

Voice @ Exeltis India

January 2023

ISSUE - 14

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,

As we start 2023 with a sense of hope and perseverance, we would like to congratulate and thank you all for your efforts to turn business positive in 2022. 2022 was an eventful year, wherein we went through numerous highs and lows but it was the consistency of our actions that has led to this change.

Pharma division has clocked the highest sales figure, followed by Chronic Care, Eye Care, and our newly launched Women's Health Care division. Our BUILD BRANDS contributed to 82 % of the overall Sales of Exeltis.

Globally, Exeltis is growing at a rapid rate. Globally Exeltis registered close to 25% growth last year and continues to soar rapidly. Women's Healthcare has contributed immensely to the growth of this group.

Sales - In India, our focus for 2023 will be on "Unit Wise Growth to achieve targets". We need you to focus on building "BIG BRANDS" for each Business Unit: **Ophtha** - Care Tears, Renicol, Izen Forte **Pharma and Chronic Care** - Thiamine, Lysicon, Ceruklin, Apresol and Apresol Plus. We need to work on greater "market share gain", especially for our build brands. We need to devote our efforts towards driving sales for Women's Health Care - as we prepare to launch our global brands in India soon. We also need to drive sales for new products Diflup and Alerdain .

Please note that for 2023 our focus will be on the following:

- 1) The minimum target PCPM for each headquarter is now 1.5 lakhs.
- 2) The total sales return should not exceed 5%.
- 3) In these testing times of growing expenses, we choose to stand by our people and have decided to increase the Daily Allowance.
- 4) Attrition, especially infantile attrition, is a major challenge for our organization and we need to address the same with all earnestness. Stable teams often imply successful teams.

We need to identify the gaps in our team members and work towards bridging this gap

People form the cornerstone of everything we do at Exeltis India. We have made consistent investments in the development of our people and believe in empowering them with the required skills. We have witnessed the promotion of 16 colleagues.

Manufacturing - has registered 8% growth. We have also identified alternative suppliers who have helped us get our supplies at a better price. The focus of the Manufacturing function in the coming months will be on finding new clients, producing new medicines for existing customers and also strengthening our relationship with existing customers.

Medical Affairs - Greater collaboration between Medical Affairs and Marketing functions will aid in the development of marketing collaterals that are not only scientifically sound but will also arm the sales force with the relevant knowledge to detail a particular brand perfectly. We also intend to participate in numerous medico-marketing initiatives to build a bigger footprint for Exeltis India.

To achieve the set objectives we need to focus on people. We need to treat all employees with respect. Be empathetic and rational in our approach. Think like an entrepreneur and be willing to take decisions that will benefit Exeltis in the coming years.

TEAMWORK and Growing Together - Growth, be it individual or collective, depends on how great we are at teamwork. At any given point, all leaders must focus on creating successors that will indeed provide the former, ample opportunities to progress in their careers. Be hungry to learn always and at the same time push others to reach their maximum potential- LEAD BY EXAMPLE!

Lastly, I would like to reiterate that "Deliver your targets and deliver what you promise. Act as an owner of your Function, Business and Zone".

Ketan Dhamanaskar
~ Managing Director



#GROWTGETHER

Know your Leader



Karthik Arjun

Associate Director - Information Technology

1. Who is your role model and why?
Dr. ABJ Abdul Kalam for his Simplicity, Perseverance, Humility, Dedication, Passion towards education and teaching

2. What is the last book that you have read/ the last movie that you have watched?
I am more of a techie so I attend webinars and podcasts on various subjects, ranging from technology & politics to travel & finance etc. The last movie I watched was "Ponniyin Selvan" [PS1] by Mr. Mani Ratnam on Chola Dynasty

3. Name your favourite cuisine
Indian

4. Who is your favourite sports person?
Mahindra Singh Dhoni & Kapil Dev

5. What is your dream travel destination?
Eastern Himalayas

6. If given a chance who would you like to be for a day?
I want to be my 10 year old self again so that I get to spend an entire day with my father who is no more

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

8. Describe a thing about you which people don't know of.
I am a good singer

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

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

Indian Pharma Market NEWS



Johnson & Johnson Vision launches intraocular lens for patients with Astigmatism in India

Johnson & Johnson Vision, a global leader in eye health and a part of the Johnson & Johnson Medical Devices Companies, has announced the availability of TECNIS Synergy Toric II OptiBlue PC-IOL (intraocular lens) for patients with astigmatism in India.

Flipkart eyeing pan India expansion of its e pharmacy, Health +

Flipkart Health + offers 83,000 medicines and healthcare products, and currently caters to 20,000 pin codes in the country. The e-commerce major is eyeing cities beyond tier-I to compete with its rivals.

Advent International has agreed to acquire 50.1% of Suven Pharmaceuticals Ltd from the Jasti family, promoters of the company, for ₹6,313 crores, as a part of the private equity firm's plan to create a contract drug manufacturing powerhouse in India.

Know Your Function - Marketing

Marketing is responsible for developing brands for the pharmaceutical company. Pharmaceutical marketing involves creating brand strategies, working on the brand's messaging and positioning, defining the customer segments to target, and also charting out a budget (sales as well as expenses) for every brand.

In addition to developing brands, the most important work for the Marketing function is to provide product-related medical information to prescribing doctors. Pharmaceutical marketing involves transferring information on medicines to physicians and updating them with knowledge about the drug. Based on this information, they can make important clinical decisions on therapy for their patients.

Overall, the Marketing function helps achieve the business goals of a pharma company.

Marketing is responsible for giving life to a product. The Marketing function does this by developing the brands of these products, in terms of giving the drug a name and creating its unique identity and audience of prescribers. Thus, pharmaceutical marketing comes into play between the drug's development and the process of selling it. This function supports the sales team with required product training as well as promotional and educational materials. Backed with the training and materials, the sales teams will have effective interactions with customers (usually, doctors).

MARKETING



CHEERS to our HEROES

November



Devan Babu
Officer-Manufacturing



Rajkumar Somani
DGM-Finance & Accounts



Kishore Sriperambudur
Sr Manager-Finance & Accounts



Sandip Pakhare
Manager-Distribution



Nagarajan M
Chief Technician-Manufacturing



V.Kalanidhi
Operator-Manufacturing



Rajesh Das
BE- Eye Care



Dipak Mhamunkar
Asst Manager- ComEx and SFE



Bhavika Sachdev
Marketing Manager-Chronic Care



Rohit Kale
DGM-Sales-Pharma



Joydeep Palit
GPM-Eye Care



Arindam Bhowmick
GM Sales & Marketing Eye Care & WHC



Swapnil Jadhav
Asst Manager- ComEx and SFE

January



Syed Tausif Iqbal
Sr Manager-Distribution



Imnan A
Business Executive-Chronic Care



Probin Borah
DBM- Eye Care



Joydeep Palit
GPM- Eye Care



Manikandan G
Executive, Finance & Accounts



Arindam Bhowmick
GM Sales & Marketing-WHC



Shubhada Shinde
Manager-Gen Service



Pasupathy G
Chief Manager-Design



Srinivasan G
Deputy General Manager-IT



New Joinees



- Abhijeet Kumar
- Abhishek Choudhary
- Aditya Mishra
- Akash Hariharanath Dubey
- Al Hadid Syed
- Alagar Raja
- Kasiviswanathan
- Alpesh Tushar Ved
- Anuposu Srinivasan
- Atanu Pramanik
- Awanish Chhotelal
- Vishwakarma
- Barlanki Devi Prasad
- Bhushan Narayanrao Doyjal
- Bikash Kumar Sundi
- Biswajit Mitra Mustafi
- Chintamani R Tiwari
- Chittanuru Rajashekar
- Chukka Venkatesh
- Dharmendra Barik
- Dhinesh S
- Diwankhan M Chillur
- Dondapati Sarvadri
- Ganesh Ramesh Aadhe
- Gautam Kumar
- Godhan Lal
- Goradiya Kevat Harishbhaji
- Harich Aribam
- Harikrishnan S

- Harun Rasid
- Izharuddin Shahabuddin
- Jeevanantham P
- K Abdul Basheer
- K Pratheep
- Karthi Selvam
- Kaustubh Kumar Chaube
- Kiran Kumar S N
- Krishanu Roy
- Latif Bashir Kagwade
- Lokesh S
- Mahima Kanhaiyya Namaji
- Manish Raina
- Milind Gajanan Ganorkar
- Mohammad Faizan
- Moheet Prashant
- Sonawane

- Pandi Markandan
- Pavan Kumar V
- Polanki Rajesh Kumar
- Prajith P P
- Prakash Sahu
- Rahul Kumar
- Raj Santosh Katre
- Rajesh Kumar Shee
- Ranjeev Kumar Pandey
- Ritesh Kumar
- Riyas S
- Rohit Sriwasatav
- S Hidayathulla Khan
- Sahil Pandurang Navaghare
- Saikat Pradhan
- Saikat Sarkar

- Samir Raut
- Saravanamuthu
- Shubham Vishwanath Naikwade
- Subho Das
- Sudhanshu Kumar Chaubey
- Sunil Kumar Thakur
- Sunil Shivaji Bhadane
- Suraj Pradhan
- Suraj Rajesh Kharwar
- Udhayakumar Kuberan
- Vinod Balkrishna Dhuri
- Vishnu B
- Vishnu Kumaresan
- Vishnu P

Employee Spotlight



Shreya Mujumdar

Product Manager
- Pharma

1. Who is your role model and why?

My mother remains my role model because I have seen her play multiple roles effortlessly as a strong working professional. She drives me in creating a unique self-identity.

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

- Last book that I read - Gently falls the Bakula by Sudha Murthy**
- Last movie watched - Blurr**

3. Name your favourite cuisine

Mangalorean Sukka Chicken with Neer Dosa

4. Who is your favourite sportsperson?

Rahul Dravid- All-time favourite since childhood.

5. What is your dream travel destination?

Iceland to see the Northern Lights

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

Kiran Majumdar-Shaw, Entrepreneur and founder of Biocon Limited

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

Sonu

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

I am not as calm as I appear

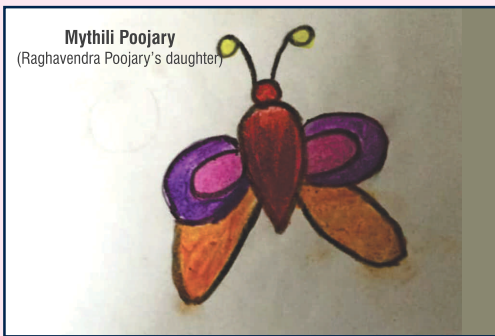
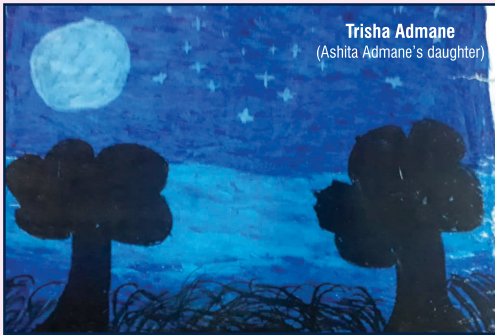
9. If you could relive this life on a time machine, which profession would you choose?

Super specialty doctor

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

Seeing my daughter smile

With the objective of preparing our teams for a better tomorrow, we hosted Q4 2022 Town Hall wherein our leaders shared their thoughts regarding the highlights of the previous quarter, challenges faced and the way forward for the coming year. This meeting, attended by the senior Field Leaders, Mumbai HO and Chennai Office colleagues, was followed by a fun filled Gala Dinner Party. Our colleagues are rejuvenated to put their best foot forward in 2023.



Joy Of Giving @ Exeltis India

Our colleagues at Mumbai HO continue to celebrate the 'Joy Of Giving' with DMCT hospital. Cumulatively, we contributed an ECG machine and essential supplies to inmates of this hospital. Likewise, our colleagues at Plant, Warehouse and Chennai office collaborated with Aruwe which is a public charitable trust. Together, our colleagues donated blankets and cooking essentials to the needy.



Interesting Facts

Indian Constitution came into effect especially on 26th of January because Purna Swaraj Day was celebrated on 26th January, 1930.

The Constitution of India is the longest written Constitution all over the world (which cannot be read in a single day); it has incorporated "448 Articles in 22 Parts, 12 Schedules and 97 Amendments".

Indian Constitution is written by the Dr. Bhimrao Ramji Ambedkar. He is known as the father of Indian Constitution.

The Constitution of India took around 2 years, 11 months and 18 days to be completed.

Two copies of the Indian Constitution were hand-written, one in English and one in Hindi.

Events @ Exeltis India

