



# Voice @ Exeltis India

MARCH 2020

ISSUE - 1

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

The road to success is an uphill task. Success itself is a holistic term, its perception varies from one person to another. The process or the journey to success is most important. Our goal should be to ensure that this journey is made on the right principles and built on sustainable models.

The 2020 beginning has been sedate compared to our ambitious expectations. The Marketing business only managed a moderate growth, while the Manufacturing team surpassed their monthly targets.

While we look to attain lofty goals, we need to be honest in our actions and sincere in our efforts. Based on my experience I have sieved the top commandments that we need to pursue every day.

- TRAIN your mind set:** Thoughts - these seemingly harmless things have the power to control one's mind. Refuse to entertain negative thoughts, don't live on past laurels and never be afraid of what is unknown. Instead, channelize your energy on finding solutions to the most twisted problems, both on your professional and personal fronts. Focus on minute details and go the extra mile in your quest to success.
- FIND your calling:** Purpose is the fine thread that separates making a living from making a life. It will determine the path of your life. Make purpose your North Star! One may often confuse one's purpose with one's targets but the concept of purpose runs skin deep. It may take days, weeks or months to identify one's purpose but once perceived, it provides a framework within which all decisions are made. It helps one to contribute better, thereby instilling a sense of gratitude.
- STAY Organised and disciplined:** Organisation is the key to better time management. Having an organised mind empowers you to do your work effectively. It will ensure that you don't miss important deadlines and waste no time searching for necessary tools. Start with organising your workplace, i.e., your physical and virtual work station. Once you have achieved it, move towards organising the way you work and placing the high priority tasks on the top of your agenda. You need to be flexible, depart for your agenda if it is necessary however be sure that you have a routine to depart from. Being disciplined in this manner will help you achieve a lot.
- DO NOT worry over failures:** The fear of failure jeopardises one's thoughts; the fear of failure manifests itself as the inability to act. No action implies no progress. Most towering stories of success are built on the foundation of numerous failed attempts. Each failure brings with itself an invaluable lesson. Rest but do not quit till your goal is reached.

I am hoping that these pointers will be helpful to each one of you. Let's look forward to living these principles and emerge a better individual and impactful professional. Best wishes!

Prashant Menon  
Managing Director

## New Joinees



January 2020

Subashchandiraboss  
Vinayagam

Zuber  
Akshay Jayan  
Mamillapalli Kumar  
Karthikeyan  
Rohit Pedamkar  
Manoj Dubey  
Usman Shaik  
Deepak Chaurasia  
Kiran Nayakudi  
Vindhyaasini Tiwari  
Gaurav Shukla  
Rahul Shrivastwa  
Keshav Singh  
Nitin Dubey  
Rajat Ramdham  
Manish Mishra  
Rohit Ranjan  
Ved Tiwari  
Taqi Adnan  
Yogesh Singh  
Sujitkumar Pandey  
Akash Pawar

Abdul Shaikh  
Shamse Alam  
Nisar Ahmed  
Vivek Kadam  
Babu George  
Ramesh Kumar  
Abhay Mishra  
Vivek Gaud  
Ankit Mishra  
Abhishek Singh  
Prasenjit Mondal  
Navneet Singh  
Muzaffar Ahamed  
Sitaram Singh  
Shashi Yadav  
Saurav Singh  
Azad Kumar  
Ekata Pandey  
Indrajit Chakraborty  
Anupam Yadav  
Lawrence  
Prateek Kumar  
Ashutosh Pandey  
Javed Munde

Purnachandra Sahoo  
Adil Shaikh  
Mustaqeem Ansari  
Harish Reddy  
Vishnu Ajith  
Santosh Rajbhar  
Venkateshkuamr  
Elangovan  
Prashant Tongale  
Shaik Ismail  
Nandhakumar  
Ponnusamy  
Ajit Yadav  
Indramani Tripathi  
Vikrant Yadav  
Mohammed Izaz Sati

February 2020

Rahul Raj  
Abdul Rizvi  
Chandan Nandi  
Karthik S  
V V Mukesh  
Abdullah Chaudhary  
Shiv Dubey  
Deepak Tiwari  
Vinay Prakash

Mahesh Sutar  
Sathiyamoorthy  
Macherla Rakesh  
Kannan Velmurugan  
Raghul  
Anmol Kapoor  
Dhananjay Thakur  
Debendra Pradhan  
Thode Srikanth

Sagir Beg  
Harshad Salunke  
Kanchan Banik  
Prince Kumar  
Akshay Ohal  
Vikash Vishwakarma

## Know your Leader



**Prashant Menon**  
Managing Director,  
Exeltis India

1. Who is your role model and why?

**Many people inspire me from time to time. I love people exhibiting their leadership and influence in the most humble manner, transforming the lives of many associated with them.**

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

**Book read last - Stories at Work/Last movie seen - Tanhaji**

3. Name your favourite cuisine?

**South Indian**

4. Who is your favourite sports person?

**A heady mix of personalities inspire me from Roger Federer, Rahul Dravid, Gopichand to Leander Paes.**

5. What is your dream travel destination?

**Any destination that embraces nature.**

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

**A Social Worker**

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

**My name 😊**

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

**I try to bring a lot of learnings from Sports into Business and managing people.**

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

**Coaching**

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

**Family**

## Know your Function (SFE)



**Pharma Sales Force Effectiveness (SFE)** is a difficult concept to measure, but doing so can push any pharmaceutical company past today's hurdles into a phase of increased productivity and sales. With the ever increasing pressure to ensure maximum returns on investments, sales force effectiveness (SFE) is becoming a high priority area in the global pharmaceutical industry.

Sales force can be one of the most effective channels to engage your customers. It is also one of the most expensive resources, frequently costing 10% or more of the total revenue.

Within the context of "sales force effectiveness", a company aims to improve the performance of sales teams, shorten sales cycle and increase sales through organizational restructuring, processes and methods, sales team strategy, competency models and performance management. SFE department provides service to organizations that are geared towards efficiency and aids in simplifying sales processes through technology integration and automation.

The basic role of a SFE Team in an organization are as follows:

- Enable organizational structuring, definition of roles and responsibilities, and the redesign of sales processes and approaches.
- Develop a more capable sales force that works towards attaining sustainable customer relationships.
- Design performance metrics and reward systems to improve sales force effectiveness and motivation.

## Indian Pharma Market NEWS



### A) Cipla acquires 4 women's healthcare brands from Wanbury.

Cipla acquired 4 brands namely CPink, CDense, Productiv and Foline to strengthen its stand in women's health portfolio further. These brands embody supplements and multi-vitamins for adolescent girls, pregnant women and aged women reaching menopause. These also comprise of general supplements for maintaining women's reproductive health.

### B) Government of India urges the Pharma companies to adhere to the marketing norms during conferences.

Department of Pharmaceuticals (DoP) has asked the industrial lobbies to ensure that pharmaceutical companies adhere to Universal Code of Pharmaceutical Marketing Practises (UCPMP) and do not engage in unethical promotion during the annual conferences of Indian Psychiatric Society, which will be held at Kolkata and Vishakhapatnam.

### C) Wockhardt sells a part of its branded drugs' business to Dr Reddy's:

Wockhardt has agreed to sell a part of its domestic branded drugs division, along with a manufacturing facility at Baddi (Himachal Pradesh), to Dr Reddy's Laboratories Ltd for a consideration of ₹1,850 crores. This deal is anticipated to be completed by May 12th, 2020.

## Exeltis India Highlights

1. Exeltis India achieved a growth of 16.4% in covered market against the overall market growth of 11.2% in **IMS MAT Jan 20**.
2. Exeltis India's core brands recorded a growth of 17% in **Jan 20**.
3. Team Plant was applauded for the successful completion of 2019 with favorable Conversion cost, COGS & positive Ebitda
4. Jan Manufacturing Sale is 20% higher than the value budgeted for.
5. Janssen Team evaluated the plant for Toll manufacturing facility for their products.
6. Facility review audit done by Torrent & Zydus.
7. Establishing an alternative plan to mitigate the risk associated with shortage of APIs and intermediates in the backdrop of China being hit by Corona Virus.



## Monthly Field Connect Meeting



To enhance employee connect & improve engagement with the field employees in Tier 1 and Tier 2 cities, "People" team launched a new initiative of meeting the Business Executives (BEs) of all divisions at their respective headquarters. HR Business Partners met the BEs over breakfast or lunch and had a free flowing interaction with the team. This initiative was well received by the field employees and shall be held monthly to build greater ties with the field employees.

## English Business Communication Program | Batch 1



Communication is a powerful tool for success! To empower our colleagues with relevant skills, we organised "English Business Communication Program" in association with Knowledge Tree Consulting. The first batch of this program was completed on 24th January, 2020. The program module covered basic grammar, verbal and written communication and key presentation skills during conversation. This module spanned across 6 weeks and further segmented in to 2 classes (of 2 hours each) per week.



Based on the success of the program and demand from functional leaders, we commenced with the second batch of this program on February 6th, 2020 for 10 colleagues working in the manufacturing unit.

## Employee Spotlight



**Padmavathy Ganapathy**  
Chief Manager, Procurement

1. Who is your role model and why?

**My ex-boss, Dr.PK.Ramesh - He is one who motivated me to choose purchase as my base. He taught me all the skills (like negotiation, situation handling, decision making, people handling etc.) that are needed in this profession.**

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

**Last book Secrets of Karma by J V Attri / Last movie seen - Darbar**

3. Name your favourite cuisine?

**Curd Rice**

4. Who is your favourite sports person?

**I am not at all interested in sports. I still like Sachin Tendulkar because of his name (as my son's name is Sachhin)**

5. What is your dream travel destination?

**Mount Kailash**

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

**I will choose to be myself**

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

**I don't want to reveal it in public please.**

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

**I'm looking for it too.**

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

**I would choose to be a play school teacher**

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

**My son (of course!) and books.**

## DINNER WITH MD

**2019 marked a wave of change for team Exeltis India.** 37 colleagues across the diverse teams of Sales, Manufacturing, Gen Services, People & Communications, Finance and Marketing were bestowed with the prestigious "Dinner with MD" awards. It was a day of reckoning for all our awardees - a day when their year-long efforts were met with appreciation and gratitude. This ceremony was followed by a cultural tour to Mahabalipuram - an ancient Indian city, which is earmarked as one of UNESCO's World Heritage Sites.





## Exel Thoughts

प्रिय मित्रांनो,  
Exeltis ची औषधे, हिच आहे आपली खरी शान  
त्यांनाही pharma market मध्ये बराच मिळतोय मान

जर होते डोक्याची गरगर vertigo सारखी  
Stablanz सारखी दुसरी गोळी नाही यावरती

Multivitamin चा एकच Don  
नाव आहे ज्याचं Lysicon

कान नाहीत जर तुमचे Clean  
वापरून बघा एकदा तुम्ही Ceruklin

नसांच्या वेदना जर करतात तुम्हांला kill  
Best Option म्हणजे आपली Neuropill

Infertility वर जर केले आहेत खूप पैसे spent  
तर मदतीला आहेच magnacent

Complete TD म्हणजे Multivitamin आणि Antioxidants असे Twin  
दारु जास्त पिकू नका, नाहीतर घ्यावे लागेल तुम्हाला Thaimin

Sales Pressure ने होत असेल जर तुम्हांला Hypertension  
Apresol चे नाव नक्कीच करीन मी mention.

यकृताच्या आजाराने वाढत असेल जर तुमचे Bill  
देवासारखी धावून येईल तुमच्यासाठी Livopill

दुखत असतील जर तुमचे Joint  
Shellout हाच असेल तुमचा Centre Point

Piles, Ulcer, Gastric... सगळ्या समस्यांसाठी द्या फक्त एकच Vote  
नाव आहे त्याचं sucral coat

Caretears, I-zenforte, emfozen आणि Renicol

हे सगळे मित्र सांभाळतात तुमची eye Health  
त्यांना Thank you तर म्हणावेच लागेल!  
कारण वाढवतात तुमच्या डोक्याची ते common wealth

**Shubhada Shinde**

मला माहीतच नव्हत की  
माझ्या पंखात बळ होत  
उडण्याचं सामर्थ्य होत  
लढ्यांयाची जिद्द होती  
आणि पडण्याची भीती तर मुळीच नव्हती

मला माहीतच नव्हता की  
माझ्या पंखात बळ होत  
एक पाऊल पाठी जाऊन  
उत्तुंग भरारी झेप घेण्याची भरारी होती  
मला माहीतच नव्हता की  
माझ्या पंखात बळ होत  
\_\_\_\_\_ सचि

**Samiksha Kokate**

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STABLANZ**

### Talent Corner

**R.S Varsha Krishnan**



**Thilakdurai P Selvam**



**Thilakdurai P Selvam**