jaiswal
 Aslam Iqbal Ahmed
 L Chakrapani

5 years

M Amrendar Goud
 Vijay T Pawar
 B Mallesh
 Sandip D Javale
 Harish Kumar Tiwari
 Atul Kumar Shukla
 Santosh S Yerka
 Pradeep K Nagda

Sutar Abhay Rajaram
 Ravinder Singh
 Nilesh Laxman Jadhav



Anil Musale



Amrapali Kothavade

Congratulations on Your Promotion

Area Business Manager
 Surya Prakash Pandeya
 Manish Malhotra
 Uppara Ramesh
 R Sai Baba

Territory Manager
 Sandeep Choudhary
 Sutar Abhay Rajaram
 Ravi S
 Grandhi Syam Sundar
 Shaik Nagoor Shareef