



Voice @ Exeltis India

JUNE 2021

ISSUE - 6

1977

CHEMO INDUSTRIAL

First commercial office in Spain

1984



INDUSTRIAL & R&D

Manufacturing of hormonal APIs in Italy

1988



API

Acquisition of WL

2003



BRANDED

Starts branded pharma business with the acquisition of Effik.

2008



BIOTECH

Chemo Wan Bang, new-joint venture agreement.

2010



FDF

Gets FDA approval for manufacturing in Spain

2012

mAbxience

BIOTECH

Launches mAbxience, biopharmaceutical company

2013

Exeltis
Rethinking healthcare

BRANDED

Creation of Exeltis, a branded pharmaceutical business worldwide

Dear Colleagues,

It is 2021 and we have completed the first quarter of the year in terms of sales.

End of the first quarter (Jan- Mar), our sales is 5.5% above the same period last year. Our Chronic Care Unit has grown by 5.2% as compared to the previous year while Eye Care Division has grown by 7.7%.

As an organization, we have braved many challenges and made many changes in the recent past. In the previous quarter, we have improved our coverage and have met more doctors. We are witnessing an improvement in your ability to meet our customers! We, however, need to make major efforts to embark upon the journey of success and create a niche for “Exeltis” in Indian Pharma Market. In my previous communication, I wanted field colleagues to focus on the following 4 Key Areas in the next few months:

i) Focus on meeting new customers

ii) Focus on productivity (PCPM): In comparison to Q1 2020, while our productivity in Q1 2021 has increased by 53%. That is good progress vs last year. However, there are at least 40 territories in Pharma, Eye Care and Chronic Care that are below our benchmark of 1.50 Lakh sales per month and are losing money for the company.

iii) Generate demand by increasing prescriptions: Prescriptions for all Built Brands have increased significantly

iv) Reduce expiry and product returns: In the last quarter, our product returns and expiries have reduced by 26%, however we still have a long way to go before we reach industry benchmark.

In the previous quarter, we came up with numerous initiatives like:

- a) Patient Awareness Campaigns
- b) Introduced Tablets for Product Detailing
- c) Reduced the total number of distributors and stockists to 700 to streamline the product flow and better control of business
- d) Commenced with ZBM Leadership Program and RBM Development Program to train them for the challenges of tomorrow!

Dear colleagues, we are standing at crossroads. To achieve our dreams of becoming profitable, we need to remain disciplined and accountable for all actions. Together, we can achieve our objectives with hard work and single point focus!

Manufacturing: Our robust manufacturing team led by Mr.Mathialagan Muthukamatchi deserves a special mention for its relentless work. In an exemplary performance, the team has surpassed its quarter target by 30%. Currently, our plant colleagues are following stringent measures to curb the spread of COVID 19. We have upgraded our manufacturing plant with addition of some new equipment. We are also working towards adding new customers for our contract manufacturing business to optimize productivity.

Enabling Functions: All other functions such as Finance, Human Resources, Distribution etc. play a crucial role in propelling Exeltis India to the zenith of success

Human Resources, led by Wriddhee, is focusing on people development and retention. In an ongoing process, the team is identifying Key Talent that will be developed through training and development initiatives to prepare them for future leadership roles. Kudos to the team for reinvigorating the “Field Connect” Program to appreciate our field colleagues for their efforts and alleviating their woes. We are also paying special attention to our hiring process to ensure we get **the Right Candidate with the Right Work Experience, Right Attitude and Right Values into our organization.**

Distribution has focused on getting the right products to reach you in time. Also, team is working to increase the efficiency of the distribution system and reduce costs. Also, the review of data at regular intervals to measure zone-wise / territory wise product returns and expiries and free goods is in process. **Finance-** Finance, led by Satish Joshi, has adopted the role of “Conscience Keeper” for the organisation. It is focused to monitor the Cost Efficiency and the Return on every investment (ROI) so that Exeltis India can become a profitable, self-reliant company.

I thank you all for your contribution in the Q1 of 2021 and look forward to your extraordinary efforts to rethink medicine, rethink science and rethink healthcare!

Last but not the least, I urge all of you to adopt Covid appropriate behaviour in your work. Please get vaccinated and Stay Safe and Stay Healthy.

-Ketan Dhamanaskar

Know your Leader



Wridhee Maitra

Director- People, Communication,
Gen Services, Training and SFA

1. Who is your role model and why?

I believe in having different Role Models in different circumstances of life.

I role model others on certain specific abilities, capabilities or skills that they possess under certain situations. Some of them are:

- **Mother Teresa - her devotion & love for the unprivileged section of society.**
- **Amitabh Bachchan - his personality presence & situational composure.**
- **Virendra Sehwag - knowing himself and doing what he is good at.**
- **Naveen Patnaik - knowing when to speak and when to let his actions speak.**
- **My Grandfather - for his sense of Values & simplicity.**
- **My Grandmother - for her true sense of 'Abundance' within limited resources.**

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

- **Currently reading - "Notes from a Friend" by Anthony Robbins**
- **"Photographic Field Guide Wildlife of Central India" by David Raju & Surya Ramachandran**

3. Name your favourite cuisine

Cuisine doesn't matter as long as it is

pure home-cooked food. Most of the ladies in my life (grand mom, grand mom-in-law, mom, wife, and daughter) are all super chefs.

4. Who is your favourite sports person?

- **(Late) Diego Armando Maradona – for his pure Passion, God-gifted Skill & unadulterated Love for life.**
- **Sourav Ganguly - for his Leadership and Team Management.**
- **M C Mary Kom - for her Work-Life balancing skills.**

5. What is your dream travel destination?

Any jungle / wildlife sanctuary / national park. Top of my To-Do list currently would be - Corbett, Ranthambore, Sunderbans and Masaimara / Serengeti.

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

The Chief Minister of my home state - undoubtedly!

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

I have quite a few nicknames but the two most interesting ones are:

- **My MBA batch mates call me – "BABA"!**
- **My paternal grandfather used to call me - "VODKA"!**

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

People say I am a good cook and I love cooking

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

Commercial Pilot

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

Fresh oxygen to breathe and drinking water to quench my thirst

Indian Pharma Market NEWS



A) Ayush Ministry collaborates with the government e-market portal to sell its products

The Indian Medicines Pharmaceutical Corporation Limited (IMPCL), the public sector manufacturing unit of the Union Ministry of Ayush, has tied up with the government e-market (GeM) portal for selling its products online. Around 311 medicines are listed online. Following this tie-up, several government sector buyers can procure various Ayurvedic and Unani medicines online. There is a growing demand for these medicines following the Central Government's instruction to Union Ministry of Ayush to establish 12,500 wellness centres under the NAM (National Ayush Mission) by 2023-24.

B) Glenmark launches a generic drug for treatment of renal disease

Glenmark Pharma has recently launched a generic version of SUNITIB by the name of "SUTIB" for the treatment of kidney cancer. The drug is launched at a MRP that is 96% lower than of the innovator drug.

C) Sun Pharma to introduce complete range of Brivaracetam at an affordable price for epilepsy treatment in India

Sun Pharma has recently announced the launch of complete range of Brivaracetam dosage forms at affordable prices for epilepsy treatment in India. This drug is approved by Drug Controller General of India as an adjunct therapy for treatment of seizures in patients that are at least 16 years of age or older.

Central Warehouse plays a crucial role in supply chain management of all the industries. Our Chennai Central Warehouse, is:

- i) Catering to the total Distribution needs of Exeltis India
- ii) Receiving the products from our plant and CMOs, redistributing those to 14 Super Distributors spread all over India.
- iii) Having the storage facility of ambient, cool and cold temperatures.

Even during COVID pandemic, our colleagues braved enough to travel from far distances, by adhering to the required precautions and attended to their duties, with their support we could ensure uninterrupted supplies through

out this period.

Our promo hub is also located in the same premises, receiving monthly 800 cases of Physician's samples monthly, promo inputs, repacking and dispatching around 1200 cases to cater and support the timely promo inputs needs of our 525 field colleagues.

Our Chennai Distribution Team is stationed at CWH, taking care of primary dispatches of commercial goods, promotional inputs, handling the expired returns received from market and super distributors.

Goal: Customer delight:- To place the right product at the right time and the right cost.

New Joinees



January, February, March & April 2021

- Jinku Kalita
- Saurabh Verma
- Ritu Kumar Medhi
- Rajayuddin Bashir Latif
- Vora Pragnesh
- Rajesh Das
- Diptiranjan Mohanty
- Basant Kumar
- Subhajit Debnath
- Abijith S
- Sathish G
- Santhi M
- Somnath Roy
- Devanbabu B
- Satish Kumar Bhuyan
- Ilyaraja Panchacharam
- Bharath S
- Raghavendra S Poojary
- Milind Babanrao Waghmare
- Balaji Raja
- Anupam Borboruah
- Arpan Banerjee
- Manivannanbivin A G
- Karthik T
- Mullaji Mohammad Khizar Nasiroddin
- Nilesh Premising Girase
- Akshay Uday Jadhav
- Prajakta Prafulla Bhide
- Sirajuddin
- Jillepally Srikanth
- Prashanth M L
- Ashok Fulchand Yadav
- Abhirup Mukherjee
- Sumit Mukherjee
- S Chiranjeevi
- Ramisetty Gnana Venkatesh Babu
- Shahid Dastgir Sayyad
- Pramod
- Poovendhran M.
- Girija Jalam
- Karthik M
- B Mohan Krishna Reddy
- Srinivasa R
- Ajay Kumar Singh
- Kajeepuram Suguna Rao
- Gopendra Chandra Das
- Girijananda Das
- Ajit Kumar
- Gajjela Siva
- Vishnu Nandilath
- Riyas Ahamed
- Abdulayub M

Events @ Exeltis

Field Connect:



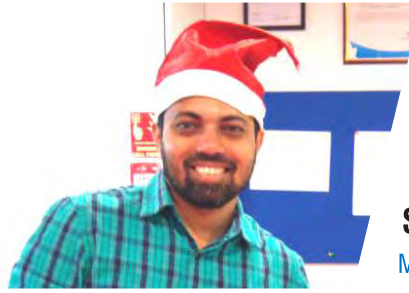
To enhance employee connect & improve engagement with the field employees, HR team has stepped up the "Field Connect" program. Our HR Business Partners met the field teams over breakfast or lunch and had a free flowing interaction with the team. This initiative has been highly appreciated by the respective teams, who have used this opportunity to clarify their queries and share their aspirations with the HR. So far our HR Business Partners have visited the teams from Vizag, Vijayawada, Siliguri, Malda, Ahemdabad, Raiganj and Guntur.

Celebration of Pongal, Makar shankranti and Women's Day:



To embark upon the celebration of the harvest, our staff at Mumbai and Chennai offices celebrated the festivals of Makarshankranti and Pongal with great fervour. We celebrated Women's Day with great gusto too!

Employee Spotlight



Swapnil Ghadi
Manager-Commercial Excellence

- Who is your role model and why?
APJ Abdul Kalam - have been impressed by his thoughts
- What is the last book that you have read/ the last movie that have watched?
Rang De Basanti
- Name your favourite cuisine
Punjabi spicy cuisine
- Who is your favourite sports person?
Sachin Tendulkar
- What is your dream travel destination?
Yet to visit - Leh Ladak
Visited place - Amritsar (Golden Temple)
- If given a chance who would you like to be for a day?
I would love to be myself
- What is your nick name at home/ what do your loved ones call you?
Sopya
- Describe a thing about you which people don't know of
Yet to get feedback
- If you could relive this life on a time machine, which profession would you choose?
Navy
- What is that one thing you can't live without?
Office work (Laptop)

Leadership Development Program:



Some members of our Exeltis India family had an opportunity to be a part of the leadership development workshop series, "Ascent: Bringing Out The Best in You" in the recent past. These sessions are conducted by Suva Chattopadhyay from Reflexion Consultants. Our Leadership Team, Functional Heads, Second Line Managers and Marketing Leads are a part of this workshop series. These sessions highlight the importance of consciously changing behavioural patterns, perceiving goals with an open mind, taking calculated risks and adopting a "Yes and" approach. The attendees leave each session with a sense of renewed enthusiasm and vigour.

Quiz time

- Vanilla is obtained from which flower?
- Which is the smallest country in the world?
- What is the most spoken language in the world?
- Which country won the Women's Football World Cup in 2019?
- What is the capital of Switzerland?
- Where is the largest oil reserve in the world?
- Which Indian Prime Minister coined the slogan "Jai Jawaan, Jai Kisan"?
- Which is the hottest continent on the planet?
- What is the total number of players playing on the pitch of hockey match?
- Where was the first Olympic game held?

Answers of the previous Quiz

- Ministry of Textiles
- Vinisha Umashankar
- Delhi
- Harsh Vardhan
- Mizoram

Winner of the quiz:

Naren Kumar Subramani

Identify the LOGO



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

Editorial Board : Rohit Kale, Girish Ramesh & Khushboo Shroff

Design Team: Pasupathy G & Rajesh Lokhande

Chicken & Prawn with assorted veggies in South East Asian sauce



**Masterchef Exeltis
Chef: Wriddhee Maitra**



INGREDIENTS:

- Around 450 gms of chicken & 12 medium sized prawns

FOR THE BATTER:

- Egg - 1
- Corn flour
- Maida
- Salt - 1 pinch
- White oil - 1 tea spoon
- Water - as per consistency

FOR THE SAUCE:

- Red chilli paste with fine chopped garlic (Schezwan style) - 6 TBS
- Vinegar - 3 TBS
- Chilli oil - 2 TBS
- Red chilli sauce - 1 TBS
- Tomato ketchup - 2 TBS
- Plum sauce - 2 TBS
- Sweet soya sauce - 1 TBS
- Warm water - half cup

METHOD OF PREPARATION:

1. Mix the batter and maintain a consistency so that the chicken and prawns are well coated. Fry the chicken pieces and prawns to a light brown colour, drain of the oil and keep aside.
2. For Sauce: Mix all the contents well to a smooth consistency and keep it aside. You may use a hand beater to get a uniform consistency.
3. Heat white oil in a deep vessel, add 1 star anise, 4-5 corns of pepper, juliennes of ginger - 1 TBS, 2 chopped chillies, 4 finely chopped garlic.
4. Stir for few minutes till the ginger & garlic turn brownish. Add squares of 3 medium sized onions. Keep stirring till the onion squares becomes translucent. Add 1 teaspoon of white pepper powder and 1 teaspoon black pepper powder, salt as per taste and stir for a minute.
5. Now add 3 medium sized chopped tomatoes and half cup of chicken stock, stir and cover the lid on low flame for about 5-7 minutes. Keep stirring at intervals with little bit of stock addition to prevent burning at the base. Bring to a semi-paste state and now add the chopped veggies of your choice (bell peppers, mushrooms, carrots, beans, pea, baby corn)
6. Stir for 2-3 minutes and then add the sauce. Keep it on high flame and softly stir occasionally to ensure the veggies don't get mashed.
7. Once the sauce is evenly mixed with the other contents add some stock and cover the lid - put on low flame. After about 4-6 minutes, check if the gravy is ready - as per your desired consistency and taste preference.
8. Take a flat bottom utensil, place the fried chicken and prawns in it. Now from top, pour the gravy and spread it out to cover the pieces evenly.
9. Garnish with finely chopped chillies, garlic and onion inners. Sprinkle a pinch of oregano (**You may also add a few drops of lemon juice and honey before serving**)