

# BLUE CROSS NEWS

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**Dear Blue Cross Family,**

I am excited to write to you at the end of what has been a satisfying financial year. Amidst an unpredictable global environment and challenging industry dynamics, we have continued to grow. This encouraging performance has been supported by our pursuance to quality, conformity to compliance, manufacturing excellence and strong supply chain management.

A dominant local commerce and steady development on building capabilities to provide a varied range remain our competitive advantage. This provides us the opportunity to foster growth. A comprehensive product range with improving market share in the domestic market, our company is on a steady path of growth and is inching closer to becoming a top pharma player with a long-term growth vision. As a company with a rich legacy of serving the pharma market, we remain focussed on complete compliance to regulatory norms and have integrated our human resources management processes to drive a culture of passion & commitment.

Every team member in the Blue Cross Team deserves a special note of thanks for their role in supporting through a challenging time. Special Congratulations to **Team Meftal & TusQ** for achieving a record growth during the year. Building on the strengths of our technical capabilities and your support, we want to step in the financial year 2022-2023 with many new aspirations.

I wish fresh beginnings and new hopes for you in the coming financial year.... Sow seeds of dedication, hard work and you will enjoy fruits of happiness and success. Now, we are looking forward to achieving more milestones in the coming year!!....I personally wish you all success for the coming financial year 2022-2023.

**Manoj Israni**

**Vice-Chairman & Managing Director**



## Annual Zonal Manager's Conferences at Mumbai

**T**he Annual ZM Conferences to review the learnings of 2021-22, set goals and decide actions for 2022-23 were organized in Mumbai for Blue Cross & Excel Sales Divisions. All Zonal Managers participated enthusiastically in the Conferences.

The Sales Directors acknowledged and applauded field achievements of 2021-22 like both BC Division and EXL Division crossing significant sales milestones, record number of field personnel surpassing their annual targets, high YPMs of PSOs / Managers, etc. Top Zones Annual Performance Shield was presented to the respective Zonal Managers.

The Marketing Directors and their teams reviewed the product performance for 2021-22 highlighting the actions / activities which yielded results and after many discussions arrived at strategy, actions and activities for 2022-23. ZMs assured that all the decided actions will be implemented which is the real key to achieve set goals. During the Blue Cross Conference MEFTAL achievement was celebrated. Over the last 40 years, Blue Cross team has, through proper scientific promotion, tremendous grit and unwavering efforts, built confidence of Doctors in mefenamic acid. With their Unique, Powerful & Versatile Action, MEFTAL-SPAS, MEFTAL-P, MEFTAL-250, MEFTAL-500 & MEFTAL-FORTE have become Dependable Choices for the Medical fraternity and through them bettered the lives of millions of Indians. It was unanimously decided to rededicate ourselves to ensure the benefits of MEFTAL are passed on to more and more patients. The very strong growth of TUSQ sales was also celebrated and top achiever ZMs shared their teams success process in the conference. It was decided that 2022-23 will be the next milestone year for TUSQ. In the EXL Conference total Division Sales was the most exciting achievement and celebrated. Apart from this, the strong performance of brands like MEFTAGESIC, CEDON, AZIBEST etc. was discussed to be repeated. Performance and actions of high YPM achievers in EXL Division were analysed to give confidence and ensure that all can surpass their targets.

The Zonal Managers also presented their well thought out goals and actions for making 2022-23 another blockbuster year.

Overall the ZM Conferences discussions showed we are capable of capturing the multiple opportunities for our products, further build up on our success in 2022-23 and thus achieve and celebrate more milestones!

Continued ..... Pictures on Page 2 & 3 **1**



## Glimpses of the Annual ZM Conferences in Mumbai





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## BEAT THE HEAT

### THERE ARE MANY FOODS THAT HELP TO STAY COOL IN THE PEAK HEAT OF THE SUMMER



**M**any people love the warm summer months. But hot and humid days can sometimes be dangerous. It's not good for the body to be hot for too long. Too much heat can alter the normal functioning of organs. Hence, it is important to keep your body cool when the days are hot.

Sweating is one such mechanism which helps the body to cool down.

There are plenty of foods available that can help to keep the body cool.

#### COCONUT WATER

Coconut water has essential electrolytes and minerals that help hydrate the body.

#### WATERMELON

Watermelon is a great summer fruit that contains 95% water and perfect to cool the body as well as great for weight loss.

#### CUCUMBER

Cucumbers are highly hydrating and provide the body with essential nutrients, vitamins A and C, folic acid and fiber.

#### LEMON

Lemon hydrates, cools, detoxifies the body and boosts immunity. It can be used in various forms, with water as a lemon cooler or squeezed over food items for taste.

#### BANANAS

Bananas are the best cooling agents that also line the intestinal system and clear toxic build-up.

#### BOTTLE GOURD

Bottle gourd has a great hydrating capacity as it contains

96% water and apart from this it also helps in digestion and weight loss.

#### BERRIES

Berries like strawberries are known to have a cooling effect on the body.

#### GREEN LEAFY VEGETABLES

Green leafy vegetables like spinach, lettuce and kale are anyway considered a super food, but apart from that they are 80-90% water and possess the ability to hydrate and cool down body temperature.

#### YOGHURT AND BUTTERMILK

Yoghurt and/or buttermilk in summers is excellent for cooling the body as well as maintaining a healthy gut making it a nutritious and a healthy snack/drink.

#### ONIONS

Onions also possess cooling properties and are known to protect against sun-stroke.

#### MINT

Mint is a cooling herb and combining it with lime is a great way to stay cool.

Apart from these foods, **eating light** is a great way to beat the heat. Sticking to small light meals throughout the day is better to keep the body cool. Also avoiding **spicy food** during hot summer days is needed to stay cool as it can raise the body temperature and make you sweat.

**Staying hydrated** is of utmost importance. Drink plenty of water through out the day.

**Wearing light breathable clothing** also helps to dissipate heat from the body and stay cool.

**To summarize, be smart in dealing with the harsh summer heat and stay healthy!!!**

## Vision For Life...Is Caring Your Eyes...!

Eye exercises can help comfort our eyes, especially when they get irritated at work. Now a days, most of us use computers, laptops, smartphones, TV etc. for longer duration, leading to straining of the eyes.

About 70% of adults suffer from problems like blurry eyes, eye strain, pain and dryness etc. Thus to protect our vision from all these stresses, exercising your eyes shall help keep them refreshed and bright.

Also, it is advisable to keep the monitor at least 20" (51 cm) and phone screen from between 16" to 18" away from your eyes.

Follow **20-20-20** rule to reduce eye strain

Every 20 seconds take a break	Look at something 20 feet away	Repeat after every 20 minutes
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**BENEFITS OF EYE EXERCISES**

- ✓ Improves vision
- ✓ Prevents eye dryness
- ✓ Reduces strain on the eyes
- ✓ Improves peripheral vision
- ✓ Enhances concentration
- ✓ Lowers risk of getting eye diseases

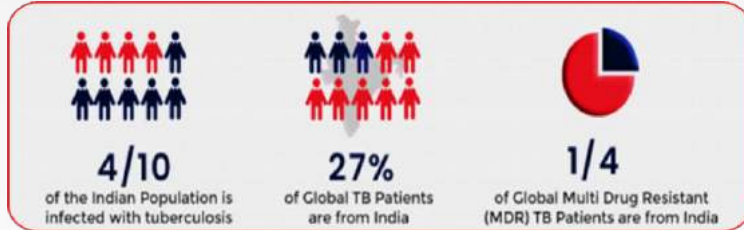
Below are some simple eye exercises for good eye health:

**Simple Eye Workout**

- Look up and hold for 3 seconds then look down and hold for another 3 seconds. Repeat 3 times in total.
- Look right and hold for 3 seconds then look left and hold for another 3 seconds. Repeat 3 times in total.
- Look to the top left corner of your eye and hold for 3 seconds. Look to the top right and hold for another 3 seconds. Repeat 3 times.
- Rotate your eyeballs 3 times to the right and then 3 times to the left. Blink several times to relax.
- Close your eyes right and hold for 10 seconds. Relax.
- Open your eyes wide and hold for 10 seconds. Blink repeatedly to relax and complete the workout.

## World Tuberculosis Day

Tuberculosis (TB) is caused by a type of bacterium called *Mycobacterium tuberculosis*. It spreads when a person with active TB disease in their lungs, coughs or sneezes and someone else inhales the expelled droplets, which contain TB bacteria. TB is a treatable & curable Disease.



The theme of World TB Day 24th March 2022 - 'Invest to End TB. Save Lives' – conveys the urgent need to invest resources to ramp up the fight against TB and put an end to it.

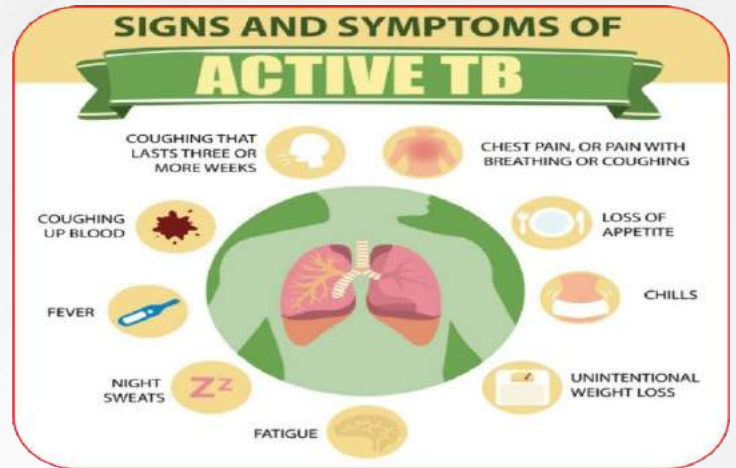
### DOTS THERAPY

DOT or Directly Observe Treatment Short Course is internationally recommended strategy for TB control that has been recognized as a highly efficient and cost-effective strategy.

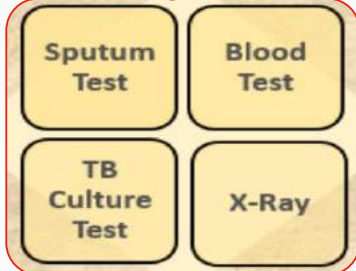
### Drug Resistant TB

Drug Resistant TB is TB for which anti-TB drugs have little or no effect against the TB causing agent

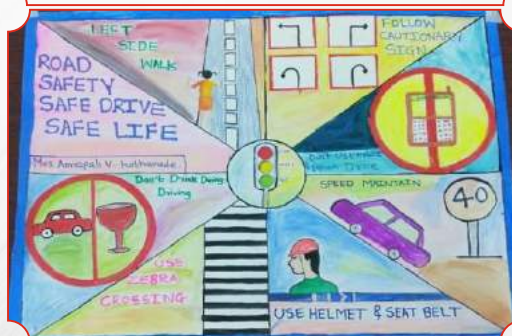
TYPE	MEANING
Mono-resistance	Resistant to only 1 anti-TB drug
Poly-resistance (PDR)	Resistant to more than 1 anti-TB drug, but not INH and RIF combination
Multi-drug resistance (MDR)	Resistant to at least INH and RIF, the 2 most effective anti-TB drugs
Extensively drug-resistant (XDR)	MDR and further resistance to any fluoroquinolone and at least one of three injectable second-line drugs: amikacin, kanamycin, or capreomycin



### Test for Diagnosis TB:



## Events in Factories National Safety Week Celebration



Safety week celebrated from 4th to 11th March at Goa and Nashik Plant. Safety activities such as Safety pledge, Safety slogan competition, Poster competition, Essay writing and Slogan writing on safety related topics viz. Industrial Safety, Road Safety and Home Safety. In-house safety audits were conducted during the week.



## Celebration @Blue Cross



Mumbai



Goa

BLUE CROSS

Nashik

**8** MARCH  
HAPPY  
Women's Day



International Women's Day, was celebrated across Blue Cross to recognise achievements and diverse contributions of women employees to the company. We bring you glimpses of the celebrations at Head Office, as well Goa and Nashik Plant.

## Long Servers Felicitated

**35 years**

Surekha More

**30 years**

P.C. Joshi



Leela Unnikrishnan

**25 years**

A.S. Krishnamurthy



Ramrao Kulkarni

**20 years**

Kaushalendra Kishore

Rutuja Vaigankar

Shrikant Phirke



**15 years**

Anant Kadam

Veerappa

Praveen A U

Manosh P A

Dinesh C P

Vikram Pruthi



**10 years**

Abhay Nand Shahi

Altamish Zahoor

M Rajesh

Arun Kumar

Ms Meera R Shikhare

Nidhil M C

Arshad Hussain

Paritosh Nandan

Kumar S Totad

Parveen Kumar

Sanjeev Dua

Channakumar C Yali

**5 years**

Ravinder Dagar

Jagdish Malipatil

Rajesh T M

Biswadeep Singha

Sudhanshu Verma

Ravishankar Singh

Rahul Chouhan

Kishor Kashinath Uppar

Balwinder Singh

## \* Congrats on Your Promotion \*

**Dy. Director-Medical Services**

Dr. Prabhu Kasture

**Sr. Packing Officer**

Priyanka Gawde

**Area Business Manger**

Snigdha Das

Laxman Shahi

## Holi Celebration @HO



## Welcome to the Blue Cross Family



Dr. Prakash C. Ramgiri has joined as a General Manager with the International Division. w.e.f. March 2022. He has

a vast experience of over 19 years in International Sales and Marketing in pharmaceutical companies. He has previously worked with J.B.Chemicals, Naprod Life Science, Umedica lab, Flamingo Pharma & USV.