



# BLUE CROSS NEWS

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• INSIDE •

2

*'Zindagi Qimati Hai  
Dawai Nahi'*

3

*On-going Efforts to  
Battle the Coronavirus  
in Goa*

## Affirming the Company's Commitment

As always in the case of a calamity, Blue Cross has been quick to offer a helping hand to those most affected by the deadly COVID-19 virus. The Company has donated a sum of Rs. 1 Crore to the Maharashtra Chief Minister's Relief Fund COVID-19.

Mr. B.G. Barve, Jt. M.D. and Mr. Ashish Shirsat, Sr. Executive Director, presented the Donation Letter and cheque to Mr. Uddhav Thackeray, Chief Minister of Maharashtra. They also affirmed the Company's commitment to providing adequate medicines supplies, including FaviBlu tablets, which are indicated for the treatment of patients with mild to moderate COVID-19 infection.



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## Blue Cross Launches Three Products

Recent months have witnessed Blue Cross launching three products in line with the Company's commitment to Doctors and Indian people of 'Providing World Class Quality Medicines at Affordable Prices'. All these drugs are proving invaluable in the battle against the COVID-19 pandemic, and all the three products are already enjoying a very positive response from the market.

### FaviBlu

*Trusted Quality Favipiravir at an Affordable Price*

COVID-19 cases in India are rising on a daily basis. Testing and early treatment are key for effective results. As per studies almost 81% of the COVID-19 cases are mild to moderate and Favipiravir (FaviBlu) is the only DCG(I) approved, effective oral therapy option available for the Doctors today.



Blue Cross, through BC Division, has proudly introduced

FaviBlu for the treatment of patients with mild to moderate COVID-19. With the pandemic came the lockdown and this has affected people financially and emotionally. Blue Cross decided to launch FaviBlu at an affordable price of just Rs. 32/- per Tablet for 200 mg and Rs. 58/- per Tablet for 400 mg in an effort to alleviate the financial and emotional burden of COVID affected patients. This has been appreciated by the Medical fraternity all over India.

To ensure that Doctors / Patients / Retailers know the location-wise and Stockists-wise availability of FaviBlu, a 24 Hours Helpline / Dedicated SMS / Email Service has been set up.

## MULTICIDAL

*An Instant & Effective Hand Disinfectant  
The Right Product at the Right Time*

Blue Cross has proudly introduced MULTICIDAL Hand Disinfectant through our EXCEL Division. MULTICIDAL is an instant and effective hand disinfectant for use by Doctors in-between examining patients as well as for surgical hand disinfection.



MULTICIDAL Hand Disinfectant is a DCG(I) approved combination, considered as the Gold Standard by Doctors and has virucidal, bactericidal and fungicidal action. It is a ready-to-use solution with good residual disinfectant effect and is non-dehydrating, skin friendly, Non-staining

and non-corrosive. MULTICIDAL Hand Disinfectant is available in 500 ml bottles for the convenience of Doctors.

## Bluvit Injection

Bluvit Injection, which Blue Cross launched just a month ago, is a B Complex injection which contains Vitamin B3, and B6, along with an optimal dose of Methylcobalamin. It



is the Company's second step (after Bluvit-D3 sachets) to popularise the brand name 'Bluvit' and build high sales volume. Bluvit Injection will

help Blue Cross develop wider presence in the Methylcobalamin injection market.

## Zindagi Kimati Hai Dawai Nahi!!!

On 2nd August 2020 we all shared a very emotional video with millions of Doctors, retailers, distributors, family and friends with a very important message Zindagi Kimati Hai Dawai Nahi - Life is Valuable Not the Cost of Medicines. The video illustrated a situation where a retired father has stopped taking his medicine for Hypertension and Diabetes due to high cost and because he feels he is a burden on his son. In this Pandemic situation many households across India are facing a huge financial crisis due to salary cuts, salary delays, job losses, and medicine consumption is where compromise may happen. Blue Cross has been providing World Class Quality and Affordable Cardiac and Antidiabetic Medicines for over 15 years, the benefits of which have been passed on to Millions of Patients. The video suggests that Doctors give preference to affordable Cardiac and Antidiabetic medicines from Blue Cross so that patients continue to take their medicines regularly even in this period of financial crisis.



We have received excellent response to this video from all over India. It has helped make our World Class Quality and Affordable Cardiac and Antidiabetic medicines popular and also facilitated Doctors to spread the message to their patients about not compromising on taking these essential medicines regularly.



# Goa Update

## On-going Efforts to Battle the Coronavirus

\* Blue Cross Goa contributed funds to Verna Industrial Association (VIA), which in playing a pivotal role in alleviating the suffering of industrial employees, due to the spread of COVID-19. VIA's efforts include establishing a free RT PCR Swab Test facility, putting up a 130-bed quarantine facility and numerous other welfare activities.



Mr. Dhanesh Singh, Sr. Manager, Pers. & Admin., and Mr. Sudhir Wadkar, DGM - Engg., are seen presenting a cheque to Mr. Damodar Kochkar, President, Goa State Industries Association and Mr. Pradip Da Costa, President, Verna Industrial Association.

\* The Blue Cross Goa team acknowledged the selfless efforts of Mr. Damodar Kochkar, President, Goa State Industries Association and Mr. Pradip Da Costa, President, Verna Industrial Association, in the fight to protect the Verna Industrial Estate community against the COVID-19 pandemic.



Mr. A.K. Burman, Corporate Director - Production and Mr. Dinar Mardolkar, Sr. GM - Production, presented each of them with a Certificate of appreciation.

\* The months of July, August and September 2020 witnessed on-going Coronavirus Training & Awareness programmes at Goa Plant. These programmes were based on the theme of: MEN: protect Mouth, Eyes and Nose and SMS: maintain Social distancing, wear Masks and do frequent hand Sanitisation. The importance of taking precautions while working and when using the canteen, changing rooms and washrooms was also highlighted.

In addition, COVID Awareness announcements were made through the public address system twice a day.

\* Cheers to Goa Plant's Corona Warriors who recovered from COVID-19 and then donated plasma for COVID patients at Goa Medical College. The donors were warmly felicitated for their contribution to this noble cause. Seen from top are: Mr. Ganesh Nayak being felicitated by Mr. Dinar Mardolkar; Mr. Ravikumar Kamble being felicitated by Mr. Santosh Salgaonkar and Mr. Melwin Fernandes being felicitated by Mr. K.V. Nawghare.



\* Dr. Vallabh Dhaimodkar, Factory Medical Officer, was warmly felicitated for his exemplary initiatives, advice and consultation to the Factory team as well as others in Verna Industrial Estate, in the battle against the COVID-19 pandemic.



\* Covid-19 warriors who have conquered the illness were welcomed back by the Admin. team. Seen in the picture, from left holding flowers, are Mr. Sameer Kamble, Mr. Melwin Fernandes, Mr. Santosh Salgaonkar and Mr. Sebastiao Viegas, along with members of the Admin. team. The warriors are back in action, filled with enthusiasm and energy!



## Festivities at Nashik

\* Independence Day was celebrated on 15th August. The national tri-colour was hoisted and sweets were distributed. The program was attended by around 40 persons including staff, workmen, contractual workmen and their family members.



\* Ganesh Utsav was celebrated by Pratisthapana of Ganesh idol on occasion of Ganesh Chaturthi on 22nd August in a pandal near the security gate. During the ten days, Ganesh Aarati was performed by different departments.

## Virtual Celebrations at Mumbai

*This year, in view of the restrictions on social gatherings due to the Coronavirus pandemic, the Blue Cross team held a series of virtual celebrations through Zoom calls.*

**T**eam members celebrated India's 74th Independence Day online, on the evening of August 14. They were invited to dress in the colours of the Indian flag.

**T**he August 2020 Monthly Celebration for the Head Office team were held on the 31st of the month. Long servers Mr. Umesh Pai (15 years) and Mr. Samir Pawar (5 years) were congratulated for their long service to the Company. Birthday wishes were extended to Mr. William Fernandes, Mr. Sandeep Mirajkar, Mr. Narayan Bisht, Ms. Rashmi Mahtre and Ms. Riddhi Dalvi.

**T**he September 2020 Monthly Celebration for the Head Office team were held on September 30.

Mr. Suresh Patel, who has joined the Company as Sr. Product Manager was warmly welcomed. Long servers Mr. Vinayak Bhatt (5 years) and Mr. Pritesh Chari (5 years) were congratulated for their long service to the Company.

Birthday wishes were extended to Mr. Muralidhar Nambiar, Mr. Amit Parchure, Mr. Amit Patankar, Ms. Akshata Subhedar, Mr. Santosh Shetty, Ms. Christabelle D'souza and Ms. Nieves Barrow.





## Up the Corporate Ladder - Promotions



Mr. A.K. Burman, Corporate Director - Production, congratulates Mr. Kamlakar Nawghare, on his promotion as DGM - Accounts & Mgt. Services, Goa.

Mr. Dinar Mardolkar, Sr. G.M. - Production, congratulates Mr. Nilesh Devidas, on his promotion as Purchase Manager.



Mr. Dinesh Jaju, as Sr. Executive, R&D, Nasik

Mr. Dhanappa Chanshetti, as Sr. Manager, Qc, Nasik

### Field

Mr. Hari Kumar Kotte as Dy. Zonal Manager

Mr. Mohammedaligari Ali Khan, as Dy. Zonal Manager

Mr. V. Veerabraham as Sr. Regional Manager

Mr. Naveen S. Kumar, as Sr. Area Business Manager

Mr. Yogesh Kumar, as Sr. Area Business Manager

Mr. p. Thrinanda Kumar, as Sr. Area Business Manager

Mr. Kammara Murali Achari, as Sr. Area Business Manager

Mr. Uppara Viswanatham, as Sr. Area Business Manager

Mr. R. Narayana, as Sr. Area Business Manager

Mr. B. Anand Kumar, as Sr. Area Business Manager

Mr. Purum Manohar, as Sr. Area Business Manager

Mr. Raghu Kishore K., as Sr. Area Business Manager

Mr. Krishna P. Mahato, as Sr. Area Business Manager

Mr. R. Rajesh Khanna, as Sr. Area Business Manager

Mr. Bella Sankara, as Sr. Area Business Manager

Mr. S. Arvind Kumar, as Sr. Area Business Manager

Mr. Md. Mujeeb Pasha, as Sr. Area Business Manager

Mr. M. Amrendar Goud, as Sr. Area Business Manager

Mr. Ujjwal Chawla, as Sr. Area Business Manager

Mr. Areti Obaiah, as Sr. Area Business Manager

Mr. Vikas Gupta, as Area Business Manager

Mr. Satyabrata Rout, as Area Business Manager

Mr. Harpreet Singh, as Area Business Manager

Mr. Kesani Amaranath, as Area Business Manager

Mr. Pasupuleti Yerraiiah, as Area Business Manager

Mr. P. Sankar Kumar, as Area Business Manager

Mr. Jakkinaboina Madhu Kumar, as Area Business Manager

Mr. D. Arun Kumar, as Area Business Manager

Mr. Prabin Chaudhary, as Area Business Manager

Mr. Vikramjeet Kumar, as Area Business Manager

Mr. Jitendra Mishra, as Area Business Manager

Mr. Kumar Satyam, as Area Business Manager

Mr. Naresh Goud Garige, as Area Business Manager

Mr. Gullapally Raviteja, as Area Business Manager

Mr. Vodella Narendhar, as Area Business Manager

Mr. Pathyam Naresh, as Area Business Manager

Mr. Bishal Poudel, as Area Business Manager

Mr. Chiluka Sridhar, as Area Business Manager

Mr. Sahil, as Area Business Manager

Mr. Neredukomma Sharath Reddy, as Area Business Manager

Mr. Balakrishna Kumbala, as Area Business Manager

Mr. Md Hafijur Rahaman, as Area Business Manager

Mr. Abhishek Kumar Kashyap, as Area Business Manager

Mr. Beri Venkatesh, as Area Business Manager

Mr. Udadala Rajesh, as Area Business Manager

Mr. Rama Shankar Chaoudhari, as Area Business Manager

Mr. Bijay Kumar Mahato, as Area Business Manager

Mr. Bimal Kumar Dahal, as Area Business Manager

Mr. Agaruru Venkata Saikethan, as Area Business Manager

Mr. Pravin Annappa Khurape, as Territory Manager

Mr. Vimal Gupta, as Territory Manager

Mr. Ediga Maruthi, as Territory Manager

Mr. Alok Kumar Sinha, as Territory Manager

Mr. G. Naveen Kumar, as Territory Manager

Mr. Gade Durgaprasad Rao, as Territory Manager

Mr. Gunda Madhu, as Territory Manager

Mr. Ajay Kumar Sahoo, as Territory Manager

Mr. Katupalli Chiranjeevi, as Territory Manager

Mr. Shailesh Vijay Gawai, as Territory Manager

Mr. Praful Dilip Gajbhar, as Territory Manager

Mr. Pawan Kumar, as Territory Manager

Mr. Praveen Kumar Prasad, as Territory Manager

Mr. Pundlik Bhikaji Kshirsagar, as Territory Manager

Mr. Kishor Kashinath Uppar, as Territory Manager

Mr. Ankush Kailash Devhare, as Territory Manager

Mr. Santosh Kumar Sahu, as Territory Manager

Mr. Surya Pratap Mishra, as Territory Manager

Mr. Ram Prakash Sharma, as Territory Manager

Mr. Yogesh Rathor, as Territory Manager

Mr. Amit Halder, as Territory Manager

Mr. Sudip Mukherjee, as Territory Manager

Mr. Koushik Dey, as Territory Manager

Mr. Sharad Vaishnav, as Territory Manager

Mr. Jagdish Madhav Khote, as Territory Manager

Mr. Arjun Sahani, as Territory Manager

Mr. Mahesh Kumar D. C. , as Territory Manager

## Loyalty & Long-term Commitment Are Commended

The following long-serving team members were warmly commended for their loyalty and sincere efforts towards making Blue Cross what it is today.

### 35 Years



**Mr. P. S. Parameswaran**  
Mr. Inayat-Ul-Haque Shaikh

### 25 Years

Mr. Sudarshan Sapkota  
Mr. Sajid Shaikh  
Mr. Ashok Kumar Sharma



**Mr. Dinesh Jaju**  
Mr. Mulla Ghouse Basha  
Mr. Jitendra Tiwari  
Mr. Vikas Munde  
Mr. Sachin Chavhan  
Mr. Purvendu Singh  
Mr. H. J. Prasad  
Mr. Rakesh Baweja  
Mr. Alok Kumar Sinha

### 15 Years



**Mr. Umesh Pai**



**Mr. Nilesh Raut**  
Mr. Amit Kumar Mopkar  
Mr. Mahendra K. Gupta

### 10 Years



**Mr. Dhananjay Shire**



**Mrs. Sunanda Patil**

### 5 Years



**Mr. Sameer Pawar**



**Mr. Vinayak Bhatt**



**Mr. Pritesh Chari**  
Mrs. Namrata Bendre  
Ms. Jyoti Meshram  
Ms. Dipti Kolambkar

Ms. Tulsi Yadav  
Mr. Vaijnath Sonvale  
Mr. Mandar Nandan  
Mr. Dharamvir Kumar  
Mr. Viresh Kumar  
Mr. Kishor Talreja  
Mr. Yogesh Rathor  
Mr. Sajeed Yamani  
Mr. Vaijnath Sonvale  
Mr. Subin B.  
Mr. Akshay Munjapara  
Mr. Praveen Kumar Pandey  
Mr. Deepak A. Kumar  
Mr. Mandar Nandan  
Mr. Govind Morye  
Mr. Anirban Gangopadhyay  
Mr. Sundar S.  
Mr. Sudhakar Pandey  
Mr. N. Kishore Babu

Mr. S. Narender  
Mr. Yashpal  
Mr. Deepak Kumar Yadav  
Mr. Harish Kumar  
Mr. Ahwan Kumar Nayak  
Mr. Ramji Verma  
Mr. Ankit Mehta  
Mr. Jagdish R Nikam  
Mr. Ajay Rathod  
Mr. Vishvnath Saini  
Mr. Adarsh Mishra  
Mr. Aashish Singh  
Mr. Raghunath Mandrekar  
Mr. Abhishek Choubisa  
Mr. Avinash Vikas Survase  
Mr. Raj Kumar Agarwal  
Mr. Nazim Hussain  
Mr. Manoj Kumar

## A Warm Farewell

Ms. Jennifer Lewis recently retired after 28 years as Executive Assistant to Mr. N.H. Israni, Chairman. She is seen receiving a farewell momento from Mr. Israni.



## Board Examination Results

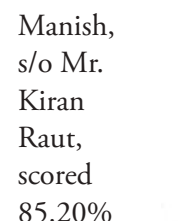
Children of Blue Cross employees, Nashik Plant, put up a good show in the 2020 SSC Board examinations.



Neha, d/o  
Mr. Atul  
Narkhede,  
scored  
86.40%



Swarali, d/o  
Mr. Anil  
Jachak,  
scored  
82.80%



Manish,  
s/o Mr.  
Kiran  
Raut,  
scored  
85.20%



Soham,  
s/o Mr.  
Nilesh  
Magar,  
scored  
66.80%

