



# BLUE CROSS NEWS

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<https://youtube.com/@bluecrosslabspvtltd> <https://www.facebook.com/profile.php?id=100082760164145> [https://www.instagram.com/bluecross\\_labs\\_pvt\\_ltd?utm\\_source=qr&igshid=MzNlNGNkZWQ4Mg==](https://www.instagram.com/bluecross_labs_pvt_ltd?utm_source=qr&igshid=MzNlNGNkZWQ4Mg==)



Dear **Bluecross Champions**,

As we bid farewell to a year that tested our mettle, let's take pride in the strength we've gained, the resilience we've shown, and the unity that carried us through. As the canvas of a New Year unfurls, may it paint a masterpiece of transformation for each of you.

Here's to a year of unwavering determination, boundless achievements, and shared victories. Let's create a story that resonates in the hearts of generations to come.

Here's wishing each one of you a very Happy, Healthy and a Prosperous New Year.

**Manoj Israni**  
MD & Vice Chairman

## IIIrd QTR 2023-24 – SALES PERFORMANCE!

Oct-Dec 2023 was a challenging period with our performance falling short of the target. Though many field personnel missed their targets, there were also many PSOs in all Zones who achieved / exceeded their targets for the quarter! The same challenges were faced by all but these PSOs overcame them and have showed everyone the way! Our congratulations also to those RMs and ZMs who also achieved and exceeded their targets! I am sure that all those who missed their targets will derive inspiration from the performance of the achievers and exceed targets from January 2024 onwards.

Our major products like **MEFTAL-SPAS, MEFTAL-P, MEFTAL-FORTE, TUSQ, GASTRO Gr, MEFTAGESIC, EXTACEF, CEDON, BLUMOX-CA and the CTP** Range have to grow faster and the other products have to steadily contribute. Roll up your sleeves and start the year 2024 on a solid note with strong sales in every territory!

**BCL GLOBAL BUSINESS DIVISION** has achieved sales target 107% for the quarter III. We extend heartfelt thanks to each team member whose dedication and expertise have been instrumental in turning challenges into triumphs.



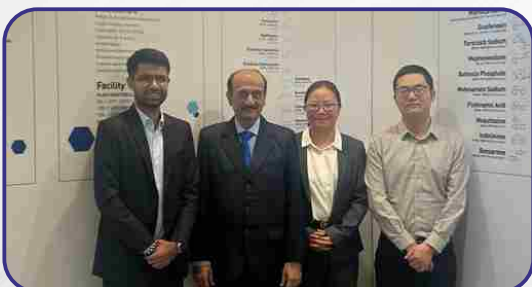
## THE MUCH-AWAITED CHRONIC THERAPY DIVISION TO PROPEL BLUE CROSS GROWTH LAUNCHED!

**W**e are thrilled to announce the much-anticipated launch of **BC Life Sciences**, our newest division, which will propel Blue Cross to new heights in the Cardio Diabetic market. Over the past decade, the **Cardiac and Antidiabetic market** has seen significant growth, and despite our progress, there remains a substantial untapped opportunity.

Excitingly, BC Life Sciences will introduce a diverse range of Cardiac, Antidiabetic, and semi-chronic products across India. To provide clarity, we are streamlining our Cardiometabolic product portfolio: **BC Division will focus on Antidiabetic products, while Excel Division will handle Cardiac products.** By collectively promoting chronic therapy products across all three divisions, our aim is to expand our market share and showcase our comprehensive product groups.

This development brings great news for our team members! Existing PSOs/Managers will have the chance to transition to the new division, retaining their current positions or even advancing to bigger roles.

We are confident that the introduction of BC Life Sciences will be a resounding success with the collective support of everyone involved. We eagerly anticipate working together as a team to ensure the new division's success right from the start. Thank you for your enthusiasm and collaboration.



## PARTICIPATING IN THE CPHI WORLDWIDE: BARCELONA

The biggest Pharma exhibition CPhI-Worldwide was held at Barcelona, Spain from 24th to 26th Oct 23. Participating in the CPhI Barcelona event proved to be an enriching experience for **Mr. Haresh Sheth** and **Mr Rohit Israni** who represented Blue Cross Labs. The event not only provided a platform for networking and knowledge exchange but also presented opportunities for exploring new horizons in our respective fields. The exhibition was very useful in the context of developing alternate vendors & new molecules in all the therapeutic segments.



Observing Children's Day serves as a meaningful gesture to underscore the significance of children in society and to advocate for their overall welfare. It's uplifting to discover that the celebration resonated with enthusiasm and cheerfulness across the nation, reflecting a collective commitment to making the day extraordinary for children and those contributing to their health and happiness.

Blue Cross Field Force celebrated Children's Day on November 14th, 2023. The acknowledgment and tribute extended to pediatricians for their unwavering dedication to children's well-being is a considerate way to observe this occasion. The presentation of specially designed "Happy Children's Day" posters adds a personalized touch to express appreciation.

Such initiatives play a vital role in cultivating a positive and supportive atmosphere for children. They also recognize the indispensable role that healthcare professionals play in ensuring the health and happiness of the younger generation. Events like these contribute to fostering a sense of community and emphasize the importance of nurturing the next generation.



## WORLD DIABETES DAY 2023

World Diabetes Day, observed on 14th November, provides a crucial opportunity to shed light on diabetes as a global public health concern. It serves as a platform to collectively and individually address the need for improved prevention, diagnosis, and management of this condition. The focus extends to advocating for equitable access to essential care, with an emphasis on raising awareness about ways individuals with diabetes can reduce their risk of complications.

As part of its commitment, Blue Cross organized various activities, including **New Patient Detection Camps** held across India in collaboration with like-minded doctors. These camps played a vital role in the early detection of numerous new diabetic patients. Aligning with the spirit of World Diabetes Day, these activities aim to celebrate the experiences of individuals with all forms of diabetes and encourage proactive measures, such as seeking and obtaining essential care.

This year, the unique timing of World Diabetes Day, coinciding with Diwali, prompted the scheduling of these camps on 16th November in most locations. The thoughtful coordination of such events not only underscores the importance of diabetes awareness but also demonstrates a dedicated effort to reach and support individuals impacted by diabetes in the community.



## NUTRITION IN ALLERGIC DISEASE

Nutrition plays a crucial role in the management of allergic diseases, which are disorders resulting from abnormal immune responses to allergens. Common symptoms include red itchy eyes, sneezing, nasal congestion, leaky nose, coughing, and itchy or swollen skin. Allergic reactions are triggered by the release of histamine when the body comes



into contact with specific allergens.

Dietary factors not only influence the development of allergic diseases but also impact the course and severity of these conditions. Seasonal allergies, in particular, can be addressed through dietary modifications. Different dietary components are associated with various allergy outcomes. For instance, high intake of energy, saturated fat, protein, and low fiber may increase allergy risk. On the other hand, a diet rich in vegetables, fruits, olive oil, and fish has been linked to a lower risk of developing allergic diseases.

Managing allergies can be challenging, and while over-the-counter antihistamines provide temporary relief, incorporating specific foods into the diet can help reduce symptoms. A healthy diet can alleviate inflammation and sinus

congestion, decreasing the frequency of allergy attacks. Adequate intake of micronutrients is also associated with a lower risk of allergic symptoms.

An anti-inflammatory diet is key to reducing the frequency of allergy symptoms. Incorporating the following elements into the diet can have anti-inflammatory effects:

- 1. Omega-3-rich foods:** Foods high in omega-3 fatty acids, such as salmon and tuna, can relieve inflammation and help alleviate allergy symptoms. Omega-3 supplements are also beneficial for preventing recurrent allergic attacks.
- 2. Vitamin C:** Acting as a natural antihistamine, vitamin C can reduce allergic rhinitis symptoms. Leafy vegetables like spinach, kale, and citrus fruits such as oranges are rich sources of vitamin C.
- 3. Zinc:** Found in red meats, poultry, nuts, whole grains, breakfast cereals, and dairy products, zinc has anti-inflammatory properties and can help reduce the severity and duration of allergic symptoms.
- 4. Spices:** Natural spices like turmeric, ginger, and garlic have anti-inflammatory properties that reduce allergy symptoms. Turmeric, containing curcumin, can block the release of histamine in the body.
- 5. Probiotics:** Supporting digestive health, probiotics regulate the immune system, decrease inflammation, and alleviate allergy symptoms. Yoghurt is a good source of probiotics, and supplements can also be consumed.
- 6. Water:** Staying hydrated is essential in reducing allergic symptoms. Dehydration can trigger histamine production, leading to allergy symptoms. Drinking sufficient water helps flush out the system and reduce histamine production.

**While medications provide relief, maintaining a proper diet is essential for long-term allergy management. Identifying and eliminating triggers, along with incorporating anti-inflammatory foods, can reduce the severity and duration of symptoms. Nutritional therapy holds promise as a primary or supportive treatment for managing allergic symptoms.**



Blue Cross marked the **Birth**day celebration of **Mr. Rohit Israni** at the Corporate Office on November 30, 2023. The cake-cutting ceremony was attended by all Head of Departments (HODs), highlighting the unity and camaraderie within the corporate office. Wishing Mr. Rohit Israni a year ahead filled with good health, joy, and continued success in all his professional and personal endeavors.

# cGMP DAY & WORLD QUALITY WEEK CELEBRATION @ FACTORIES

Blue Cross marked the observance of the **cGMP day on 10th October 2023**. This included a Pledge taken in presence of TMDA Auditors (Tanzania Medicines & Medical Devices Authority) Mr. Emmanuel Alphonse and Mr. Dennis Tilya, to enhance our quality & produce zero defect products.

The **Quality Week** was observed spanning from **6th to 10th November, 2023**. The central theme for this week-long celebration was "Quality: Realizing Your Competitive Potential." The primary objective was to cultivate awareness about the significance of "Quality" and to encourage a collective effort to contribute to and attain organizational growth. The celebration of Quality Week aimed to instil a sense of responsibility and dedication among the team members, motivating them to actively contribute to the pursuit of excellence. By dedicating this specific week to quality-related initiatives and reflections, Blue Cross Goa and Nasik Plant sought to foster a culture that values and prioritizes quality in all endeavours.



## Audit @ Bluecross Factories



Nasik



Goa

The audit of the Nashik plant by Rwanda took place from November 28th to 30th. As part of this occasion, the esteemed auditors also participated in a tree plantation drive.

The Goa Plant underwent an audit conducted by the Inspectors of the Tanzania Medicines and Medical Device Authority (T.M.D.A) on the 9th and 10th of October 2023.

**ACTIVITIES @BLUE CROSS**



Mr. Vijay Dalvi delivered a presentation on 'Prevention of Sexual Harassment' (POSH) for Nashik employees safety at workplace & raising awareness by ensure legal compliance on October 27, 2023, and for Goa employees on October 25, 2023.



The Dr. Ramani Marathon was held in Ponda, Goa, where thirty employees from different departments of the Goa plant showcased their sporting spirit by participating in the Marathon. The employees enthusiastically took part in both the 10 Km and 5 Km runs. Notably, the event received support from Blue Cross through its Corporate Social Responsibility (CSR) initiative, underlining the company's commitment to community engagement and promoting a healthy and active lifestyle among its employees.



A 'Team Building' session, led by Corporate Trainers Mr. William Fernandes and Mrs. Anuradha Gaikwad, was organized on October 21, 2023. The session took place at Kearsval Hotel in Verna and was attended by 25 participants from various departments. The inauguration of the session was done by Mr.B.G.Barve .The training incorporated a unique blend of motivational and constructive lectures, along with engaging brainstorming games specifically designed for Team Building. The interactive nature of the session proved to be highly beneficial for all participants, fostering a sense of unity and collaboration among the team members.

**Congratulations**

Mr. Vijay Dalvi received the esteemed 'Iconic Business Leadership Award-HR' from the Golden AIM Award committee on October 14, 2023. This distinguished recognition was conferred upon him during a live webinar orchestrated by the advisory council and the Strategic HRM Council. The award underscores Mr. Dalvi's exceptional contributions and leadership in the field of Human Resources.



The BCL Goa plant curated a special exhibition that featured hand-made Diwali lanterns and diyas crafted by the 'specially-abled children' of Keshav Seva Sadhana School, Bicholim. The exhibition, organized as part of our Corporate Social Responsibility (CSR) efforts, showcased exclusive and colorful items created by these talented children.

**WARM FAREWELL**



Shirish Chumble, a dedicated worker in the Packing department at Nasik, was warmly felicitated upon his retirement on November 8, 2023, marking the culmination of his remarkable 26 years of service.

# FESTIVITIES @ BLUECROSS

## Diwali



Mumbai



Mumbai



Mumbai



Goa

*Joy of Giving*

**Christmas & New Year is around the corner!**

Join us, for an action-packed month of giving

What you can donate:

You can donate almost anything like stationary, clothes, electrical/ electronic appliances, bed sheets, toys, & sporting goods.

These items will be sorted and distributed to the destitute people with the help of a well-known NGO.

We encourage everyone to participate in this donation drive.

You can drop off your donations in the collection boxes that will be placed in the staff cafeteria from December 8th to 27th, 2023.

This donation drive is Voluntary and we hope you will donate generously!

Team HR

## CHRISTMAS



Mumbai



Goa



Goa



Goa

**Long Servers Felicitated**

**35 Years**  
**Sunita Shelke**



**25 Years**  
Satish Kumar Mehta

- 20 Years**  
Nishant Kr. Singh  
Sachin C. Natu  
Rahul M. Joshi  
Deepak Sharma

- 15 Years**  
Sanjesh Kumar  
Palit Kumar Azad  
T Sudheer Singh  
Amit Roy  
G N Nataraj  
Rupesh Ekal

**10 Years**  
**Nieves Barrow**



**Swarupa Patil**



- Amarendra N Singh  
Chandra P Shrestha  
Chandrakant Jadhav  
Md Mujeeb Pasha  
Deepak Kumar  
Subhash Sharma  
Mahendra Kumar  
Ashvin Bhatt  
A Naveen Reddy  
Raju B Paragannavar

**5 Years**  
**Riddhi Bharat Dalvi**



- Pawan Kailashnath Chaubey  
Ambrish Kumar Pandey  
Rinku Sharma  
Arun Kumar Rathore  
Akhilesh Kumar  
S Sivakumar  
Aruri Karuna Sagar  
Santosh Ojha  
Jakkinaboina Madhu Kumar  
Pruthvi Ganesh Babu  
Anil Kumar P  
Mahesh .  
Konaveni Ramesh  
Sheshnath Babu  
Harish A Sawwalakhe  
Mohit Dubey  
Abdul Sajid Shaik  
Ranganagouda Mudigoudra  
L Kalyana Kumar Lenin  
Kasula Bhanu Chandar  
Gooda Anil  
Dileshwar Dewangan  
Sooraj R B  
Yogesh Kumar  
Bhojaraj Ramesh Babar  
Vikash Saini  
Rahul Mishra  
Yogesh Nagesh Mali  
Akash R B  
Shaik Khader  
Sandeep Kumar  
Shaik Nagoor Shareef  
Pawar Rahul Bhaskar  
Ambuj Kumar Pal  
Sandip Bhiku Dighe  
Dnyaneshwar Zumber Shingte  
Jagdish Madhav Khote

**Welcome Aboard**  
**@ Corporate Office**

**Nitin Belchada**  
Manager - Distribution

**Kaustubh Rane**  
Manager - Sales Admin

**Congrats on Your Promotion**

- Company Secretary & Head Legal**  
Suresh Mahalingam  
**General Manager - Engg. Serv.& Project**  
Sudhir Wadkar  
**Dy. General Manager-Admin**  
Vijay Kumar Rambariki  
**Group Product Manager**  
Prasad Wagh  
**Assistant Manager QA**  
Santosh Patange  
**Sr. QC Officer**  
Sourabh Rajgonda Patil  
**Zonal Manager**  
A.P. Raghuraman  
**Sr. Regional Manager**  
Sameer Kumar Handa  
**Regional Manager**  
Md Taufiq Hussain  
Ambrish Kumar Pandey  
Bhushan Rajendra Girase  
Santosh Kumar Sahu  
Pravin K Shelar  
Sumon Biswas  
Mohanraj  
Raghuraman S  
**Sr. Area Business Manager**  
Mohsin I Patel  
Ajesh Ashokan  
Dinesh C P  
Vineeth K  
N Sandeep Kumar  
Sandeep R  
Ganga Ram Twayana  
**Area Business Manager**  
Sharif Khan  
Prasnnajeet Bijendra Jha  
Atanu Guha  
Grandhi Syam Sundar  
Chole Govind Rao  
Rahul B Lohar  
Bittu Kumar  
Amar Bahadur Maurya  
**Territory Manager**  
Viral Gadani  
Shubhankar Srivastava  
G Veeresh  
Sivakumar Balasubramaniam  
Rahul Raj  
Yogesh M. Sharma  
Rajiv Kumar  
Ayush Pandit  
Pranjal Yadav  
Lebin Titus M T  
Koduru Mahesh