

BLUE CROSS NEWS

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Dear Blue Cross Family,

The COVID-19 pandemic has impacted all our lives but on the brighter side it has been a unique learning experience which compelled us and people all over the world to make positive fundamental behavioural changes in our personal and professional working. Our factories, field personnel and HO, all have worked through this period and ensured that there were minimal or no disruptions in supplying our High Quality Affordable medicines to patients. My compliments to you for facing this pandemic with grit and determination and emerging stronger than ever!



As a Company we also made a difference in the lives of the most impacted people through our monetary donations to the PM Cares Fund, CM Relief Funds in Maharashtra and Goa, PPE Kits provided to Doctors, and donations to many NGOs to provide food supplies to the needy sections of the society in many parts of India.

My best wishes to you as we step in to the New Financial Year 2021-22! Let us take all the positives from the lessons learnt last year, continue to work hard, innovate in our methods and processes to make them more efficient and make 2021-22 a super successful year for yourself and Blue Cross!

Manoj Israni
Vice-Chairman & Managing Director

Annual Zonal Manager's Conference at Mumbai

Annual ZM Conference to review 2020-21 performance and goals for 2021-22 was organized in Mumbai for BC & EXL Sales Divisions at Mumbai. All Zonal Managers participated in this 3 days Conference. All COVID precautions were taken during travel by the ZMs, during their stay and during the conduct of the conference.

The conference focused on the lessons learnt in 2020-21 and how to use the learnings to adapt our actions for the new year 2021-22.

The Marketing team presented the brand wise review for 2020-21. They highlighted brands which did well in the year and also the top performance of SEs/TMs/ABMs in all products, even those which declined during the year! The learnings from this were debated upon which helped in setting the goal for 2021-22 as well as designing the strategy, actions and activities. Launch of BLUGLIP (Antidiabetic) in EXL Division and Omepren (To treat hyperacidity) in BC Division was also done in the conference and was welcomed by all. The Zonal Managers also made their presentations on goals and actions for making the year 2021-22 a successful one with proper focus on basic promotional discipline of every SE/TM/ABM to convert Doctors faster, multiply prescriptions and hence building sales of Major products, improving weekly sales.

The Conference generated high level of enthusiasm among all participants. The learnings of 2020 have helped us understanding how to adapt fast and thus even in case some disruptions like local containment areas, mini lockdowns happen, we will remain alert, will remain flexible in actions / approach and reach the decided goals to make 2021-22 a successful year for Blue Cross!



BC ZM Team



Excel ZM Team

TO GET VACCINATED OR NOT ?



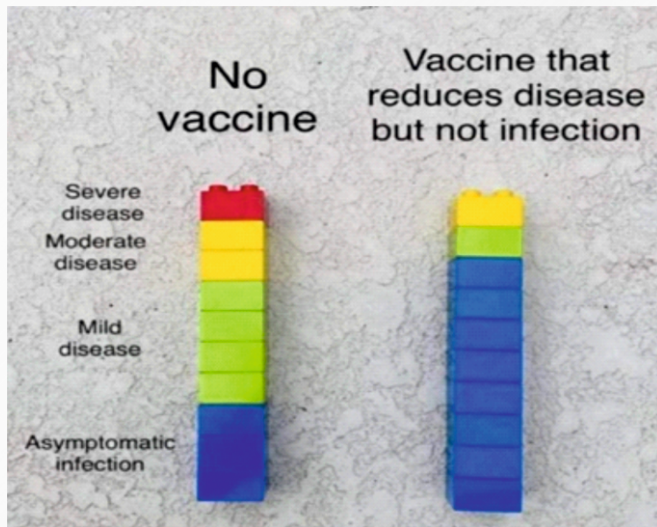
Since ages vaccination has been one of the most important strategies to control the spread of infection in pandemic situations.

Vaccines are considered as one of the very safe and effective tools for preventing infectious diseases.

Vaccines stimulate the immune cells against the particular pathogen and prepare antibodies (ammunition) against them. Later, whenever the pathogen attacks the vaccinated person the 'ready ammunition' destroys the pathogen.

A vaccinated population offers lesser susceptible individuals for the virus thereby limiting its transmission. (Herd Immunity)

Vaccines may not prevent the individual from infections but will definitely reduce the severity of the disease, when compared to unvaccinated person.



In India, two vaccines have received emergency approval and both of them are safe and effective.

More than 45 million population has got vaccinated till date and the Government is strategically implementing the vaccination drive so that it reaches the needy first.

All eligible individuals should get vaccinated. Very few side effects like pain at injection site, fever, body ache, headache may occur in few individuals.

Post vaccination masking, social distancing and hand hygiene need to be followed.

The virus is raising its head again which is typical in any pandemics (2nd wave) and we shall see a surge in cases

in coming days/months. Therefore don't be complacent and please continue all the preventive measures.

DON'T LET OFF YOUR GUARD!!!

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



Hypertension & Diabetes are chronic diseases which require patients to take their medications daily without fail. Products that are available in the market are 2 - 3 times more expensive than Blue Cross Cardio-diabetic medicines. Like every month EPC (Existing Patient Conversion) camps & NPDCs (New Patient Detection Camp) were conducted across India on 13th & 27th March. These camps help Hypertensive & Diabetic patients save a lot of money which can be used for other purposes. Hence, our Cardio-diabetic medicines improve the medical condition of a patient as well as quality of life.

Empolyees Corner

Yoga For Health

Step by Step Guide:-

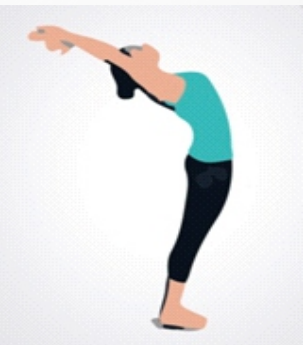
1. Pranamasana or the Prayer Pose



This is the 1st and 12th pose of suryanamskar. Stand in an upright position on floor with placing your feet close to each other. Take a deep breath while inhaling, join your palms together in front of your chest in a *Namaste*, this is the 'Prayer Position'.

Benefits: Relaxes the nervous system and helps in maintaining body balance. It also helps relieve stress and anxiety.

2. Hasta Uttanasana or the Raised Arms Pose



This is the 2nd and 11th pose of the cycle. In Namaste position take a deep breath and lift your arms up while slightly bending backward, you can push the pelvis forward a little, stretch back and lengthen the spine. Keep the biceps close to your ears while simultaneously stretching

the whole body up from the heels.

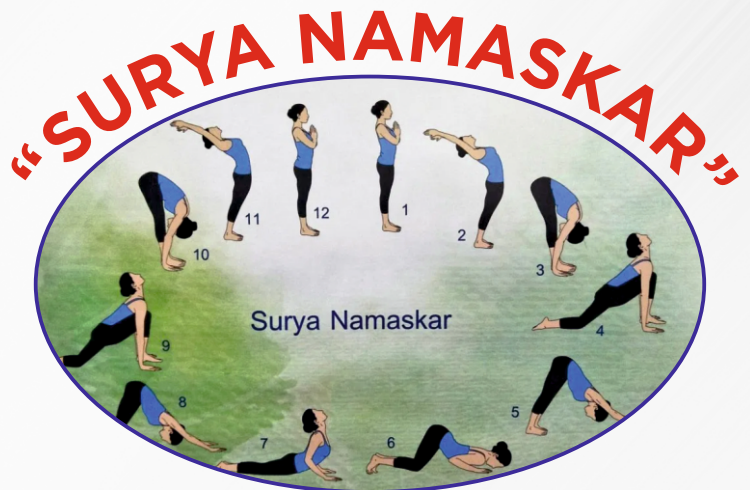
Benefits: Stretches and tones the abdominal muscles. Beneficial for people suffering from asthma, lower back pain, and fatigue. It also aids digestion.

3. Hasta Padasana or the Standing Forward Bend Pose



This is 3rd and 10th pose of the cycle. From Hasta Uttanasana, exhale and bend forward to touch your toes with your fingers. You can bend your knees initially if necessary. Do not bend your spine. Keep your neck and shoulders relaxed. Try to touch the floor with your fingers, pressing into your heels softly. Inhale while coming back up.

Benefits: Stretches the hamstrings and opens up the legs. Helps in curing insomnia, osteoporosis, headache, anxiety and stress.



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

Events in Factories

National Safety Week Celebration



Safety Week celebrated from 4th to 10th March at Goa Plant. Safety activities such as Safety Pledge, Safety Slogan Competition and In-house safety audits were conducted during the week

International Women's Day

8th MARCH
HAPPY Women's Day



Mumbai



Goa



Nasik

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 as Goa and Nasik Plant



Mr. Prashant Dandekar, Consultant - HR & Corporate Trainer, Visited HO on Women's day and shared the book written by him on Sexual Harassment and prevention & Women Empowerment.

Kudos to Our Long Servers

35 years

Yadav Sonawane

30 years

Sanjiv Manchanda

25 years

Diwakar Chandra Pandey
Harish Taneja

20 years

Sunil Mohite
Ramesh Kumar Shukla
Rajender K Raheja

5 years

Naman V Singh
Kalagoni Narsimha
Ujjwal Chawla
Sonu Kumar
Mohd Shahid Hashmi
Sumon Biswas
Anil Goyat
Sujit Kumar Nath
Peeyush
Praful Dilip Gajbhar
Divakar H Raval
Laljee Suresh Yadav
Ms Kirti V Asare
Hiten Joshi
Dileep Kumar
Amar Singh
Vipin V. Kumar

15 years

Shiv Shankar Pandey
Raghu Kishore K
Amit Sharma

10 years

Amit Kumar Tyagi
Mohit Sharma
Amit Shah
P Rambhupal Reddy
Ramakrishnan Karunakaran
Arvind Kumar Maurya
Murali Manohar V R
Gajanan N Mujumdar
Ravi Pandey
Hemendra Kumar
Minaketan Sahu
Amir Hasan



Pravin Salve

**Congrats on
Your Promotion**

Regional Manager

Prashant B Hire
Shaik Syd Ashraff
Mohammad Azam
Harikrishna Vemula
Sandeep Sharma

Holi Contest at Corporate Office



HR & Admin Departments Organised Colour your face with any THREE shades of highlighter contest

Antibody Test at Corporate Office



HR & Admin Departments Organised successful Antibody Test in coordination with SRL Diagnostic for the Safety of the entire Office Staff

A Warm Farewell



Sunita Bacchav (Nasik Plant)



Pravin Walunje (Nasik Plant) 4