



Voice @ Exeltis India

AUGUST 2021

ISSUE - 7

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

BRANDED
 Creation of Exeltis, a branded pharmaceutical business worldwide

Dear Colleagues,

It is 2021 and we have completed the first 7 months of the year in terms of sales.

YTD June 2021, Exeltis performance was 11 % above the same period LY. Chronic care division has grown by 23% & Eye care division grown by 18%. Pharma business has achieved marginal growth of 1%.

As an organization, we have braved many challenges and made many changes in the recent past. **The 2nd wave of COVID has now receded. We need to refocus our efforts to meet our customers and demand prescriptions. Managers need to ensure that our Field Force is back working in the field in full strength, meeting customers and achieving our call and coverage objectives.**

There are many territories that are below the 1.0 Lakh PCPM. I urge managers to please take notice of such territories and help the BEs in those territories to improve performance.

- ▶ **The minimum expectation is - each territory should generate at least 2 lakhs in sales per month.**
- ▶ **Generate Demand for our products by implementing the “Retain, Regain and Create Campaign”**
- ▶ **Reduce Free Goods**
- ▶ **Reduce expiry and returns**

The next 5 months are critical for the organisation as we need to focus on increasing the secondary sales of each territory.

The Regional Business Manager is the most important managerial position in any company. As a first line manager, an RBM is the manager of Sales personnel that generates sales for a company. **Hence it is important that we have a strong RBM Team that is well trained and skilled to lead our sales team.**

Hence in the coming months the organisation will focus on upgrading the skills of our RBMs. Coaching, Sales Analysis, Execution Excellence and BE Performance management are key skills required for our organisation.

The India Leadership Team will be monitoring the performance of each Team led by an RBM on a monthly basis.

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. Currently, our plant colleagues are following stringent measures to curb the spread of COVID 19- all the plant employees are vaccinated. The team has together improved the shelf life of 9 own and 4 CMO products. They have also initiated the use of Go Live “Track wise Software” for modules like Audit, Quality Events, Out of Specification Complaints, .Change Control, Corrective and Preventive Action.

Enabling Functions:

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. The team has played a crucial role in hiring talent for our 'Uttar Pradesh Expansion Project'. Additionally, they have held Town Hall in the May and Thank you Friday Celebration in August to foster a greater sense of unity and purpose among the employees.

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, they are reviewing data at regular intervals to measure zone-wise / territory wise product returns and expiries.

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.

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.

Ketan Dhamanaskar
 Managing Director, Exeltis India

Know your Leader



Vijayaraghavan Srinivasan
General Manager - Sales

1. Who is your role model and why?
Dr. A P J Abdul Kalam: For being an inspiring HUMAN BEING - Zero EGO with Real Knowledge. He was always positive in his actions rather than thoughts alone

2. What is the last book that you have read/ the last movie that have watched?
"Business Sutra"... A very Indian Approach to Management by Dr Devdutt Pattanaik.
Last movie watched: "Tare Zameen Par".

3. Name your favourite cuisine
Curd Rice

4. Who is your favourite sportsperson?
Rahul Dravid : Anything for the Team Cause, Gentleman to the Core, Believes in upholding the Spirit of the Game always, A constant learner, Wants to Give back to the Game

5. What is your dream travel destination?
Mantralayam at Kurnool district of AP

6. If given a chance who would you like to be for a day?
Dean of Rajiv Gandhi Government Hospital and College, Chennai... Lots of work to be done!

7. What is your nick name at home/ what do your loved ones call you?
"PAPU" for being the youngest amongst the 5 siblings

8. Describe a thing about you which people don't know of
I am a good News Reader and a good Cricket Commentator

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

10. What is that one thing you can't live without?
Meditation and Daily Prayers

Indian Pharma Market NEWS



A) DRDO seeks technology transfer to Indian Pharmaceutical Companies for manufacturing 2 DG COVID Drug

DRDO seeks technology transfer to Indian Pharmaceutical Companies for manufacturing 2 DG (2-Deoxy - D- Glucose) COVID Drug. This molecule is developed by the Indian Institute of Nuclear Medicine and Allied Sciences (INMAS) lab of DRDO, in collaboration with Dr Reddy's Laboratories.

B) Five Pharma giants collaborate to perform clinical trials of Molnupiravir

5 Pharma giants including Cipla, Sun Pharma, Dr Reddy's, Emcure and Torrent, have decided to collaborate to perform the clinical trials of oral anti-viral drug Molnupiravir that can be used for treating mild cases of COVID.

C) Astra Zeneca partners with Docon to digitise healthcare clinics in India

Under the partnership, Docon will equip the identified clinics with customised Electronic Medical Record (EMR) systems for recording patient data.

Know Your Function- Finance

The Finance Function is a part of Financial Management. Financial Management is the activity concerned with the control and planning of financial resources. In business, the finance function involves the acquiring and utilization of funds necessary for efficient operation. Finance is the lifeblood of business without it things wouldn't run smoothly. It is the source to run any organization, it provides the money, and it acquires the money.

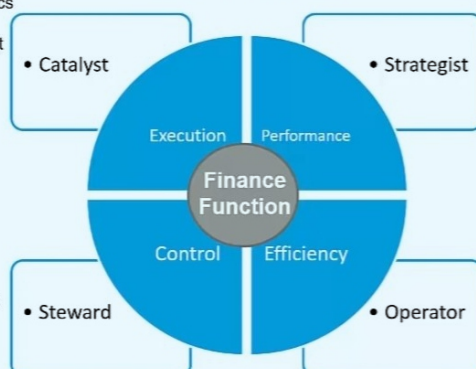
Major area of Finance

1. Financials Planning
2. Statutory Compliance
3. Book Keeping and Accountancy
4. Taxation, Indirect Tax and GST Audit

Related Competencies

Leadership & influence
Communication/presentation skills
Negotiation
Relationship building & collaboration
Personal integrity & ethics
Change management
Self awareness & insight
Persistence
Corporate governance

Four Faces of Finance



Related Competencies

Accounting knowledge
Information systems
Business acumen
Fraud prevention
Investment and credit risk
Risk management & forecasting
Financial & regulatory reporting

Related Competencies

Goal setting & visioning
Strategic risk management
Strategic thinking
Performance management
Critical thinking
Managing ambiguity
Continuous improvement
Ambassador/ advocate

Related Competencies

Staff planning
Staff management
Project management
Corporate finance
Treasury management
M&A transaction support
Measuring & monitoring results
Organizational skills

New Joinees



June 2021

- Ninosha Rose Dsouza
- Logesh K
- Pankaj Tulshiram Patil
- Satish Kumar Singh
- Somenath Banerje
- Biswarup Mondal
- Sayon Roy Choudhury
- Shivraj Singh Ahirwar
- Vijayanand Vitthal Sunchu
- Rahul Moreshwar Wasnik
- Ankit Pandey
- Ajit Kumary
- Huduguri Mudhasiruddin
- Awinash Kumar
- Gopinath A
- Amit Das
- Siddani Krishna Veerabharat Kumar
- Kumar Rishav
- Mohd Sajid Saifi
- B Ramesh Reddy
- Nishikumari Jeevnarayan Jha
- Aniket Vitthal Kumbhar
- Injamul Hoque Mollick
- Bijaya Bhusan Mishra
- Azhar Khan Ayyub Khan Pathan

July 2021

- Kokkiligadda Mahesh Babu
- Biswajit Bala
- Khutheibam Ismayil Choudhury
- Kamaljeet Kumar
- Vishal Bhardwaj
- Kishor Shankar Yelmule
- Thouseef Khan
- Harikrishnan Babu
- Hariram Deepak R P
- Abinas Kumar Baghar
- Vignesh Arumugam
- Sabarinathan K
- Arindam Bhowmick

Events @ Exeltis

Q1 Town Hall 2021:

As a part of our effort to foster greater ties within our employees, we organised Q1 Town Hall wherein the leaders shared their insights on the occurrences of Q1 2021 and the way forward. This event was held on virtual platform and ended on a high note with our star performers being commemorated for their perpetual efforts.

Vaccination Drive in Mumbai:



As India grappled with rising COVID cases, we collaborated with our workspace partners, Phoenix, to provide our employees and their families access to Covid vaccines. This was a part of our effort to safeguard the well-being of our team members. Around 18 members from our Mumbai HO team were vaccinated on 5th June 2021.

Get Fit with Exeltis:



Employee Spotlight

Suresh Kumar Balan
Chief Manager - SFA



- Who is your role model and why?
 - Grand Father - He is my first role model. I am impressed by his confidence, hard work and persistence!**
 - Grand Mother - I like her love and affection. I also enjoyed the childhood stories. She would take care of us a lot and forever be a God like figure to me.**
 - Dr. APJ Abdul kalam - He is great person but lived a common man life. I loved his politeness and simplicity. He was great patriotic person.**
- What is the last book that you have read/ the last movie that have watched?
 - You can win - Author Shiv Khera - This book has man's important lessons.**
 - The Lion King - My son's favourite film is too my favourite film.**
- Name your favourite cuisine
My mother's cooking is the best.
- Who is your favourite sportsperson?
Kapil Dev- Superb bowling & Sachin Tendulkar- wonderful batsman.
- What is your dream travel destination?
 - Egypt - I am very much surprised by the construction of Pyramids. I want to visit the abode of rulers, kings, queens & mummies who lived in golden period.**
 - Jammu & Kashmir - It is the beautiful tourist place in our country. I'd like to visit the beautiful natural scenes and temples.**
- If given a chance who would you like to be for a day?
I want to spend a day with my college friends.
- What is your nick name at home/ what do your loved ones call you?
Govinda Samy
- Describe a thing about you which people don't know of
I keep trying my best to finish all the tasks!
- If you could relive this life on a time machine, which profession would you choose?
Great businessman and public service.
- What is that one thing you can't live without?
My children and wife

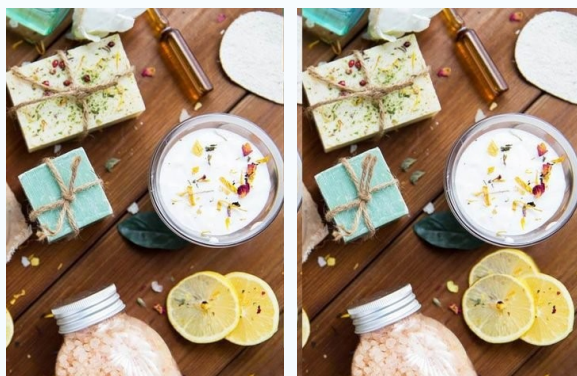
On the eve of the "World Yoga Day", we encouraged our team members to adopt a healthy lifestyle with the "Get Fit With Exeltis" Challenge. This was a 21 day challenge, where in our colleagues committed to either exercising daily for 20 minutes, drinking 7 glasses of water daily and meditating for 10 minutes every day. Exeltians across the plant, field and corporate offices participated in this challenge with great fervour.



Rattle your Brain!

- ❓ What is the capital of Japan?
- ❓ What is the fear of being happy called?
- ❓ Who invented the telephone?
- ❓ Which animal can fly backwards?
- ❓ Who invented the World Wide Web?
- ❓ What city did "The Beatles" come from?
- ❓ Which artist painted the ceiling of the Sistine Chapel in Rome?
- ❓ When was Netflix founded?
- ❓ What country has the most islands in the world?
- ❓ Which driver has won the most number of Formula 1 races?

Spot the Difference



Answers of the previous Quiz

- a. Orchid
- b. Vatican City
- c. Mandarin Chinese
- d. USA
- e. Bern
- f. Venezuela
- g. Lal Bhadur Shastri
- h. Africa
- i. 22
- j. Athens

Guess the logo:

1. Kwaliti Walls
2. Ferrari
3. Motorola
4. Shell
5. Chanel
6. Beats
7. Unilever
8. Mahindra & Mahindra
9. Spicejet
10. Pepsi



Winner of the Previous Quiz:
Sanjeevi Kumar



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

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Masterchef Exeltis
Chef: Partha Bhattacharyya



To make the MARINADE:

1. Prepare a thick paste of Black Mustard either in grinder or with the help of "Silnora" or "Shil Batta" by adding 1 green chili and 1 tsp. of salt. Keep it aside.
2. Make paste of poppy seeds or Posto separately.
3. Rub fish pieces with ½ teaspoon salt and ½ teaspoon turmeric powder and chilli powder. Leave those for 10 minutes.

To prepare the box full of MARINATED FISH for STEAMING:

1. Now in a bowl add mustard paste, poppy seed paste, freshly grated coconut, sour curd, red chilli powder, turmeric powder and 3 tbsp. of mustard oil and mix properly.
2. Add salt to the mixture. Do check the salt as we have already added salt while rubbing the fish and in the mustard paste. Add 1 cup of water to the mixture.
3. Add green chili.
4. Bhapa Ilish can either be prepared in a flame using a double boiler or cooked in a microwave.
5. Take a stainless steel tiffin box or a microwave oven safe container with a tight lid and rub some oil in the container.
6. Now spread half of the previously prepared paste in the container, put 2-3 slit green chilies and then place fish pieces. Finally pour rest of the paste over the fishes.
7. Pour 1 tbsp. of mustard oil on top.
8. Cover the lid of the tiffin box.

Steaming the Ilish: ANY OF THE PROCESS MENTIONED BELOW CAN BE FOLLOWED:

1. Using Vessel or Handi: Take a deep vessel/ handi, place the box, pour 5 cups of water in the box and place the stainless steel box. Cover the vessel with the lid and place the vessel on high flame for around 5 minutes or till water starts boiling. Cook on low flame for around 20 minutes.
2. Using Pressure Cooker: Pour 5 cups of water in a pressure cooker and place the stainless steel box in it. Cook on medium flame for 2-3 whistles. Wait till steam comes out of the cooker.
3. Using Microwave oven: Take a microwave safe deep vessel and put the container containing fish, put 5 Cups of water and cook at high temperature for 5 minutes and then in 40% temperature for around 25 minutes.
4. Carefully take out the tiffin box and open the lid.
5. Bhapa Ilish is ready to serve with steamed rice.

SECRET TIPS...

Do not wash the fish too much with water.

Before serving, add two table spoon of mustard oil and few fresh green chillies. Cover for five minutes and then serve.

This preparation goes best with steamed, long grain basmati rice.