



# Voice @ Exeltis India

January 2022

ISSUE - 9

**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**

**FDI**  
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,

At the outset, first let me wish you and your families a very Happy New Year.

I wish each one of our Exeltians a successful year ahead for you and your career in Exeltis !!!

For the year 2022 I want all Exeltis employees to have one common dream - in other words

'One Exeltis, One Dream' and the Dream is to **Excel** in your performance so that Exeltis India Sales Team achieves the **100 Crores mark in 2022**.

Hence the Slogan:

**"One Exeltis, One Dream - Excelerate to 100 Crores"**

**New Product Launches:** It also gives me great pleasure to announce that in 2022, Exeltis will launch 4 new products in the Indian Market - Diflup & Fenovcor R in Chronic Care and Oxolid & Alerdain M in Pharma BU.

Extensive preparation and efforts by Marketing, Medical, Manufacturing and Sales Training went into this launch. It is now the turn of the field force to make these launches successful. Please go all out to launch these products and make them successful in the Indian Market.

**Medico-marketing Focus:** In 2022, Exeltis will focus on a number of medico-marketing campaigns. These include Round Table Meetings with doctors, Advisory Boards Meetings, Investigator Initiated Studies, Detection Camps etc.

The above are a part of our promotion strategy developed jointly by Medical and Marketing departments. We expect the field force to focus on the execution of these programs.

## Way Forward in 2022

Following is the expectation from the Marketing and Sales business as we enter the New Year

- Turn around Low Performance Territories - Increase in PCPM across Exeltis - no territory below 1.5 Lakh
- Reduction in Sales Returns to 5%
- Reduction in Free Goods to less than 7% overall as a company
- Successfully launch New Products in Q1
- Increase in Medico-marketing vs Traditional Product Promotion
- Focus on "Market Share Gain" (and not stock piling) for BUILD Brands
- Increased focus on Training and Development of BEs and RBMs

Let me end my message by saying

**"Deliver your Targets and deliver what you Promise"**

Our robust manufacturing team lead by Mr Mathialagan Muthukamatchi and all our other enabling functions like Human Resources, Communications, Gen Services, Training, Distribution, Medical Affairs, Finance and Distribution play a pivotal role in our organization's success. Last but not the least, I urge all of you to adopt COVID appropriate behaviour in your work. Please get vaccinated. Stay Safe and Stay Healthy.

**All the very best for 2022.**

Ketan Dhamanaskar,  
~Managing Director

# Know your Leader



**Arindam Bhowmick**

General Manager - Sales & Marketing

1. Who is your role model and why?  
**My father. He was a renowned sportsperson, a social worker, well known for his magnanimity, a successful entrepreneur and a self-made individual. He has left a permanent impression in**

my mind. I have always tried to imitate him.

2. What is the last book that you have read/ the last movie that have watched?  
**I read informative articles than books nowadays, the last book I read was 'Strengths Finder 2.0' from Gallup Last movie I saw was 'The Call of the Wild'**

3. Name your favourite cuisine  
**Biryani, Awadhi preparation**

4. Who is your favourite sports person?  
**Lionel Messi**

5. What is your dream travel destination?  
**The Mediterranean**

6. If given a chance who would you like to be for a day?  
**Netaji Subhash Chandra Bose**

7. Describe a thing about you which people don't know of.  
**I am an open book with nothing to hide**

8. If you could relive this life on a time machine, which profession would you choose?  
**I would love to be an astronaut**

9. What is that one thing you can't live without?  
**Goes without saying, fish preparations of all types**

## Know Your Function - EHS

**Environmental Health and Safety Department Functions and Its Goals:** Environmental Health and Safety is a multi-disciplined department that is responsible for designing, implementing and maintaining a comprehensive health, safety and environmental protection program in an industry. This can be achieved through inspections, trainings of the environment, machineries and equipment thereby ensuring safety compliance as per government norms

**The goal of the department** is to act proactively to prevent accidents, property defacement and environmental damages, thereby providing safety to Exeltis India Plant employees

### ROLES AND RESPONSIBILITY

- Aid the concerned departments in

- planning and organization of measures for effective control of Personal Injuries
- Evaluate the effectiveness of the action taken to prevent Personal Injuries
- Conduct Plant Safety Inspections to observe the Physical Conditions, Work Practices and Procedures followed
- Investigate & report Industrial issues related to Occupational Safety
- Devise EHS SOPs and instructions along with their horizontal deployment
- Set up Safety Committees and act as adviser/ catalyst to such committees
- Renew of Air & Water Consent and submit reports
- Conduct Ambient Air Quality Survey, Noise Survey and Stack Monitoring
- Ensure the safe disposal /storage of hazardous waste

## Indian Pharma Market NEWS



### A. Lok Sabha passes the NIPER (Amendment) Bill, 2021 to strengthen research and education in pharma sector!

With this, Lok Sabha has declared 6 more institutes at Ahmedabad, Guwahti, Hajipur, Hyderabad, Kolkata and Raebareli as 'Institutes of National Importance' in Pharmaceutical Education and Research. This bill also seeks to widen the scope of courses run by such institutes.

### B. Zydus Cadila's shot to be a part of India's vaccination drive

This vaccine will be the fourth to be added to the government's vaccination programme. This will be made available in 7 states including Bihar, Jharkand, Maharashtra, Punjab, Tamil Nadu, Uttar Pradesh and West Bengal and will be administered to adults only.

### C. Covaxin's shelf life extended to 12 months from date of manufacture

The Central Drugs Standard Control Organisation (CDSCO) has approved the extension of Covaxin's shelf life up to 12 months from the date of manufacture on the basis of additional stability data provided. This will lead to optimal use of vaccine.

## Event @ Exeltis



# Employee Spotlight

**Partha Bhattacharya,**  
Divisional Business Manager

**Santhosh Kumar. S,**  
Deputy General Manager - IT

1. Who is your role model and why?

**My Father has been my forever role model. I try and shadow myself as him**

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

**Although I am not really a movie or a book person in my recent days, I have found myself be quite amused and at peace with 'Binge Watching'**

3. Name your favourite cuisine

**I live to eat and probably will eat my way through rest of life. From hilsa bhapa to mutton curry and pork to prawns in mustard sauce, the list is endless**

4. Who is your favourite sports person?

**I am in awe of Lionel Messi - He is one of the best football players to grace the pitch in the last decade or so**

5. What is your dream travel destination?

**I am not too fond of travelling abroad. Whenever I get a chance it's always been "The Mountain Calling" way for me and my wife**

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

**This is rather a tough one. If I got a chance I would actually want be 'nothing'. I would like to just be lazy, sit around, play with my dog and question my wife about what's cooked**

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

**I have a lot of nick names. My near and dear ones call me Antu. My son calls me papa and my younger son (Whiskey) calls me 'Bhow Bhow'**

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

**I can actually cook. Cooking is like meditation for me**

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

**I am already pursuing a profession that I love. Being a part of this industry was a complete choice. I have always wanted to be in Sales. I strive to perfect my skills time and again**

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

**Family, good food and music!**

1. Who is your role model and why?

**It has to be the home makers/house wives. These women have the best leadership, administrative, management and organisational skills that no institute can teach**

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

**The last book that I read was a Tamil historical "Vandhargal Vendrargal" (They came and conquered) by cartoonist Madan. The last movie that I saw was Rajnikanth starrer Darbar**

3. Name your favourite cuisine

**Anything vegetarian! It has to be Indian cuisine for the mere variety of dishes and tastes that it offers**

4. Who is your favourite sports person?

**Anil Kumble. His respect and approach towards the game, leadership skills and the never say die attitude are inspiring**

5. What is your dream travel destination?

**Iceland. It is an amazing place for travellers and photographers. The second option will be Africa for its wild life**

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

**My wife, Radhika. She is an amazing Carnatic singer. I would love to be in her shoes for a day and sing a few songs**

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

**Santhosh is what I'm generally called as. My cricket team mates call me Sandy Rhodes for my fielding skills**

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

**Well, there are a few things I do that most people are not aware of: I love photography, travel, singing and pencil sketching. One skill I would like to learn is carpentry**

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

**My first dream was to be a professional cricketer. So if given a chance I would like to be a cricketer. Other options would be photography or singing**

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

**My family**

## ZBM meeting

A good budget has the potential of translating a company's vision into striking reality! With the objective of preparing the teams for a better tomorrow, we hosted 2022 Budget Meet wherein our leaders shared their views regarding the highlights of the previous quarter, challenges faced and goals for the coming year. This meeting, attended by our senior field leaders and Mumbai HO colleagues, was followed by Gala Dinner party. Our colleagues are rejuvenated to put their best foot forward in 2022.





## Riddles

1. Which country won the FIH Men's Hockey World Cup 2021?
2. Who is the Commander-in-Chief of the Indian Armed Forces?
3. Who has been crowned Miss Universe 2021?
4. Which city has become the first in the world to go 100 percent paperless?
5. What is the capital of Meghalaya?

### Answers of the previous quiz

1. Cold
2. A map
3. All of them
4. You have two apples
5. Pencil

## ProgrEX Meet

With the sole aim of developing internal talent for opportunities of tomorrow, we had organised a 2 day Development Centre for high performing BEs, from 8<sup>th</sup> to 11<sup>th</sup> December 2021 at Kolkata & Bangalore. These were attended by 34 BEs who committed to develop themselves as per Exeltis Competency Grid and move up the hierarchy ladder.



### Winner of the Previous Quiz:

**1. Pooja Kankekar 2. Chiranjit Saha**



Please send your answers to: [khushboo.shroff@exeltis.com](mailto:khushboo.shroff@exeltis.com)

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# Suralichya Vadya / Khandavi



**Masterchef Exeltis**  
**Chef: Sanjay Singh,**  
Regional Business Manager



**It's a popular snack from Maharashtra as well as Gujarati cuisine of India. It is a savoury, bite sized snack ideal to serve with tea**

### Ingredients

1. 1 cup fine Gram Flour
2. 1 tsp Turmeric
3. Salt as per taste
4. 1 cup Butter Milk For tempering
5. 2-3 Green Chillies
6. 1 tsp Mustard Seed
7. 1 whole stem of Curry Leaves
8. 1 tsp Asafoetida
9. Mustard Oil
10. Coriander

### Instructions

1. Take gram flour, water and butter milk in a small pan and mix well. Add salt, turmeric and chilli powder (optional)
2. Put the pan in a pressure cooker, close its lid and wait for 2 whistles. After that, immediately remove the pan from pressure cooker
3. Mix with a spoon (Since it is cooked from the bottom but the upper part is little uncooked, stir it well and again put it in pressure cooker). This time only wait for 1 whistle and immediately take out the pan
4. With the help of the spoon put the cooked khandvi batter on a greased/oily plate and slowly spread it in the plate to make a thin layer. It is very important to get a thin layer
5. Make cuts of 1 to 2 inch on the plate using a knife
6. Spread coriander leaves and start rolling them. Make khandvi/surali wadi. Prepare a tempering using curry leaves, mustard seeds, cumin seeds and asafoetida
7. Pour this tempering on the khandvi just before serving

## New Joinees



- Abhijit Tatte
- Aditya Mali
- Akash Kumar Panda
- Amit Sharma
- Anand Kumar Panday
- Anandh Babu
- Anil Nanuji Chaudhari
- Anurag Mishra
- Ashlesha Tembhare
- Asif Khan
- Bharathi D
- Bhaskar Kumar
- Bibhuti Bhusan Sahoo
- Chandrajit Lal Shrivastava
- Dnyaneshwar Takale
- Gautam Kumar
- Goutham Gurukar M B
- Gummidi Mohanarao
- Hirpara Rameshbhai
- Iranna Hosakeri
- Jaffer Sherif M
- Junaid Ahmed Nazim Shaikh
- Keerthika S
- Lavkush Gaund
- Mukesh R
- Musam Krishna Reddy
- N Nandagopalan
- Nitin Pandey
- Nitin Tikaram Rawane
- Pankaj Shrawan Bhakne
- Pasupathi Sivakumar
- Patel Nirmalkumar
- Pragesh Srivastava
- Prajapati Jigneshkumar
- Pranjit Sarma
- Prashant Mane
- Rambahadur Singh
- Ratnadeep Purkayastha
- Rohit Yadav
- Sachin Kumar
- Saikat Roy
- Sandeep Paunikar
- Sanket Pagar
- Sanket Raut
- Sarath Babu S
- Saurabh Singh
- Shankar Kumar Yadav
- Shlok Rastogi
- Shubham Kumar
- Singireddy Arunkumar
- Sonu Sharma
- Subhasis Nayak
- Sunil Kumar
- Suraj Koranga
- Venkatesh Nadar
- Vijaykumar Magadam
- Vivek Kumar
- Y Hafeez



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