



*Ten Years & each year has been better than the last*





# Voice @ Exeltis India

January 2023

ISSUE - 15

**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 Exeltians,

We, at Exeltis India, are committed to providing innovative solutions to meet the unmet medical needs of people across the globe. Our commitment to delivering high-quality medicines is our biggest asset.

We are at an exciting stage of growth fueled by technological advancement and strategic alignment. We have turned our business positive last year and look to gain greater profitability this year. We strive to make healthcare in India more accessible and affordable.

- In order to achieve this, we rely on being able to attract, develop and also retain dedicated and highly skilled talents, who work passionately together. We are doing this by offering our employees a climate of responsibility, accountability, and respect where every employee has the opportunity to excel and develop to their full potential. We uphold the importance of nurturing our internal talent and have come up with numerous training/skill development initiatives in the past year. This year too we look to strengthen our efforts in this domain. We have curated a lucrative incentive structure to create sufficient earning opportunities for our hard-working employees. We are striving to create different avenues for the holistic growth of our employees.

We need to focus on building "BIG BRANDS" for each Business Unit: **Ophtha** - Care Tears, Renicol & Izen Forte. **Pharma** - Lysicon, Ceruklin & Stablanz PV. **Chronic Care** - Apresol, Apresol Plus. Thiamin tab & Thiamin Inj. **WHC** - Dienille, VPH, and Slinda. We need to work on gaining "market share", especially for our build brands. We need to garner more prescriptions and work towards building a stronger prescriber base. We need to devote our efforts to drive sales for **Women's Health Care**- as we prepare to launch our global brands in India soon.

**An orchestrated effort, from all fronts, will ensure our success. To my fellow colleagues, I would like to say let's strive towards increasing our individual productivity to INR 3 Lakhs per month. In case of a new product launch or expansion to a new geography,**

the minimum target PCPM for each headquarter is 1.5 Lakhs.

A process-driven system will help us achieve our objectives. This will help us deliver value effectively while limiting the variation in outcome. Emphasis should be laid on building a robust prescriber base that will help us achieve our objectives. As we move into another quarter, we find ourselves standing in the middle of abundant opportunities. Indian Pharmaceutical industry churns out maximum profitability between April to November. Let us capitalize on every moment. This period plays a critical role in shaping our outcomes.

Let us holistically work towards delivering our targets and delivering what we promise. Let us act like owners of our Function, Business, and Zone and ensure that we utilize our resources optimally.

**Each one of us embodies a HERO within ourselves. I take this opportunity to reiterate the relevance of HEROS in Exeltis:**

**H: Improve work HYGIENE**

**E: EXECUTE Campaigns and increase customer base**

**R: REDUCE low productive HQs and increase PCPM**

**O: OPPORTUNITY to earn incentives**

**S: STEP-UP & build new launches & power brands**

Lastly, I would like to wish you and your families a very happy festive season. Happy Easter, Eid, Bohag Bihu, Baisakhi, Panna Sankranti, Puthandu, Poila Baishakh, and Vishu. May the festivals bring peace, harmony, and prosperity to your lives.

**Bishal Roy**

~Chief Operating Officer



**#GROW T GETHER**

# Know your Leader



**Bhavika Sachdev**  
Marketing Manager - Pharma

1. Who is your role model and why?  
**My Naani- she was a single mother and worked extremely hard to support her children with a comfortable life**

2. What is the last book that you have read/ the last movie that you have watched?  
**The last thing I watched was a series called "The Last of Us". The last book I read was "Lean In - Women, Work and the Will to Lead"**

3. Name your favourite cuisine  
**Chinese**

4. Who is your favourite sports person?  
**Smriti Mandhana, Nikhat Zareen & M S Dhoni**

5. What is your dream travel destination?  
**Paris**

6. If given a chance who would you like to be for a day?  
**I would love to go back to my childhood and be a kid again for a day**

7. What is your nick name at home/ what do your loved ones call you?  
**My husband calls me "Biwu". Others call me "Bee" or just Bhavika**

8. Describe a thing about you which people don't know of.  
**I am claustrophobic and absolutely terrified of lizards**

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

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

## Designing Training Programs

Performing a Training need assessment

Developing learning objectives

Content development

Developing Training design

Preparing Training Material

Preparing Trainer notes

Implementing Training Program

Evaluating Training Outcomes



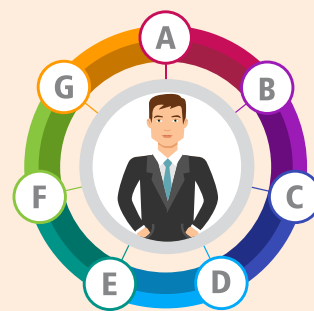
# Know Your Function

## Sales Training

The pharmaceutical industry is constantly evolving to meet new challenges, close health gaps, and provide innovative solutions to HCPs. It is therefore crucial for the sales force to be trained effectively to stay abreast with the latest product updates, strategic interventions & HCP scientific requirements.

Our sales team needs to act like communication specialists who need to deliver elaborate medical information, understand and resolve doctor queries, learn about the competition around similar products, and understand patient concerns. In a field like this, the field force needs continual training to stay relevant and sell a product effectively.

## Employee Life Cycle & Training



**New Joining Employee**  
First step Induction training

**On the Job**  
Field induction as per SOP

**Experienced employee**  
on the job coaching

**High performing employees**  
Next level developmental workshops

**Low performing employees**  
LPT Individual development plan

**New promoted employees**  
Reskilling

**Tenured employees**  
Upskilling to maximize performance

# EMPLOYEE OF THE MONTH AWARD Winners

## February



**Bhavika Sachdev**  
Marketing Manager-Pharma



**Shivani Hasija**  
Sr Product Manager-WHC



**Snigdha Chakraborty**  
BE-ETF



**Logesh K**  
Junior Operator-Manufacturing



**Puneet Dang**  
ZBM-Chronic Care



**Avadhesh Sinha**  
DBM-Chronic Care



**Rajib Das**  
ZBM-Eye Care



**Kaushik Ghosh**  
RBM-Eye Care



**Irfan Ahmed Lone**  
BE-WHC



**Pankaj Ghosh**  
BE-Eye Care



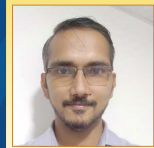
**Michael Bird**  
Zonal Training Manager



**Sowthar A**  
Junior Operator-Manufacturing



**Supriya Salvi**  
Manager-HR



**Santhoshkumar Sridharan**  
DGM-IT



**Hari Sudhan**  
Chief Manager-IT

## March



**Praveen Kumar K**  
RBM - Pharma



**Debasish Dey**  
BE - Pharma



**Sayon Roy Choudhary**  
BE - Chronic Care



**Rajesh Bhowmick**  
BE - Chronic Care



**Subrata Chakraborty**  
RBM - Eye Care



**Khutheibam Ismail Choudhury**  
BE - Eye Care



**Raghavendra Poojary**  
Manager - ComEx & SFE



**Ashita Admane**  
Assistant Manager - HR



**Kiran GP**  
Manager - HR



**Gandhi R**  
DGM - Outsourcing



**Nagarajan M**  
Chief Technician - Engineering



**Sarath Kumar S**  
Technician - Engineering



**Murugan M**  
Sr.Operator - Production

## Employee Spotlight



**Manikandan Gunasekar**  
Executive - Finance & Accounts

1. Who is your role model and why?

**My Father is my role model. I get inspired by the way he handles difficult situations, with a positive attitude and dedication. He protects me from all kinds of problems and makes me feel secure. He also believes in me and shows a sense of confidence.**

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

**The last book I read was "Think and Win like Dhoni" and the last movie I watched was "Vikram"**

3. Name your favourite cuisine

**South Indian Kadai Chicken with Dosai**

4. Who is your favourite sportsperson?

**Master Blaster SACHIN & King VIRAT**

5. What is your dream travel destination?

**Kulu Manali and Himalayas**

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

**An IAS officer in Chennai**

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

**Simply Mani**

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

**I am very sentimental**

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

**I would become an IAS Officer**

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

**My Family especially my son Rohith**



## New Joinees



- Abhijeet Kumar
- Abhishek Choudhary
- Aditya Mishra
- Akash Hariharanath Dubey
- Al Hadid Syed
- Atanu Pramanik
- Awanish Chhotelal Vishwakarma
- Bajrangi Ray
- Biswajit Mitra Mustafi
- Brindaban Misra
- Chirag Kirit Mehta
- Dhinesh S
- Dasari Venkataramappa Gari Madhu
- Ganesh Nagarajan
- Gowtham Karuppayan
- Harich Aribam
- Harikrishnan S
- Jeyaprasanth
- K Abdul Basheer
- Kaustubh Kumar Chaube
- Kunal Kumar
- M Aravind
- Mahima Kanhaiyya Namaji
- Manish Raina
- Manoj Subramaniam
- Mayur Anand Thorat
- Mayur Sharma
- Moin Khan Rafique Khan
- P Enochraj
- Pawan Kumar
- Pooja Mahadev Parit
- Prajith P P
- Prakash Sahu
- Rahul Kumar
- Raj Santosh Katre
- Rasika Dipeshh Rajdeo
- Riyas S
- Sahil Pandurang Navaghare
- Saikat Pradhan
- Saikat Sarkar
- Sakshi Yogendra Kasat
- Samir Raut
- Saravanamuthu
- Saravanan Sundhar
- Siddhartha K
- Sivakumar N
- Subho Das
- Sunpreet
- Thadaka Devaraju
- Vaishnav Sunilrao Samarth
- Vigneshwaran Chandrasekaran
- Vikas
- Vinod Balkrishna Dhuri
- Vishnu B
- Vishnu Kumaresan
- Vudatha Durgaprasad

# Indian Pharma Market NEWS



Novo Nordisk Foundation to support crucial education of health professionals in India and East Africa with funds up to US\$ 140 million. With this step, the foundation takes a step towards reducing the inequality in health

The National Pharmaceutical Pricing Authority (NPPA) has fixed the retail prices of 74 formulations, including the medications to treat diabetes and high blood pressure

Serum Institute launches Made-in-India, HPV vaccine. The qHPV CERVAVAC is the outcome of the partnership between Serum Institute, Department of Biotechnology (DBT) and the Biotechnology Industry Research Assistance Council (BIRAC) along with the Bill and Melinda Gates Foundation



## Health Quiz

How many servings of the fruit group should you have daily?

- i) 0-2  ii) 2-4  iii) 4-6  iv) 6 and above

Is the thumb as long as the nose? ( T  / F  )

The smallest bone in the human body are found in

- i) Ear  ii) Nose  iii) Eyes  iv) Wrist

Vitamin D is also called as

- i) Sleepy Vitamin  ii) Sunshine Vitamin   
iii) The "dorky" vitamin  iv) Dark vitamin

What are WBCs that attack pathogens called?

- i) Carcinogens  ii) Neurocytes   
iii) Lymphocytes  iv) None of the above

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

# THIS SUMMER Beat the Heat



India Meteorological Department (IMD) has issued heat wave warnings for many regions as multiple states swelter in the scorching heat.

Therefore, it is essential to take all required precautions in these circumstances to avoid the negative effects of high heat.

Here are a few ways in which we can beat the heat and stay safe



Wear lightweight, comfortable, and porous clothes often. Use sunscreen, caps, and sunglasses when you step out in the sun.



Drink water in plentiful measure. Including lemon juice, salt and coconut water in your daily fluid intake can be helpful



Avoid caffeinated beverages, especially during the scorching afternoon hours



Avoid strenuous activities when the outside temperature is high



Take long, cold showers



Indulge in delicious fruits like watermelon

In case someone is suffering from heatstroke, lay the person in a cool place, under shade. Wipe her/him with a wet cloth/wash the body frequently. Pour cold water on the head. The main objective is to bring down the body temperature. Try replenishing essential fluids by making him/her drink water.

## Interesting Facts about 10

10% of the world is left-handed

Neon has the atomic number of 10. Neon is one of the noble gases that is most commonly found in neon signs and lights, which produce a reddish-orange glow

The traditional 10<sup>th</sup> anniversary gift is tin, while the modern gift is diamonds. This is a clear proof of inflation

The Roman numeral for ten is X, which looks like two Vs (the Roman numeral for 5 put together)

Pythagoras considered 10 to be the most sacred number, since  $1+2+3+4 = 10$ . These numbers represent existence (1), creation (2), life (3), and the four elements (4): earth, air, fire & water



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



Exeltis India, Ordain Health Care Global Pvt.Ltd., Phoenix Paragon Plaza, Unit No. 4B-11-15, 4<sup>th</sup> Floor, Phoenix Market city, L.B.S Marg, Kurla (West), Mumbai - 400 070.

Editorial Board: Khushboo Shroff, Rohit Kale & Girish Ramesh  
Design Team: Pasupathy G & Rajesh Lokhande

# STAR AWARDS!



# STAR AWARDS!

