



BLUE CROSS NEWS



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Here's wishing all employees & their families a very Happy Dussehra & a Prosperous Diwali !

September 2022 – Record Company Sales

Hearty Congratulations to the entire 'Team Blue Cross' on a record sales performance in the month of September 2022! India + Nepal markets repeated the August 2022 sales performance and the International Division recorded their highest ever sales leading to a record Company Sales!

Most products, especially **MEFTAL-SPAS, MEFTAL-FORTE, GASTRO Gr and CTP** Range in both Divisions showed good progress over last month as well as last year. There are a few other products where more actions are needed as per the Winners Guide. The month-over-month improving trend for CTP Range in both Divisions and the Gastro Range has to be accelerated further. More disciplined implementation of activities like **NPDC, EPCC, PBCs** and even detailing of our product benefits will help other Major products like **TUSQ Gr and MEFTAGESIC**.

Compliments to you and your family for the upcoming festive season and use this opportunity for building better relationships with your Doctors and trade which will help for a strong sales performance in **October 2022!**

World Heart Day Use Heart for Every Heart



World Heart Day is organized by the World Heart Federation every year on the 29th September. The objective of World Heart Day is to create awareness about Heart Disease Prevention among the general population. The theme for this year is "Use Heart for Every Heart". To commemorate this day we have developed a special video. This video helps create an emotional connect with everyone and raise awareness about the availability of Blue Cross affordable medicines. EPCCs (Existing Patient Conversion Camps) were also conducted across India by our field staff on this occasion.

Diabetes a Major Health Concern for Young India

Diabetes is becoming a major health concern for young India. Earlier it was presumed that Diabetes only affects elderly people & it was not a disease of middle age or a younger population. But sedentary lifestyle, food habits, stress & lack of exercise have led to rise in the number of new young diabetics in India. Our New Patient Detection Camps done by the field personnels are a step towards detecting new Diabetic patients early. This aids in taking necessary steps to manage Diabetes for younger as well as older Diabetics to lead a healthy lifestyle.



Dysmenorrhea Awareness Workshop

#WhySufferSilently is the initiative by Blue Cross to spread awareness about the symptoms and causes of Dysmenorrhea (painful periods). This helps eliminate myths & taboos associated with it and helps young girls & women take charge of their lives by seeking the right treatment.

Workshops were held in schools and colleges across the country with the active help of eminent gynecologists .



Ahmednagar



Bhinmal



Dehradun



Kunj bihari



UP



Pali



Ajmer



Dehradun



Jaipur



Akola



Amroha



Aurangabad



Shegaon



Pune



Nanded



Bengaluru



Sangli



Wardha

DIET AND EXERCISE FOR A PAIN-FREE LIFE

Diet and exercise are an integral part of our daily routine as they help to build a pain free mindset a healthier life.



When it comes to pain management, the concept of the need of exercise has changed dramatically. For a long period of time, the standard suggestion for pain was rest and inactivity to prevent a flare up.

However, now the guidelines promote physical activity and exercise-based movement as an important part of the

treatment plan.

Some tips to get started with exercising are:

Start Slow: Walking for short periods at a comfortable speed to start with and gradually increasing the levels based on tolerance.

Good Breathing: Relaxation techniques such as breathing exercises, meditation and yoga can help.

Any Movement Will Help: Instead of complete rest, getting some movement will help to relieve pain.

In case of diet and eating habits, research has shown that pain which is a result of inflammation of the immune system of the brain and spinal cord, nutrition can be very effective.

Some of the biggest advances in pain management has been understanding more about the nervous system and its links with the immune system present mainly around the gut.

Hence, avoiding inflammatory foods and using whole food, predominantly plant-based can reduce neuroinflammation and calm the nervous system as a whole.

- Most processed and refined carbohydrates such as white bread, rice, many cereals, sugary desserts and pasta are considered as inflammatory foods.
- Sugar is inflammatory and also addictive hence should be kept to minimal.
- Eliminating the bad fats is the next step. Trans fats found in all processed foods and fast foods cause significant inflammation.
- Red meats and processed meats should also be avoided as they cause inflammation.
- Allergens such as gluten which is found in wheat-based products, dairy which contains lactose can activate the immune system causing intolerance and should be avoided.

Instead of the above, anti-inflammatory foods should be incorporated in the diet in order to manage pain.

These foods include:

- Whole grains such as oats, brown rice, barley, bulgur wheat and quinoa.
- Beans such as black beans, kidney beans and chickpeas.
- Nuts like almonds and walnuts.
- Seeds such as sunflower seeds and flax seeds.
- Vegetables such as tomatoes, chilli peppers, spinach, lettuce, mixed greens, broccoli, cauliflower and cucumber.
- Fruits such as strawberries, blue berries, cherries and oranges.
- Herbs like ginger, turmeric and mint have anti-inflammatory properties and could be added to the daily diet and regular cooking.
- Use healthy oils like olive oil in the diet.
- Dark chocolate with 70% cocoa.

It is important to remember that diet is not a “quick fix pill” but has a high potential to manage and even prevent inflammation and pain.

A change in diet therefore needs to be long lasting in order for it to work along with managing the pain.

Hence a proper balance of simple but regular exercise and a long-lasting change in dietary habits will help ease the pain and build a pain free lifestyle.

Congo Audit @Blue Cross !

Audit was conducted at Nashik and Goa plants on 20th -24th Sept. by DR-Congo (MOH) Auditors. Auditors appreciated both the plant GMP facilities and lauded



Nashik Plant



Goa Plant

a strong professional team for maintaining high standards of quality Compliances.

This gave them the continued assurance that Blue Cross is capable of fulfilling their requirements. .

Congratulations Nashik & Goa Teams for a Successful Audit.

Long Servers Felicitated

25 Years

Avinash Prabhudesai
Mangesh Kinlekar

20 Years

Nilesh Arkadi



P.Arul Jothi
Unni Chandran
S. R. Chippalkatti
Santosh S. Gaikwad
Bapurao Kendre

15 Years

Atul Narkhede



Prashant Dhande
Rajesh A
R Sivaprasad
Deepak Kumar Singh
Gaurav Gulati
Santosh Mishra
Hari Kumar Kotte

10 Years

Muneshwar Jha
Rajan Singh
M Ravikumar
Besta Yuvaraju
Tanmoy Saha

5 Years

Himanshu Dubey
Madanu Kiran Babu
Surya Pratap Mishra
Rakthamani Prasad
Vikas Gupta
Kailash Chand Saini
Shubham .
Gurkirat Singh
Santosh Patange

✿ Congrats on Your Promotion ✿

Regional Manager

Kiran N C
Sr.Area Business Manager
Pappu Singh
Area Business Manager

Baliram Tile
Ravikiran Dongare
Rahul Jaiswal
Vimal Gupta
Shaik Muhammad Ismail
Adarsh Mishra
Sharad Mishra
Shivam Kumar
Anil Kumar P
Syed Mohammad Riyaz
Lava Kumar
Mukesh S. Kumar
Sandip H Birajdar
Prathamesh Anant Kulkarni
Arjun Sahani
Mohd Salman
Mahip Makwana

Territory Manager

Rahul Kumar Yadav
Dyaneshwar Subhash Kakade
Binod Kumar Singh
Kamal Kumar

Kiran Shankar Killedar
Abhinav Singh
Gopal Anjana
Rambalak Kumar

AGM Depot Operations

A.S. Krishnamurthy

Dy. Manager QC

Swati Vinchurkar

Executive Hr & Admin.

Maruti Gawali

Executive QC

Mandar Nandan

Training @ HO



A workshop on "Managing Crucial Conversation" was conducted by Momentum Training. This helped to learn skills for handling critical discussions where the stakes are high and opinion varies.

Nashik Plant



Training on Fire-Fighting was conducted for the team through external trainers Mr.Prashant Purandare and Mr.Mayur Chatuphale from M/S.Eduforce,Mumbai. This ensures that our staff are able to react quickly and properly in the event of a fire.



PSO's visited Nashik plant on 4th and 17th Sept. They were taken on a factory technical round (Production, QC, R&D) and then attended presentation on "World Class Quality Products".

Toppers visit to Goa Plant



Top performers of 2021-2022 were given the opportunity to visit the Goa plant. They were taken to the shop floor so as to understand the production process & quality compliances. This visit enthralled our team members and gave them further boost & confidence regarding our product and quality offerings.