



BLUE CROSS NEWS

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Excellence Award for Blue cross



Blue Cross was honoured with the prestigious Excellence Award for being the Fastest Growing Pharmaceutical Company. Mr. M.N. Israni – Vice Chairman & Managing Director was presented with the award. The grand ceremony was held on 24th June 2023 by International Achievers Conference (IAC) on the occasion of the 16th International Business Conclave & Awards on ‘New Emerging India – Atmanirbhar Bharat’ in Dubai, UAE. IAC is a foundation dedicated to sharing opinions, ideas, knowledge and strategic know-how on the key issues of economic progress. IAC adopts a proactive and partnership approach with the government on various national and international issues concerning the Indian economy.



IAC objective is to honour accomplished Achievers who help India's social & economic infrastructural development are recognised. IAC organises conferences and has instituted awards to highlight the achievements of people from various walks of life and companies who have significant achievements in their respective fields.

1st Qtr 2023-24 – Sales Performance!

In the 1st Quarter the Domestic Group (BC+EXL Divisions) made fairly good sales progress. In fact, in April 2023, we recorded our highest ever sales, marking a good beginning for the year. In addition to majority field personnel achieving / exceeding their targets, there were many products which recorded good sales including MEFTAL Group, Diabetic and Cardiac products in both BC and EXL Divisions, MEFTAGESIC, EXTACEF, CEDON, etc.

Let us recommit ourselves to ensure that the 2nd Quarter starts on a stronger note! With monsoon setting in all over India and people being more and more conscious of their health will mean more patients consulting Doctors and thus more opportunity for us to reach the benefit of our World Class Quality Products & Significant Affordability to more and more people.

All the best!

LEAP - Leadership Excellence to accelerate performance

On May 8th-9th, a leadership session was organized for the Zonal Managers (ZMs) of the BC division & on 11th-12th (Excel division) at Hotel Kohinoor. The session aimed to address several key issues and topics related to their roles and responsibilities. Some of the topics covered during the session included: Customer Engagement, Low Performing Territory Turnaround Planning, Brand Growth & Gap Mapping. The sessions aimed to equip ZMs with valuable insights and strategies to drive performance, improve market presence, and achieve organizational goals.



“BC” Division



“EXCEL Division

Dysmenorrhea Awareness Workshop

“WhySufferSilently” is an initiative by Blue Cross aimed at raising awareness about the symptoms and causes of Dysmenorrhea (painful periods). This crucial campaign aims to dispel myths and eliminate taboos associated with this condition, empowering young girls and women to take control of their lives by seeking appropriate treatment.

To accomplish this, workshops were organized in schools and colleges throughout the country, with the active collaboration of esteemed gynaecologists. These workshops served as a platform to educate and inform participants, fostering a better understanding of Dysmenorrhea and its management.



Aligarh



Badaun



Kasganj



Dehradun



Dhamapur



Mainpuri

Diabetes Detection Camps !!

India is witnessing an alarming increase in the number of individuals diagnosed with diabetes. According to a recent study conducted by the Indian Council of Medical Research (ICMR), the country now has over 100 million people living with diabetes, compared to 70 million in 2019, representing a staggering 44% increase within a span of just four years. Additionally, at least 136 million people, which accounts for 15.3% of the population, are estimated to have prediabetes. This escalating trend necessitates the urgent implementation of early detection methods and the availability of affordable medications to effectively address this health crisis.

To combat the growing prevalence of diabetes and prediabetes, our organization has dedicated field personnel who conduct comprehensive detection camps across various regions in India. These camps play a crucial role in early identification of new diabetic patients, allowing doctors to initiate prompt intervention and effectively manage their blood sugar levels at an early stage. Furthermore, when these patients are prescribed affordable antidiabetic medicines from Blue Cross, it not only assists in their treatment but also helps them improve their overall quality of life. Moreover, this approach can potentially result in long-term financial savings for patients.

We firmly believe that the combination of early detection initiatives, accessible healthcare services, and affordable medication options is crucial in combating the escalating diabetes crisis in India. By working together with healthcare professionals, communities, and relevant stakeholders, we aim to alleviate the burden of diabetes and empower individuals to lead healthier and more fulfilling lives.



Birthday Celebration at Corporate Office

Blue Cross celebrated the birthday of our esteemed **Joint Managing Director, Mr.Barve**, at our corporate office on the 21st of June. The Head of various departments came together to warmly welcome him, followed by a delightful cake-cutting ceremony. We take this opportunity to convey our heartfelt wishes to Mr.Barve for a year filled with good health, happiness & continued success.



ARTIFICIAL SWEETNERS...Friend or Foe

Artificial sweeteners have become an important part of everyday life and are increasingly used as dietary or medicinal products.



They provide fewer calories and a far more intense sweetness, making them an easy choice for various populations and a variety of reasons. They have been used

by people over time for weight loss, diabetes, high cholesterol levels, and other health concerns.

The most common artificial sweeteners include aspartame, sucralose, acesulfame, saccharin, stevia, among others, which have gained popularity over time.

Artificial sweeteners have often been a topic of debate, with most health authorities considering them safe, while others claim they may cause potential harmful effects.

The World Health Organization (WHO) has recommended against the use of artificial sweeteners for reducing body weight or defending against the risk of developing non-communicable diseases. This recommendation is based on findings suggesting that long-term use of artificial sweeteners offers no benefits for weight reduction and may, in fact, increase the risk of developing Type 2 diabetes or cardiovascular disease.

When it comes to weight loss, individuals should consider other ways to reduce their intake of free sugars, such as consuming foods with naturally occurring sugars like fruits. Artificial sweeteners are not essential dietary factors, provide no nutritional value, and individuals should strive to reduce overall

sweetness in their diet while working towards a healthy lifestyle.

Similarly, for individuals with pre-existing conditions, the goal should be to reduce overall free sugar consumption in the diet as a lifestyle change and use artificial sweeteners as a transition to achieve this change.

Periodical reviews conducted by various regulatory agencies assess the safety of different food additives, including artificial sweeteners. These reviews establish the Acceptable Daily Intake (ADI), which estimates the amount of artificial sweetener that can be safely consumed without any adverse health effects.

Concerning medicinal products, many contain artificial sweeteners, raising questions about their safety. Once again, the quantity used and the ADI come into play. The content of artificial sweeteners in medications is generally low, and the intake of medicinal products is time-bound, not a long-term lifestyle modification. Additionally, the benefits of using artificial sweeteners in medicinal products outweigh the risks. Therefore, the limited use of artificial sweeteners as part of a medicinal product for therapeutic reasons keeps the amount within the ADI and ensures their safety for consumption.

To summarize, artificial sweeteners should not be used as a long-term lifestyle choice, but rather as a transition towards reducing overall sugar intake. They should be restricted to medicinal products, if present, where their use is usually for a limited period, and the benefits outweigh the risks.

Dr.Prabhu Kasture & Team provided expert assistance & guidance in the precise measurement of employee's blood pressure, effective management of hypertension & promotion of long-term health on **World Hypertension Day**



International Yoga day, In Mumbai, Nasik plant, and Goa plant, the significance of International Yoga Day was acknowledged and celebrated on the 21st of June. These celebrations provided employees with a platform to embrace, practice, and enjoy yoga on a daily basis. The events aimed to create awareness about the physical, mental, and spiritual benefits of yoga and encourage its integration into the daily lives of employees.



Long Servers Felicitated 20 Years

40 Years
Joseph Chalissery



30 Years
Ananda Nikam



Anita Mirikar



25 Years
Saravjit Singh
Neeta Tari



Ashok Chaudhary
Sunil Wagh



Sandeep Mirajkar



Prem Kumar Chourasia
Narayan Prasad Ghimire

Hrishikesh Ramesh Jilhedar
Ravi K.
Venkatesham M
Rajesh Sahni
Mukhtar Ahemad
Shailendra Kumar
Ravindra J. Rathi
Joyce George

15 Years
Jyotsna Kumbhare



Prasannajit Nayak
Pavan Kumar K
Priyambada Samantasinghar
Umesh Kumar Sinha
Dapinder Singh
Milind Jagtap



Shaikh Imtiaj Hossen
Sumesh P M
10 Years
Rajan Ghimire
Tauseef Hanif Bhimani
Rajendra Khemnar
Nitin Vithal Hibare
K Naresh Kumar
Umesh Wankhede
Jatinder Sharma
A S Suresh
Dharmbeer Singh
Mahendra Kishan Singh Kushwaha
Kalpna Maheshwaran



Shriniwas Ekbote
Vijay Singh

Dinesh Debnath
Manali Banerjee Chattopadhyay
Debojit Chowdhury
Sanjay Kumar
Dhanesh Raj Singh
Ganga Ram Twayana
S K Pattanaik
M N Prashanth

5 Years
Naresh Boodida
Prakash Jajra
Ankur Tyagi
Gorre Kumar
Dipak Ashok Hattikar
Abhijeet Kumar
Harendra Singh Bisht
Virender Sharma
Sandip Gundapikar
Ajin Mohan

Sachin Shirke



Patel Harnish Umeshbhai
Ankush Sunilappa Kawale
Mohanraj .
Bilal Khan
Vikas Kumar
Sudip Panja
Kamal Kumar

Josephine Fernandes



Paras Gupta
Anil Kumar Yadav
Suraj .
Shankar Lal
Santosh Kumar
Aakash Uttamrao Suryawanshi
Mohammed Arbaz Shaikh
Pramothkumar P. S
Mahammadkasam Jumamiya Matari
K Maruthi
Rahul Subhash Shirsath
Amit Sharma
Manishkumar S. Chavda

Congrats on Your Promotion

G. M. Corporate L&D

William Fernandes

Sr. BDM- International

Jitendra Salunkhe

Manager Costing

Sachin Shirke

Asst. Manager Accounts

Umeshchandra.R. Jadhav

Dy. Manager QC

Melwin Fernandes

Executive QC

Josephine Fernandes

Zonal Manager

Anand N

Dy. Zonal Manager

Santosh S. Gaikwad

Rajesh C

Sr. Regional Manager

Rajesh Bhargav

Mohd. Shafi Khan

Regional Manager

Mohd Sharique Lari

Rameshwar Vasram Jadhav

Mohammed Elias

Gopal AnjanaS

Gowtham

Yashpal .

Bhuvanendra Kumar

Vikas Deviprasad Dubey

Dinesh Durgadas Shelar

Nasir Zahoor Sheikh

Pappu Singh

Arun Kumar Rathore

Mahendra Singh Nehra

Shaik Zikriya

Aashish Singh

Prashant Kumar Pandey

Saurabh Sharma

Nahid Alam

P Thrinanda Kumar

Anwar Khan

Sr.Area Business Manager

Arvind Kumar Vishnoi

Syed Hassan

M. S.Atnur

Sumesh P M

Balasaheb Gondhali

Area Business Manager

Boddupally Sairam Chary

Jalinder P Pokale

Ram Anuj Yadav

Territory Manager

Abu Swalih P J

Vishwa Nath Tiwari

Ramesh Gorja

Pravin Dashrath Bachhav

Shivakumar Sangappa Aladakatti

Rahul Subhash Shirsath

Dnyaneshwar Zumber Shingte

Events@Bluecross



A group of B Pharm 3rd year students from KLE College of Pharmacy had the opportunity to visit the Goa plant. This visit aimed to provide the students with practical insights into pharmaceutical manufacturing processes and operations.



An in-house training session on Good Manufacturing Practices (GMP) with a focus on the environment was conducted. The training was led by Mr. Ashok Gupta, the Technical Director .



The "LEAP" (Leadership Acceleration Program) took place on the 9th and 10th of June 2023 at Hotel Express Inn in Nasik. This program was specifically designed to accelerate the development of leadership skills and abilities among the participants & empower them with practical tools and techniques to excel in their leadership roles. The sessions were conducted by renowned master facilitators, Mr. Gajendra Medhi and Ms. Shweta Pingle, representing Momentum Training.



The "Continuing Pharmacy Education" Program, organized by the Goa State Pharmacy Council, took place on June 18, 2023. This program was specifically designed for registered pharmacists from Goa who are employed in the pharmaceutical industry.

Mr. Vishwas J. Desai, DGM-Quality at Blue Cross Laboratories Pvt Ltd., delivered a highly informative lecture on the topic of "ROOT CAUSE ANALYSIS and TOOLS." The session was attended by an audience comprising approximately 250 industry pharmacists

The event served as a valuable platform for industry pharmacists to expand their professional expertise, exchange insights, and stay abreast of the latest advancements in their field.

Warm Farewell



Yadav Sonawane, a dedicated workman in the Stores department, was honored and warmly felicitated at the Nasik factory on the occasion of his retirement. Mr. Sonawane had served the company diligently for an impressive 37 years.

World Environment Day (WED) is celebrated annually on the 5th of June to raise awareness and encourage action for the protection of the environment. The aim is to promote a positive change in people's attitudes towards the environment and contribute to creating a safe and sustainable future.

People all over the world celebrate World Environment Day in various ways. These include activities such as planting trees, cleaning up local beaches, organizing meetings and events, and participating in online protests or campaigns.

At Blue Cross, we decided to contribute to the cause by planting saplings in each of our factories. This initiative aimed to not only beautify our surroundings but also promote biodiversity and environmental sustainability. By planting trees, we help to combat climate change, reduce air pollution, and provide habitats for wildlife. This action aligns with our commitment to environmental conservation and underscores our responsibility as a corporate entity to protect and preserve the natural world.

By actively participating in World Environment Day and engaging in activities like tree planting, we join a global movement towards environmental stewardship. It is through these collective efforts that we can make a positive impact and inspire others to take action, ultimately fostering a healthier and greener planet for future generations.



Cheers to Our Young Winners

We extend our heartfelt congratulations to the accomplished- young winners the children of Blue cross team members who have recently excelled in their academic examinations. As they embarked on their professional journeys we send them our warmest wishes for a successful & fulfilling career ahead.



Rudra S/o Amit Patankar
ICSE - 97.60 %



Sahaana D/o Suresh Mahalingam
ICSE - 97.50 %



Shrihan S/o Sanjay Sharma
ICSE - 94.40 %



Advay S/o Kirti Deshmukh
SSC - 92.60 %



Rishit S/o Santosh Shetty
SSC - 92.40 %



Aarohi D/o Kirti Deshmukh
SSC - 92.00 %



Eklavya S/o C.A.Tamboli
SSC - 87.60 %



Piyush S/o Gurudas Bandodkar
SSC - 83 %



Sarthak S/o Sunil Wagh
SSC - 75.20 %



Swarali D/o Mangesh Khot
HSC - 86.83 %



Aditi D/o Vinayak Bhatt
HSC - 82.50 %



Keshav S/o Jay Shukla
HSC - 76.67 %



Sanvi D/o Neeta Sawant
HSC - 76.00 %



Siddharth S/o Bhimraj Rohokale
HSC - 68.50 %



Nipul S/o Nitin Patil
HSC - 64.83 %



Rutwik S/o Kishor Dharmadhikari
HSC - 62.33 %



Kunal S/o Rashmi Mhatre
HSVC - 62.89 %