



BLUE CROSS NEWS

Vol. 52 No. 6 • JULY-SEPTEMBER 2023

IInd Qtr 2023-24 – Sales Performance!

With an unwavering commitment to excellence and a customer-centric approach, the **International Division** has exceeded its sales targets, marking an impressive 106% achievement in the second quarter. Countries like, Sri Lanka, Myanmar, Tanzania and, Mauritius are the major contributors for the success of this achievement. Here's wishing the Team all success as we continue our journey to set new benchmarks for future.

In the IInd Quarter the sales of **Domestic Group (BC+EXL Divisions)** remained almost same as Ist Quarter. Some progress has been made in a few Zones and others are putting in their efforts to progress. We have made very good impact in the sales of Antidiabetic and Cardiac range in both BC and EXL Divisions but you are aware that it's a huge market where, when we increase our efforts, we will grow even faster and stronger! Let us recommit ourselves to ensure that the IIIrd Quarter starts on a stronger note! Be sure to know that people are becoming more and more conscious of not only their health but also of affordability of medicines. When we raise our efforts we can ensure that more patients will get the benefit of our World Class Quality Products & Significant Affordability.

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 you for a strong sales performance in October 2023!

Birthday Celebration at Corporate Office

Blue Cross celebrated the birthday of our esteemed **Vice Chairman and Managing Director, Mr. Manoj Israni**, at our Corporate Office on August 24th. The highlight of this celebration was the delightful cake-cutting ceremony, where **Mr. Manoj Israni** was amidst HOD's who extended their warmest birthday wishes. It was a moment of unity and togetherness, reflecting the strong bond that exists within our organization.

May this year bring him good health, immense happiness, and continued success in all his endeavors.



Work Anniversary at Blue Cross



Blue Cross celebrated a remarkable milestone recently when our Joint Managing Director **Mr. B.G. Barve**, a true pillar of our organization, reached his incredible **40th work anniversary**.

Mr. Barve's work ethic, passion, and relentless pursuit of excellence have set a standard that few can match. His commitment to our shared goals and values has been a driving force behind our achievements, and for that, we are truly grateful. On this momentous occasion, we extend our heartfelt congratulations to **Mr. Barve** and express our deep gratitude for his four decades of service.

Blue Cross Top Performers Rock In Vietnam



Our top performers have been rewarded with an **unforgettable experience in Vietnam**, and they have truly enjoyed themselves to the fullest. This well-deserved reward is a testament to their outstanding performance in the field. Their dedication, hard work, and commitment to excellence have not only set them apart but have also set new benchmarks for our entire team.

We believe in recognizing and celebrating success, and this trip to Vietnam is a small token of our appreciation for their exceptional contributions. It's an opportunity for them to relax, recharge, and create lasting memories as a reward for their extraordinary efforts.

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.



Ahmedabad



Belgaum



Hyderabad



Nashik



Shegaon



Dhamapur



Bijner



Ahmednagar



Shahadat

Diabetes Detection Camps !!

A recent article in The Indian Express has highlighted a concerning statistic: in a survey conducted across Maharashtra, it was found that 48 out of 100 individuals were undiagnosed diabetics. People often go undiagnosed because early symptoms may be subtle or go unnoticed. Unfortunately, delayed diabetes diagnosis can lead many patients to reach hospitals at advanced stages of the disease, resulting in severe health complications.

Lifestyle factors such as poor diet, lack of physical activity, obesity, and stress can contribute to insulin resistance and impaired glucose metabolism, increasing the risk of Type-II Diabetes.

To combat this issue, our field personnel conduct New Patient Detection Camps (NPDCs) across India. These camps help identify undiagnosed diabetics at an early stage, enabling them to manage Diabetes and lead better-quality lives



VITAMIN C AND IMMUNITY



Immunity is the ability of the body to defend itself against disease causing organisms. Everyday our body comes in contact with several pathogens, but only few cause disease. This is because

the body has the ability to release antibodies against these pathogens and protect itself from disease. This defense mechanism is called as immunity.

Nutrition plays an essential role in the optimal functioning of an immune response and managing the ability of the body to fight the pathogens. Nutrition contributes to the normal functioning of the immune system with various nutrients acting as building blocks for an optimal immune response to infection.

Vitamin C is one such nutrient that's has been shown to prevent and alleviate many types of bacterial and viral infections.

Vitamin C plays a role in various aspects of immunity like protection against various pathogens by mediating the migration of the defending white blood cells to the site of the infection, mechanism of phagocytosis (killing of the pathogen), being a powerful antioxidant that protects the immune system against the oxidative stress generated during infections, as well as in antibody production.

It is also known to have certain antiviral properties and may inhibit viruses like the rhinovirus, the main culprit for causing common colds.

Vitamin C is not produced endogenously in humans and is

therefore an essential dietary component.¹

It is abundantly present in many foods such as citrus fruits like oranges, lemons, sweet lime, strawberries, kiwifruit, papaya, cantaloupe, vegetables like red and green peppers, broccoli, etc. and can be effectively made available in the day to day diet.

The requirements for Vitamin C are different for different age groups with its recommended allowances (RDA) varying with age.

AGE GROUP	RDA FOR VITAMIN C
Adults	65-80 mg/day
Pregnancy	80 mg/day
Lactating mothers	115 mg/day
Infants	20-27 mg/day
Children	
1-9 years of age	27-43 mg/day
10-12 years of age	52-54 mg/day
13-15 years of age	66-72 mg/day
16-18 years of age	68-82 mg/day

One of the most common infections which we encounter are upper respiratory tract infections that are common among adults and children and are primarily driven by environmental factors, especially climate and seasonal changes. It has been observed that the Vitamin C levels drop during

an infection and hence supplementing vitamin C (1-2gm/day) could have a positive impact on preventing and treating infections. Studies have shown that supplementing Vitamin C daily may be beneficial in boosting immunity as well as reduce the duration of symptoms caused by pathogens of common cold.

To summarize, Vitamin C an essential dietary component has been linked to many impressive health benefits and is a vital nutrient for overall health. It is recommended to intake good amount of vitamin rich foods and maintain optimal levels in the body.

WORLD HEART DAY - Yoga Exercise

Yoga enhances heart health by normalizing blood pressure, improving the heart rate, and the boosting blood circulation. In order to make an active effort towards keeping your heart healthy, add below yoga exercises to your daily routine.

HOW YOGA KEEPS YOUR HEART HEALTHY

PRANAYAMA
Improves blood circulation

ARDHA CHAKRASANA (STANDING BACKWARD BEND)
Improves heart function and regulates blood pressure.

SETU BANDHASANA (BRIDGE POSE)
Opens up the chest. Therapeutic for people with high blood pressure.

UTTANASANA (STANDING FORWARD BEND)
Challenges your heart to regulate the blood flow.

BHUJANGASANA (COBRA POSE)
Invigorates the heart. Helps to clear the passages of the heart and lung.

DHANURASANA (BOW POSE)
Strengthens the heart region.

JANU SIRSASANA (HEAD-TO-KNEE FORWARD BEND)
Helps in heart rate reduction.



Bluecross Training Program



A training session led by our Technical Director Mr. Ashok Gupta on the topic of **"WHO GMP vs Pharmaceutical Inspection Cooperation Scheme cGMP"** was successfully conducted on July 7, 2023. This informative session undoubtedly added valuable insights to our team's knowledge and expertise in pharmaceutical standards and compliance.



LEAP 2 was a transformative experience designed to accelerate the development of leadership skills and abilities among our participants. It aimed to empower our future leaders with practical tools and techniques that will enable them to excel in their leadership roles. **LEAP 2 (Leadership Acceleration Program)** took place at Hotel Fairfield by Marriot, Andheri, Mumbai - 11th & 12th of August.



On the 22nd of September, Bluecross conducted a valuable training program at the Nashik Plant **Team Building Training**. This program was led by two esteemed in house facilitators, Mr. William Fernandes, General Manager of Corporate Learning & Development, and Ms. Anuradha Gaikwad, Assistant General Manager – Training. The program was specifically designed to enhance our employees' behavioural skills, with a focus on Teamwork.

Transformer Inaugurated @ Goa Plant

On July 12, 2023, our Joint Managing Director, **Mr.B.G.Barve** and Sub Divisional Engineer, Electrical Department **Mr.Rajeev Sawant**, inaugurated a new Electrical Transformer. The New Transformer will cater to the energy requirements L16 & L17 of the Goa facility. In addition, it will bring about cost saving in the energy cost.



Tree Plantation Drive @ Factories



Blue Cross announced a Tree Plantation Drive at both our Goa and Nasik plants. As a responsible and environmentally conscious organization, we believe in giving back to nature and contributing to a greener planet. This initiative aligns with our commitment to sustainability and preserving the environment for future generations. Trees not only help combat climate change by absorbing carbon dioxide but also enhance the local ecosystem, provide shade, and improve air quality. Mr Rohit Israni, Mr B.G.Barve & many of the senior team members led the initiative by planting saplings at the plant.

Ganapati Festival Celebration @ Bluecross

Ganesh Chaturthi celebrated with lots of enthusiasm across Blue Cross. Joint M.D Mr. B.G. Barve performed the Aarti at Corporate Office. Various competitions like making of Modak Thali, Environment-friendly Ganesh Idol from coconut shells & Group Songs were held in Goa & Nasik Plant.



Independence Celebration @ Bluecross

Independence Day was celebrated on 15th August with great fervour at Blue Cross. The highlights included: Tiranga Hunt, Hoisting of the Tri-colour, Patriotic Dress song & quiz competition. These celebrations across our locations reflect our deep patriotism and commitment to fostering a sense of unity and pride in our country.



Funtime for the Mumbai Team



The Mumbai team embarked on an exciting Monsoon Picnic adventure to Discover Resort, Karjat, on the weekend of 19th and 20th August 2023. It was a memorable experience filled with fun, camaraderie, and beauty of the monsoon season.

Chess Tournament



Blue Cross organised a chess tournament at the Corporate office. The chess tournament was a testament to our commitment to promoting intellectual and strategic thinking among our team members. Well done to both Amit and Ravi for their exceptional achievements.

Congratulations to Nandini Magar



Nandini Magar, Daughter of Dr. Manoj Magar, won a bronze medal in the U-14 girls' state-level Open Sight Rifle Shooting competition organized by the Council for the Indian School Certificate Examinations (CISCE) in Mumbai

Congrats on Your Promotion

Dy. General Manager. Accounts

Sandeep Suresh Sharma

Assist. Manager - QC

Archana Amit Raut

Asst. Production Manager

Vaibhav Patil

Executive Packing

Namrata Bendre

Sr Regional Manager

Philip N.P.

Regional Manager

S K Pattanaik

Sampath Radarapu

Prabakaran K

Sujit Kumar Nath

Sr. Area Business Manager

Chandrakant Jadhav

Nitin Vithal Hibare

Saravjit Singh

Parveen Kumar

Mallikarjun Kamani

Biju V.C

K Narayanan

N Srinivas

Sunil N. Kumar

N Santosh Kumar

B Mallesh

Area Business Manager

Mohd Aamir Khan

Vishal Kumar Sharma

Jazeel Muhammed J

Sijo Baby

Sahil Madaan

Mohit Gilhotra

Muneer Ahmad Bhat

K Mallapa Raju

Vijay Kumar Bharati

Bhagwan Das Mourya

Jakkampudi Madhu Sudhana Rao

Kurella Vinay Kumar Goud

Kasula Bhanu Chandar

Mahantesh .

Mahesh .

Rahul Bharath R

Saranraj M S

G D Madhu Sudhanan

A S Suresh

Sanjay Pal

Kannan K B

A Imran

S Stella Mary

Ram Prakash Sharma

Harpreet Singh.

Kiran Shankar Killedar

Akshay Kumar

Arjun Chandran

Territory Manager

Hamza Abdulla Khan

Gourav Bandral

J. Pradeep Kumar

Saheb Saha

Nijil Krishna P S

Nitish Kumar

Patel Harnish Umeshbhai

Anandkumar Palanisamy

Sybil R

Sandeep Biswal

Shubham Kumar Chaurasia

Jagmeet Singh

Devender .

Abhinav Sidhu

Omkar Mishra

Sunny Kumar

Vanish Madaan Arpit .

Long Servers Felicitated 10 Years

Dhanesh Singh



Mahesh Honna
Keshav Verma
Mallikarjun Shivnagi
Jeetendra Pabshetwar

Rashmi Mhatre



Vijay L Tamkhane
N R Amaranath
Arvind Kumar

Amol Amritkar



Raviraj L Patil

5 Years

Sachin Salvi



Akshata Subhedar



Ravikumar Kamble



35 Years

Rajani Waykole



Megha Kulkarni



30 Years

Shashikant Sawant



20 Years

Balasaheb Deore



Kumar Manoj
Manoj Deshpande
Sravan Kumar D
Ashok Kumar K
Naveen Kumar Huria

15 Years

Mukesh Rai
Rajendra Choubisa
K Narayanan
Gaurav Sharma
Mahantesh Kapparda
Praveen Joglekar

Sanjay Sharma



Sachin Suresh Shinde
S Thrinath Gupta
Vinaykumar M Nivargi
Prashant Kumar Pandey
Ganta Sampath Rao
Bobbili Manohar
Kalane Subhash Mukundrao
Kaushal Kumar
Govind Savita
Chiluka Sridhar
Rajesh Tripathi
Mahantesh .
Sri Durga Prasad A
Ravi Parmar
Maheshwar Behera
Md Taufiq Hussain
Shashi Kumar S
Vodella Narendhar
Ranvir Singh
Karan .

Paluru Naveen
Balakrishna Kumbala
Naresh Goud Garige
Vimal Gupta
Samir S Nadkar
Sumesh P K
T C Sarath Chandran
Arun Kumar
Santosh Kumar Sahu
Rajan Kumar Pandey
Pankaj Dubey
Surya Prakash Mishra
Grandhi Syam Sundar
Rahul Choudhary
Anandkumar Palanisamy
Sharad Vaishnav
Harpreet Singh
Rahul B Lohar
Feroz .
Rohit Rangrao Mithari
Monu Pal
Pravin Ramesh Patil
Mohd Zakir

Warm Farewell :-



Ravindra Gadakari, General Service Assistant, Mumbai was warmly felicitated on his retirement on 30th Aug23, after 33 years of service.