



Voice @ Exeltis India

JAN 2021

ISSUE - 5

1977



First commercial office in Spain

1984



Manufacturing of hormonal APIs in Italy

1988



Acquisition of WL

2003



Starts branded pharma business with the acquisition of Effik.

2008



Chemo Wan Bang, new-joint venture agreement.

2010



Gets FDA approval for manufacturing in Spain

2012



Launches mAbxience, biopharmaceutical company

2013



Creation of Exeltis, a branded pharmaceutical business worldwide

Dear Exeltians,

As we begin with the new year, let me give you an update on the state of business for Exeltis in India and our **Key Priorities for 2021**.

2020 was a particularly difficult year for us. While for a few months of the year (March to June) we were under various stages of lockdown, the company had to continue meeting its customers so that their patients got the medicines they needed to survive.

Meeting customers was particularly difficult in those months, but as the lockdown was eased out over the next few months, our doctors returned to their clinics and started treating patients. We now expect our entire field force to go out to the field with renewed vigour and confidence to meet our doctors and generate prescriptions for our products.

Despite the COVID challenges for more than half the year, our company decided not to cut salaries and allowances of our employees (unlike many other companies who took salary cuts in this period). This shows the empathy and trust of the company towards taking care of its employees during hard times. It is now time for us to repay this kindness and consideration through - **“hard work, single minded focus on delivering our objectives and our focus on profitable growth”**.

As we move into the **New Year 2021, Exeltis India will focus on the following:**

1) Field Force Execution Excellence-

- Field Force - FF effort in field to be above 95%.
- Please ensure that we meet our KPIs on Daily Doctor Call Average, Days in field, Call Frequency,
- Ask for prescription
- Implement the marketing strategies for our Key Focus Brands
- Improve per person per month productivity
- Check inventory at Stockist level and do not overstock at stockist or chemist
- Reduce on-shelf expiries of our products
- Reduce Free Goods

In our effort to strengthen our digital efforts, we plan to provide tablets to all our customer facing teams thus reducing our dependence on paper Visual Aids.

2) Marketing- Brand management has finalized their AOP (Annual Operating Plan) for our focus products in 2021. The same is presented in our Q1, 2021 cycle meetings. Our expectation is that our Field Force will detail the Focus Products according to the plan and implement the strategies as laid out by marketing.

In 2021, marketing department will also focus and measure the Field Force implementation of brand strategies.

3) Manufacturing- Exeltis India manufacturing plant at Chennai led by M Mathialagan, manufactures oral solid formulations for our own business and also contract manufactures products for many leading companies such as Cipla, USV, Ajanta Pharma, Torrent, Aristo etc.

Due to the COVID pandemic and the resultant lockdown, orders from other companies were reduced and hence we could not meet our manufacturing budget for 2020.

As business comes back to normalcy, we expect that in 2021, we will exceed our manufacturing targets. We have upgraded our manufacturing plant with addition of some

new equipments. We are also working towards adding new customers for our contract manufacturing business to optimize productivity.

4) Business Units - in 2021, Exeltis India will operate with 4 BUs.

- Pharma
- Chronic Care
- Eye Care
- Women's Health Care

Each Business Unit will have 7 Key Growth Brands and the Promotional and Execution Focus will be on these brands. The aim is to build Big Brands which will grow faster than the market and faster than the competition.

Globally, Exeltis is a leader in Women's Health Care. In India Exeltis has a negligible presence in this segment. We are evaluating our options on how to make WHC a key business in India.

5) Enabling Functions - All other functions such as Finance, Human Resources, Distribution etc. will support in the profitable growth of Exeltis in India.

Human Resources led by Wriddhee will focus on people development and retention. Identified Key Talent will be developed through training and development initiatives to prepare them for future leadership roles. Hiring the right talent and performance management will be key to the success of Exeltis in India.

Distribution - will focus on getting the right products to reach you in time. Also will focus on efficiency of the distribution system and cost management. Also we will review data at regular intervals to measure zone-wise / territory wise product returns and expiries and free goods.

Finance- Finance led by Satish Joshi will be a “Conscience Keeper” for the organisation. It will focus on Cost Efficiency and monitoring the Return on every investment (ROI) so that Exeltis India can become a profitable self-reliant company.

As we usher into the coming year with renewed vigour, I would like to end this on a positive note. It gives me immense pride to state that we were conferred with “the Tamil Nadu Best Employer Brand Award 2020” for our contribution in the areas of Talent Development, Talent Management and Employee Engagement. This award will surely motivate us to take our Talent Engagement Initiatives to the next level as we aspire to scale greater heights! Also, our cardiovascular drug “Apresol” bagged the CIMS award for being the “Best Drug in Hypertension 2020” category. Congratulations to the teams who were responsible for the above two awards.

I thank each one of you for your 2020 contribution and look forward to your support and extraordinary efforts in 2021 to make and establish the Exeltis India Brand in the Indian Pharmaceutical market.

Ketan Dhamanaskar
(Managing Director)

Know your Leader



- Who is your role model and why?
Amitabh Bacchan – because he has transformed himself over a period of time, he is a fighter having fought his illness, his injury on the sets of Coolie (wherein he almost died), and his latest battle with Corona. In his personal life, he was bankrupt at one point of time, but he fought and came out of it .
- What is the last book that you have read/ the last movie that have watched?
The Goal - by Eliyahu Goldratt and Mirzapur - the serial on Amazon Prime
- Name your favourite cuisine
I love all types of food preparations – from Aavial, Curd Rice, Dhokla, Macher Jhol Bhaat, Rajma Chawal, Thai Curry and all types of sweets.
- Who is your favourite sportsperson?
Undoubtedly Sachin Tendulkar for his “Dedication, hours of practice and single minded concentration” to excel in Cricket
- What is your dream travel destination?
Ladhakh – a cold desert famed for its pristine beauty and the monasteries. It's admiring how people of Ladhakh live and survive in this inhospitable cold dessert and our Indian Army who protect its borders. Its capital LEH is at a height of 11,400 feet above sea level. Even normal breathing is difficult.
- If given a chance who would you like to be for a day?
My Mother - I must have troubled her a lot in my younger days but she unconditionally loved me. I needed to understand her love and her dreams for me.
- What is your nick name at home/ what do your loved ones call you?
My Daughter Aditi calls me “KEKS” and my friends call me “Motu”
- Describe a thing about you which people don't know of
My love for people who fight against all odds to become successful in their jobs through dedication and hard work.
- If you could relive this life on a time machine, which profession would you choose?
Would like to live the same life without some of the mistakes that I have done in this life.
- What is that one thing you can't live without?
My faith in God

Ketan Dhamanaskar
Managing Director



New Joinees

September 2020

Ketan Ramesh Dhamanaskar
Vimalash Kumar Maurya
Ram Lal Gupta
Abhishek Kumar
Keerti Tiwari
Rahul Daulat Kuhade
Apu Bhattacharya
Debpriiti Karmakar
Kumar Amitesh Ranjan
Santanu Khan
Nilesh Bhaurao Bhojar
Praveen Kumar N R
Vijay Gulabrao Kapadnis
Shreya Sagar Mujumdar

October 2020

Mohammed Alisha
Shivika
Sivaramkrishnan S
Prem Kumar
Renu Kumar K A
Vikas Kumar Pandey
Shivendra Bhagawan Sah
Jayprakash Kotturshettar
Pankaj Shrawan Bhakne
Manoranjan Dash
Dinesh Kumar Ranganathan
Chellapandi Kumar

November 2020

I T Baskaran

Manish Kumar Singh
Pushpendra Singh Bhadoriya
Yaseer Ahamed
Vikrant Chauhan
Prakash Mani
Praveen Sanjay Ghogre
Bijoy Das

December 2020

Nibaran Medhi
Kushagra Dixit
Bodala Dora Babu
Kuldip Mahanta
Kudumu Sudheer Kumar
Elamparuthi T
Mude Umesh Naik

Indian Pharma Market NEWS



A) Granules India and Laurus Labs set up Greenfield facilities separately in Telegana Govt

Granules India and Laurus Labs have separately announced major investments in Genome Valley at Hyderabad. The former expressed that the proposed plant will possess the capacity to manufacture 10 billion units of finished products while Laurus Labs announced that their proposed formulation facility will be equipped with a production capacity of 5 billion doses. This provides the state with a lucrative opportunity of providing mass employment and facilitating infrastructural development.

B) Govt invites Latin American and Caribbean Nations to invest in to Indian Pharma Sector

India's Minister of Chemicals and Fertilizers, D V Sadananda Gowda stated that Indian Pharma sector can grow to become a \$65 billion industry by 2024 as the government has launched the development of 7 mega parks across the country including 3 for bulk drug production and 4 for production of medical devices. New manufacturers will be able to avail the benefits of Production Linked Incentive Scheme under which they are eligible for financial incentives on the basis of their sales for 5-6 years. These were announced during “FICCI LEADS 2020”. He has also invited Latin American and Caribbean nations to invest in Indian Pharma Sector.

C) Serum Institute applies for EUA for Covishield in India

The Serum Institute of India has applied to Drug Controller General of India (DCGI) seeking emergency use authorisation for Covid 19 vaccine in the country. Phase 3 clinical trials of Covishield are being conducted at Serum Institute of India, co-sponsored by Indian Council of Medical Research (ICMR). Sources reveal that this vaccine can be stored in the range 2-8 degree Celsius, making it ideal for transportation across the country.

Events @ Exeltis



A) Field Connect Program:

Our HR Business Partner Tirtha Das, spent a day in field visiting several doctors and chemists along with our field colleagues and managers. While we continue to salute the relentless efforts of the healthcare professionals, we are proud of our field heroes who inspire us on a daily basis through their courage, tenacity and perseverance. They are the torchbearers of our values.

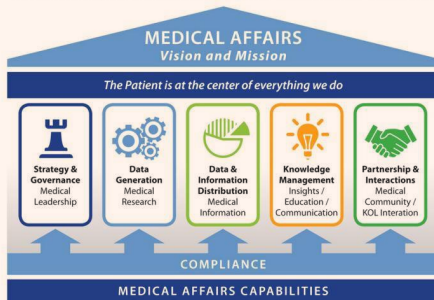
Know Your Function: Medical Affairs

The role of pharmaceutical physicians who are the experts working in pharmaceutical companies has progressed over the last few decades, from supervising research and development (R&D) studies and/or providing support to marketing teams to serving an independent critical function in the medical affairs.

'Medical affairs' is the broad term that describes the department within a pharmaceutical or medical device company that interacts with physicians and other healthcare professionals who utilize or are involved with research related to the companies' products.

GLOBAL MEDICAL AFFAIRS NOW AND IN THE FUTURE

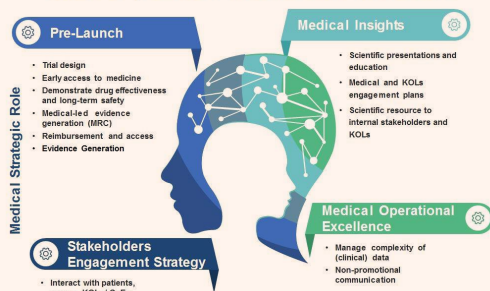
Five areas of key Functional Capabilities Driven by MA Organizational Vision and Mission built upon a Foundation of Talent Capabilities and Compliance



Five areas of key functional capabilities driven by medical affair department.

Role of medical affairs (MA) in the pharmaceutical industry

Why you should consider Medical Affairs as the future of pharma? Metrics and Indicators



Internal stakeholder engagement

• Sales and Marketing

- Help marketing team in developing Visual Aids/Promotional Material
- Providing scientific evidences related to drugs and products to marketing/ commercial team
- Scientific and other product related queries handling
- Product development; right from R&D and providing scientific evidences to product launch via commercial/ marketing team

• Training

- The medical affairs department is also involved in training pharmaceutical sales representatives (PSR) to be knowledgeable about the company's products

• PV and regulatory support

- Medical affairs also support PV and regulatory team for product/ PI related informations. Medical affairs departments also play an important function in providing responses to off-label enquiries, which must be handled independently of commercial teams

External: bridge between the organization and external stakeholders

• Advisory boards

- Medical affairs are also involved in organizing medical advisory boards, Phase IV

Employee Spotlight



Dhayalan Kandhaswamy

Sr. Manager, Information Technology

1. Who is your role model and why?

My Grandmother, Mrs. Vishalakshi (late) because she has brought me, both physically and economically, upto this level in my life

2. What is the last book that you have read/ the last movie that have watched?

The last book I read was When I Grow Up, I Want to Be a Child: A Life Journey from Being Happy Out of ...

3. Name your favourite cuisine

Thai Restaurant's Firecracker Chicken is really wonderful

4. Who is your favourite sportsperson?

My Favorite Sports person is MS Dhoni. He is one of the most popular cricketers and one of the most successful cricketing captains in the world.

5. What is your dream travel destination?

United States

6. If given a chance who would you like to be for a day?

If I had a chance to be someone else I would again like to be me (better me)

7. What is your nick name at home/ what do your loved ones call you?

Dhaya

8. Describe a thing about you which people don't know of

Nothing to hide, I am an open book

9. If you could relive this life on a time machine, which profession would you choose?

Farming

10. What is that one thing you can't live without?

Mobile

clinical trials, preparation of medical responses to enquiries, and preapproved early drug access programs

- MA is in liason with key opinion leaders (KOLs)/ therapeutic area experts for queries related to product development and also aid in the generation of data for further engagement of KOLs in scientific publications

• CMEs and Workshop

- Liasoning with KOLs or therapeutic area experts for conducting CMEs and workshop

• Investigator-initiated research (IIR)

- An IIR is a research led by an independent investigator and that is related to a pharmaceutical company's area of interest

- MA is in liason with physician for the post marketing surveillance study (PMS) or product evaluation study which after data generation is published as a manuscript

Companies are increasingly deploying Medical Science Liaisons (MSLs) in the field to communicate scientific information to key stakeholders, including physicians, and to capture relevant medical insights. The academic qualifications of MSLs range from medical and pharmacy degrees to PhDs, although most companies prefer postgraduate, doctorate, or specialist qualifications. Effective communication skills and commercial acumen as well as management and leadership skills are the key attributes required to be successful in these roles

B) Commemoration of plant heroes:



On behalf of our company's senior leadership, Mr Wriddhee Maitra and Mathialagan Muthukamatchi met up with the COVID 19 recovered plant employees to express our solidarity and gratitude to them for their efforts and courage demonstrated during these difficult times. We salute our heroes.

C) Accolades for Exeltis India:



We are immensely proud to announce that in totality, Exeltis India bagged 2 awards in the recent past. First of all, our cardiovascular drug Apresol won the CIMS award for being the "Best Drug in Hypertension" category. Additionally, we at Exeltis have been chosen and conferred upon the award of: "Tamil Nadu Best Employer Brand Awards."



Rattle your Brain Cells!

Correct answers from the previous edition

- 1) There were stars on the moon, which is not possible
- 2) Slylock thinks Harry fell through the ice, and after climbing out of the water, took off his wet clothes due to the frigid temperatures. The sleuth suspects the ape is nearby because the wet clothes are still unfrozen.
- 3) I) The dead person has not finished their cigarette yet, which is a normal thing to do when someone commits a suicide.
II) It was supposed to look like the person was writing a death note before killing themselves, but it is night and the lamp is not plugged in.

Riddle me

- 1) Salt and Pepper
- 2) button

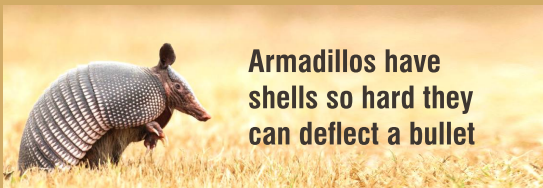
Winner of the quiz :
Keerti Tiwari



AMAZING FACTS



Russia has more surface area than Pluto



Armadillos have shells so hard they can deflect a bullet



Your nose and ears never stop growing



New Zealand is actually part of a much bigger, sunken landmass



The average intelligence of a dog is akin to that of a two-year-old human child

Editorial Board : Rohit Kale, Girish Ramesh & Khushboo Shroff

Design Team: Pasupathy G & Rajesh Lokhande

Stirred fried Paneer, Broccoli & Baby Corn Salad



INGREDIENTS

- 1 cup of paneer, cut into thin strips
- ½ cup parboiled broccoli florets
- ½ cup sliced and parboiled baby corn
- 1 tsp oil
- 1 tsp onion seeds (kalonji)
- ½ cup of thinly sliced capsicum
- 1/4th cup chopped spring onions (including white and green part)
- ½ cup of thinly sliced cucumber
- 1/4th cup deseeded and thinly sliced tomatoes
- 1/4th cup bean sprouts
- Salt

INSTRUCTIONS

1. Heat the oil in a broad non-stick pan, add kalonji (onion) seeds and sauté on medium flame for a few seconds.
2. Add all vegetables and sprouts. Sauté for 2 minutes till the vegetables get tender. Add salt to taste.
3. Add paneer and sauté for 30 seconds
4. Serve immediately.

Quiz time

- 1) **Which Ministry launched a campaign for Diwali- "Local4Diwali"?**
 - a) Ministry of Home Affairs
 - b) Ministry of Textiles
 - c) Ministry of Commerce & Industry
 - d) Ministry of Agriculture & Farmers' Welfare
- 2) **Who has won the Children's Climate Prize 2020 under 2020 Clean Air Category?**
 - a) Khushi Chindaliya
 - b) Vinisha Umashankar
 - c) Ridhima Pandey
 - d) Yamuna Menon
- 3) **Name the Only Indian City to be ranked (62nd) in the list "2021 World's Best Cities" by Resonance Consultancy Ltd (Topped by London, United Kingdom)?**
 - a) Mumbai
 - b) Hyderabad
 - c) Delhi
 - d) Pune
- 4) **Who represented India in the 8th BRICs Science, Technology and Innovation Ministerial Meeting organised by Russia?**
 - a) Ravi Shankar Prasad
 - b) Dharmendra Pradhan
 - c) Harsh Vardhan
 - d) S Jaishankar
- 5) **Which state won the Best State Award during the 2nd National Water Awards**
 - a) Sikkim
 - b) Goa
 - c) Chandigarh
 - d) Mizoram



Please send your answers to: khushboo.shroff@exeltis.com