

BLUE CROSS NEWS

Vol. 44 No. 4 • May 2022

May 2022 –Sales Progress

The second month of the new financial year was a challenging one to match May 2021 performance when covid related products had been sold very well.

Appreciation goes to everyone in the Field for their committed efforts but our special appreciation to the almost 1000 PSOs who achieved / exceeded their targets for the month of May 2022! The same heat – of weather and competition, affected everyone but these 1000 PSOs overcame all challenges and have showed everyone the way! Our congratulations to the RMs and ZMs who achieved and exceeded their targets! I am sure that all those who missed their targets will take inspiration from their performance and achieve / exceed targets in June 2022.

We continue to have record achievements for product groups like MEFTAL-SPAS, K-GLIM-M, ANGICAM, LOSTAT, XSTAN, MEFTAGESIC, etc.

As you know, from June 2021 onwards there was no covid related sales. Roll up your sleeves and make June 2022 a record sales month in each and every territory! All the best!

International Nurses Day



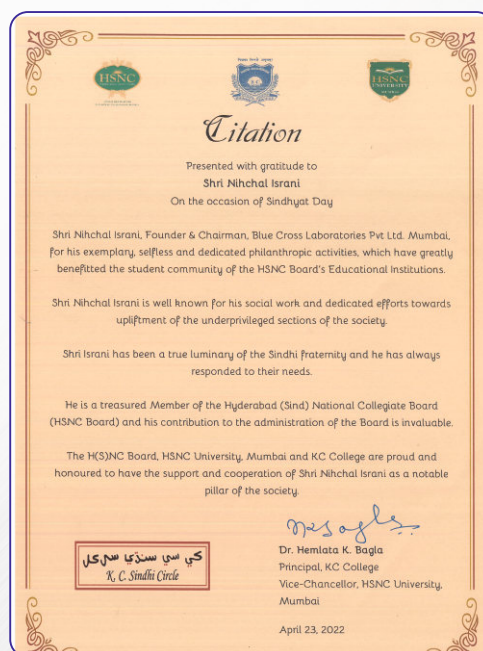
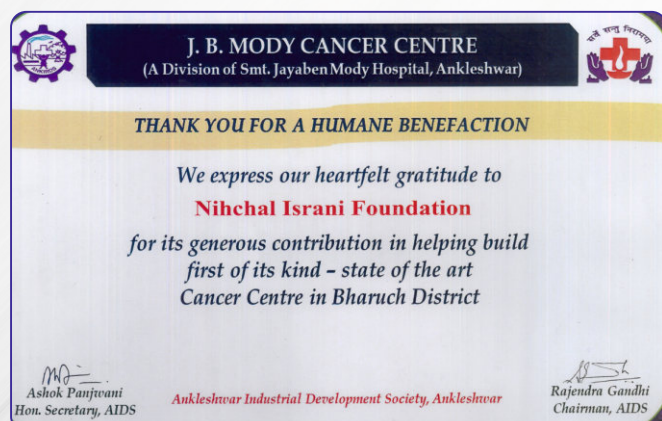
All India International Nurses Day was celebrated by BCL with the field personnel by acknowledging the dedication & kindness of nursing staff in Clinics, Hospitals & Nursing Homes on 11th and 12th May 2022.

On the occasion, the nurses were presented with samples of Bluvit D3 Sachets, Bluvit-CZ Chew Tabs and MEFTAL-SPAS Tabs to express our gratitude towards their noble work of selfless service.



Philanthropy: The Journey continues....

Nihchal Israni Foundation (NIF) has whole heartedly contributed for J.B. Mody Cancer Center in Bharuch district. The hospital is well equipped for treating various types of cancers.



The Hyderabad (Sind) National Collegiate Board (HSNC board) & KC college (Mumbai) acknowledged the continual support & dedicated philanthropic activities by our Chairman **Mr. Nihchal H. Israni** for the student community & upliftment of the underprivileged sections of the society.

Nutrients For Osteoporosis



Osteoporosis is a health condition that weakens bones, making them fragile and more prone to breakage. It develops slowly over several years and is often only diagnosed when a fall or sudden impact causes a bone to break (fracture).

Diet plays an important role in maintaining healthy bones. Several nutrients support bone health as well as help in preventing the disease. It is also important to maintain a healthy weight if you are suffering from this condition with a well-balanced diet.

There are several key nutrients the body needs to make your bones as strong as possible.

* Calcium

Calcium is important for building healthy bones. It is an important component of the bone tissue.

It is advised to consume enough calcium since childhood for the development of healthy bones and teeth. Dairy products are generally high in calcium.

* Vitamin D

Vitamin D which is also known as the sunshine vitamin is essential for the absorption of calcium from the diet consumed. Your body produces vitamin D when exposed to sunlight. Several foods such as mushroom, fatty fishes and egg yolks are some food sources of vitamin D.

* Protein

Protein should be an important part of your diet. It is essential for your tissues and muscles. Low protein intake is linked with a higher risk of fractures. Protein helps in maintaining a healthy weight thus reducing the risk of fracture.

* Vitamin C

Vitamin C plays a role in the absorption of calcium. When combined with vitamin D it can result in better absorption. You can add citrus fruits to your diet for a good dose of vitamin C.

* Magnesium

This mineral plays a role in building strong bones. However, your body's ability to absorb magnesium diminishes with age. Eating a variety of healthy foods like almonds, spinach, legumes like lentils, soya beans, chickpeas, green peas, whole grains & bananas can help you get enough magnesium daily.

* Phosphorous

Phosphorus works with calcium to help build healthy bones and teeth. These minerals are converted into calcium phosphate salts that stiffen and strengthen bones. Some of the foods rich in phosphorous are meats, poultry, fish, nuts, beans and dairy products.

* Vitamin K

Vitamin K helps to increase the bone density and reduce the risk of fractures. Sources of vitamin K are spinach, broccoli, cabbage, green beans, green peas, pomegranate, grapes, kiwis, tomatoes, sprouted moong beans, kidney beans, walnuts, chicken, etc.

* Zinc

Your body uses zinc to help the bones stay strong. Low intake of zinc is associated with poor bone health. Some zinc-rich foods which can help maintain healthy bones are beans, nuts, seafood, whole grains and dairy products.

An important way of maintaining proper bone health and preventing bone diseases like osteoporosis is by focusing on proper nutrition. Diets rich in nutrients like calcium, vitamin D, iron, and other micronutrients play a huge role in the prevention of osteoporosis.

Like the rest of your body, your bones need nutrients to thrive. Having a healthy diet is crucial to maintaining your overall health, along with the wellbeing of your bones.



World Hypertension Day 2022

Observed on May 17th, "World Hypertension Day" is marked as a day focused on creating awareness about Hypertension and its symptoms.

The theme for World Hypertension Day 2022 is 'Measure Your Blood Pressure Accurately, Control it, Live Longer'. The theme aims to combat low awareness rates worldwide, especially in low to middle-income areas with accurate blood pressure measurement methods. The day focuses on creating effective communication about the importance of raising awareness on the early diagnosis of high blood pressure and avoiding complications in the advanced stage.

Hypertension or High Blood Pressure occurs when the blood pressure rises to an unhealthy level of 140/90.



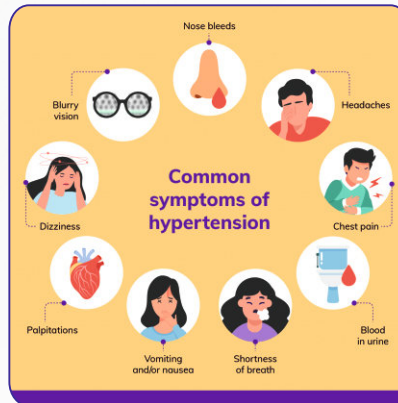
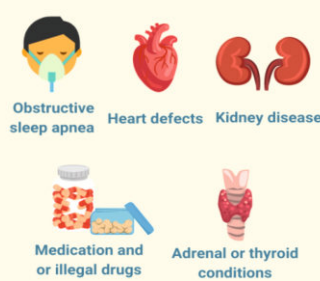
Blood Pressure Category	Systolic mm Hg (upper number)		Diastolic mm Hg (lower number)
Normal	less than 120	and	less than 80
Prehypertension	120 – 139	or	80 – 89
High Blood Pressure (Hypertension) Stage 1	140 – 159	or	90 – 99
High Blood Pressure (Hypertension) Stage 2	160 or higher	or	100 or higher

CAUSES OF HYPERTENSION

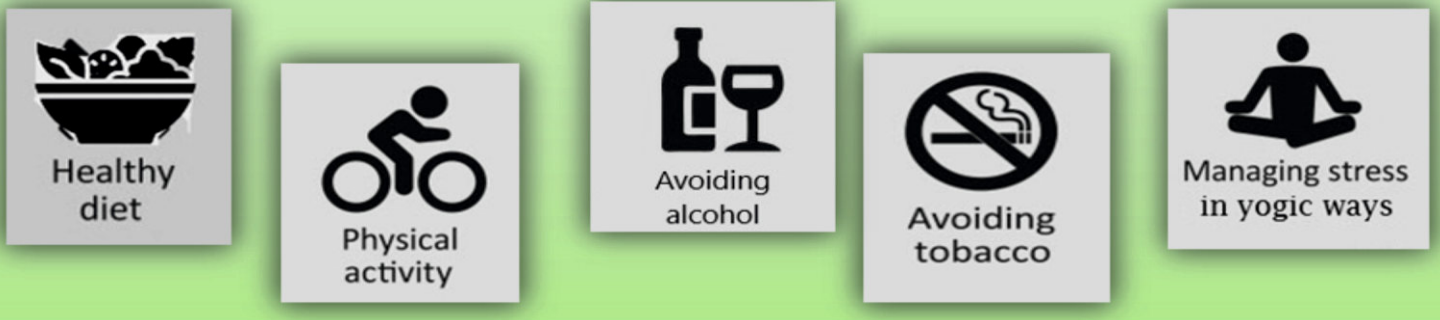
Primary or Essential Hypertension (Developed over time)



Secondary hypertension (Occurs quickly and more severely)



Everyone can take 5 Concrete Steps to help Prevent High Blood Pressure:



Early Detection..... Less Complications !!

Every 14th of the month is observed as Blue Cross Diabetes Day where NPDCs (New Patient Detection Camp) are conducted all over India to detect New Diabetic patients. If Diabetic patients are detected early, Doctors can advise changes in the patient's lifestyle & treatment can be initiated. Timely management of Diabetes can lead to better quality of life. These patients also benefit from Affordable Diabetic Medicines by BlueCross prescribed during these camps.



Activity @Bluecross



Pre- Audit conducted successfully from 9th to 11th May 22 by Ethiopian Food Medicine and Health Care Administration and Control Authority (EFMHACA)



Our Vice Chairman & Managing Director Mr. Manoj Israni visited the Nashik plant to review the operations and meet key people from Production, QA /QC, R & D.

Long Servers Felicitated

25 years

Shirish Chumble



20 years

Rajesh C

Anjali Borkar



15 years

Yashwant Nerkar

Lok Bahadur Thapa



Digvijay Jadhav

10 years

Sameer Kumar Handa

J Prakash Rao

Niyas K P

Mohd Sharique Lari

Anjani Kumar

5 years

Aparna Rohekar

Ganesh Shinde



Shashank Neve
Sumith N K
Shaik Abdul Imran
Vinod Kumar M
Sahil
L Sreenivasulu
Basavaraj Kotabagi
Prasad Bulbule
Kanhaiya Singh Taumar
Ravikiran Dongare
Baliram Tile
Amol M Mulik
Sandeep Choudhary
Satrunjay Chaouhan
Sunil Jaiswal
Suraj Atmaram Dhiwar
Kushal Sharma
Tamilselvan K
Amandeep Singh
Vikas Brari
Koushik Dey
Arvind Kumar Singh
Pandu Sika
Prashanth P R
Surajit Seth
Vivek Mishra

*** Congrats on Your Promotion ***

Asst. Manager- R & D

Yogesh Ahirrao

Sr.Area Business Manager

Ashpak Bagwan

Area Business Manager

Manish Kumar Vaishnav

Harendra Singh Bisht

Dev Narayan Yadav

Sandeep Mohapatra

Kamil Umar Khan

M Prakash

Mohit Kumar

Territory Manager

Raju B Surankar

Sandeep Kumar Rajak

Dileep Kumar

Raj Kumar Agarwal

**Meftal group takes
fresh guard for ₹ 300 crores**



Meftal group successfully crosses the ₹ 200 crore mark. Our Vice Chairman & Managing Director Mr. Manoj Israni is seen with the Meftal momento. Alongside him our Senior Executive Director Mr. Ashish Shirsat & Marketing Director Mr. Panchanan Routray.

A Warm Farewell



Sushma Botke from production department recently retired after serving 37 years at our Nashik Plant