

Commitment Stories



The Year of Resilience

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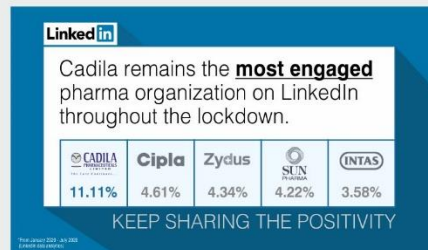
Sepsivac and Polycap Shine Bright

We launched several innovative products this year like Sepsivac, a drug with Mycobacterium W for the treatment of gram negative Sepsis. It also showed promising results in the fight against COVID-19. Polycap, India's all-in-one combo pill, showed positive results in TIPS-3 study. It has shown to reduce the risk of heart attacks and strokes by nearly one-third.



Online Family Growing Stronger

We recently touched 1,50,000 followers on LinkedIn and reached 2000 followers on Twitter. With more than 300 media mentions and positive stories, our online family is growing stronger with each year



CSR Stories in a Frame



While 2020 was a unique year for all of us, we at Cadila Pharmaceuticals tried to make things a little brighter for the society. During lockdown, we distributed more than 9000 essential kits to underprivileged

families and school students who could not avail mid-day meals in govt. schools.

Additionally, we conducted medical camps for COVID warriors and distributed sanitizers and masks to the front line workers.

A Strong Year for Product Launches

Continuing on our mission to provide quality and affordable health care this year, we launched various products in different therapies ranging from immunity boosting syrup – Cadimmune to medicine for hyperacidity – Esiloc. We also focussed on biosimilars with the launch of Cadalimab and NuPTH for Psoriasis and Orthopaedic disorders.



Moving Towards 2021, Together!

The year 2020 also saw various partnerships for a better tomorrow. We partnered with the Indian Express to highlight COVID warriors. We participated in multiple CII events to build stronger industry relationships. In February 2020, we received the coveted, Great Place To Work certificate, further strengthening our Cadila family.



Empathetic, Digitalized and Value-Driven Culture in the New Normal - A CFO's Perspective



Financial Capital and Human Capital are the two most important resources of any organization. Both complement each other to achieve organizational goals of growth and maximizing stakeholder value. As a CFO, it is important to remain empathetic and helping the human capital grow. One of the recent key initiatives of Cadila Pharmaceuticals Ltd. has been the upskilling of its 3,000+ field force. Giving more insights into the initiative, Mr. Vinod Jain, CFO, Cadila Pharmaceuticals, shares how a collaborative approach between finance and HR can help drive real success.

Our people create value

On account of its nature, the pharma industry is people centric. This is more so because the resources are from different backgrounds and with varied skills. For example, R&D is the back bone of the industry. The success of R&D efforts of any organization depends on the skillset of researchers and scientists. The investment into R&D may go futile unless there are skilled and trained resources. Even if we hire right, we need to continue to nurture and train them alongside equipping and engaging them appropriately. We need to remain focused on the organization's long term strategy, and have the right performance measures in place for them.

Similarly, on the business development front, field force remains the key channels for us to reach customers, primarily doctors and chemists. The field force creates an impact and impression through their interactions with customers, and unless it can connect effectively, we cannot think of creating brands. This has a direct bearing on revenues. Same is the case with respect to quality manufacturing in compliance with all regulations and standards.

Hence, human resource strategy along with the right financial insights becomes critical in all aspects, be it attracting and retaining appropriate talent, training and nurturing them for future, engaging them appropriately, or creating a roadmap for their growth.

Employee wellbeing, a top priority

Employee wellbeing and welfare has always been at the forefront of the 'Care' philosophy at Cadila Pharma. The current situation makes it even more important for us to focus on employees and their happiness. After all, the pandemic has been extremely stressful for all of us. We have taken special efforts to be empathetic towards employees, and their wellbeing remains a top priority for us.

As a pharma company, we are a part of essential services. It is our duty to support the requirements of the nation, especially during the current times. Hence, we continued production at all our plants, while complying with all government guidelines aimed at preventing spread of the Coronavirus. Throughout the lockdown, our factories were operational to serve the nation and our 3,000+ field force was working from home.

Care and innovation are a part of our ethos, and that truly reflects in our 'back-to-work' strategy, which has been upskilling our workforce and preparing it for the digital transformation. We engaged more than 50 trainers to provide over 100 hours of training to the entire field force. We have upskilled our entire field force and equipped it with world-class digital tools. Digitalisation is here to stay and I am happy to say that our workforce is ready for this New Normal.

As a part of screening, we are following all precautions as per government guidelines. We are keeping a close vigil and a track of all our employees' health across campuses. We are supporting, encouraging and motivating our employees in all possible ways to come out of this pandemic stronger.

HR and Finance alignment

While Human Capital is the most valued asset of any organization, at the same time, it also accounts for the largest operating expense. Hence, a collaboration between finance and HR functions is natural, and should and must become a part of our strategic decision making process. Empathy led and value driven culture needs to be the prerogative for all organizations in the scenario today. This coming together ensures that we remain focused on these.

In order to leverage the human capital investment into growing revenue and creating stakeholder value, we can no longer afford to work in silos. We have to come together and become part of every important decision in organization to ensure highest possible business and financial performance.

Getting the right talent in door and then developing them to their fullest potential in order to grab business opportunities are primary functions of HR and Finance. The CFO has to ensure that resources are allocated efficiently and appropriately and CHRO has to ensure the human capital hired are engaged, nurtured and trained to

derive potential value for organizational growth and deliver long-term strategy of company.

Technology and collaboration are key focus areas

Pandemic has brought about a lot of changes in the way people and organizations have started working. Since this situation is going to stay for longer period of time, extensive use of digital media / platform to interact with employees, business partners, customers, investors, bankers and consultant has become the order of the day. People have become accustomed to interact through this mode. Organizations have also started investing a lot in digital technology so as to keep themselves agile, vibrant and dynamic.

Digitalization has brought a lot of opportunities for the organizations in terms of saving time & efforts in travel and face-to-face meetings. With implementation of work from home, space & rental management are becoming new aspects that organizations are focusing on. IT industry has gained immensely due to work from home being enabled through digital and technology adoption.

But, one can also visualize the gap especially when face-to-face / eye-to-eye contact is more effective in creating relationships. In the pharma industry, personal and frequent meeting with doctors are important for brand building on a sustained basis. Here too we are certain that digitalization will also help us bring in the right performance measures to support our digital marketing initiatives.

Through empathy, adoption of digital technology and strategic collaboration between Finance and HR, we are certain to create a value driven culture.

“**Digitalization has brought a lot of opportunities for the organizations in terms of saving time & efforts in travel and face-to-face meetings.**”



Dear Young Leaders, A Great Journey Awaits You!

There is a saying that businesses don't create value, people do. We welcomed the new batch of Cadila Young Leaders this year. As the young leaders start their careers and face new challenges of corporate life, our leaders Mr. Mahidhwaj Sisodia, Mr. V. K. Singh, Dr Manjul Joshipura and Mr. Suresh Gupta share guidance on what they should focus on as budding professionals.

"Care for your colleagues, teams and organisation"

- Mr. Mahidhwaj Sisodia

When we start any career we are eager to prove ourselves. We take up new assignments and do more, but at times as we grow in our careers we start focusing on individual performance more. This might bring you success in the short run but in the long run, as a leader you need to focus on looking at the bigger picture. This requires more strength and skills. This also requires you to look beyond individual targets and that is not an easy task. You will have to constantly work hard, go beyond your assigned tasks and help your teammates achieve success.



We at Cadila have a vision to deliver quality and affordable medicine to the last man of society. We also have a rich legacy to take inspiration from. We live by our founder chairman Shri I. A. Modi's vision for Cadila every day. As new Cadilians and young leaders we expect nothing less from you than to become a living example of this vision.

"Be courageous and stand by the choices you make"

- Mr. V. K. Singh

Your professional career should be built on strong ethics and morals. Morals define personal character while ethics stress on the standards or codes that a group of people should live by.



For this reason you will be time and again tested on your professional ethics. While your ethics will be dependent on others, your morals will remain the same. Being righteous is a virtue that comes from strong morals.

Morality is an intrinsic drive and so is doing the right thing. Whenever faced by any dilemma, take some time out to listen to yourself, you will always be guided towards doing the right thing. This is something you should not compromise on as a professional or as a person.

"Embrace the values of Cadila"

- Dr. Manjul Joshipura

As a part of Cadila you will be part of a bigger vision. A vision which is driven through a set of values- Authenticity, Integrity and Responsibility. I constantly encourage our teams to focus on these. These values are not mutually exclusive of each other.

Authenticity makes you trustworthy and genuine, whereas integrity helps you remain reliable and constantly do the right thing. Being Authentic and having strong integrity makes you a responsible professional.



As you stick to these values, it will help you take more ownership and accountability of each project that you are a part of. Both of which are great qualities of a good professional.

“While your ethics will be dependent on others, your morals will remain the same.”

"The care continues..."

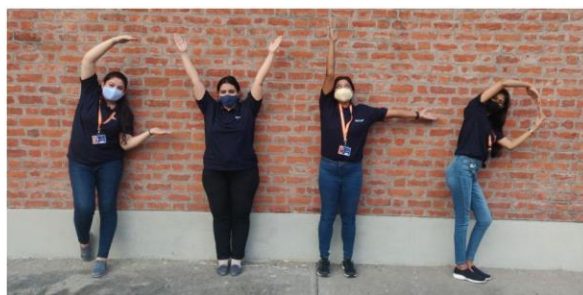
- Mr. Suresh Gupta

'The care continues...' is a phrase not only meant for our customers and patients, it is meant for each and every one of you. As professionals no matter what your profile is, it is important for you to 'Care'. When you care, it gives you a purpose and helps you grow as a professional. It is important to care for your family, colleagues, team, goals and above all, the organisation. You are the future and we all are looking forward to new ideas, fresh approach and innovation from you. Think of this as your Cadila from today. As a part of 'One Cadila' we are together responsible for the success of Cadila Pharmaceuticals from this moment forward.

With this, I wish you all the best for your journeys here at Cadila. I look forward to having more open interactions with you and exchanging great ideas for a brighter future.



“As a part of 'One Cadila' we are together responsible for the success of Cadila Pharmaceuticals.”



Each Day, a New Learning, Mona Gogia on Cadila's Learning Ecosystem



Being a quality-focussed and responsible pharmaceutical company, we ensure that our products comply with the regulatory requirements of the different countries that we do business in. We wanted to know the nitty-gritties of approval processes and hence we decided to have a meet up with Ms. Mona Gogia, Assistant Vice President (AVP), Regulatory Affairs to understand role played by regulatory affairs team.

As we entered her cabin, we were greeted with a big smile. On knowing that this discussion would be part of our 'Women Leadership at Cadila' series, Ms. Gogia was happy to be a part of this journey.

Q- What exactly is the role of a Regulatory Affairs (RA) department?

"Since we are in the business of manufacturing medicinal products, obtaining approvals from the regulatory authorities of the countries where we wish to market our products, is an important aspect of the organization. Our job is to get these Marketing Authorisations for our products in countries that we operate in.

The whole process of obtaining approvals for the products is quite a meticulous one. Each country has its own regulatory environment. In general, we need to submit product related information to the country specific regulatory authority. This information is then reviewed by the authorities to determine whether the product is safe and effective, and is manufactured as per the current Good Manufacturing Practices. Only then Marketing Authorization is granted for distribution of the product in the country. Our product range includes finished pharmaceutical drug products and drug substances, herbals, biologicals and vaccines.



Being an innovation driven company, we are also involved in conducting clinical trials for new drugs. Regulatory Affairs is responsible for obtaining necessary approvals to conduct clinical trials for our innovative products. We also ensure that all our factories follow the factory regulations issued by local authorities and are running under a valid manufacturing licence which needs to be renewed every 5 years.

Q- What attracted you to Regulatory Affairs?

I began my career as a formulation research scientist and spent six years developing patent non-infringing formulations for US and Europe market. Getting the products approved in European countries came as an additional responsibility in one of my previous companies, seventeen years ago. I found myself perfectly aligned with the job role of a regulatory professional and have not looked back since then. I have been in the industry for 23 years now with experience in getting product approvals across the globe.

Q- What do you like the best about your job?

Adopting to the changing regulatory environment, application of analytical skills and scientific expertise, continuous learning, interaction with people from different technical areas internally as well as outside the company, representing the company in various forums are some of the highlights of my job.

Q- What are some of the exciting projects that you are working?

Cadila's vision is to create affordable and quality medicines for all. An important part of this journey is innovation. Currently, we are working on new projects with our collaborators for new product development which is enthralling. We also have a vaccine pipeline under development which again is very challenging but opens up new avenues for us.

Q- What are your favourite things about Cadila?

The legacy of the company, the journey of building an empire from scratch, the difficult path that our founders had to traverse to create and grow this company, inspires me.

The working culture is also a huge motivating factor. There is an ecosystem out here which encourages learning. The experience here enriches an individual's skill set and helps them emerge as mature professionals.

Q- What are some of the qualities you look for in a team?

One should be technically sound, have foresight in the relevant area and have an eye for detail; good communication skills (a crucial skill in the regulatory environment); hard-work, positive attitude and leadership skills are some qualities that I look for in my team members.

Q- How do you like to unwind yourself after work?

I am fond of reading fiction. Many a times, I can find myself reading 2 books concurrently. At least 2 annual vacations with my family is something I look forward to. I am also enthusiastic about ancient architecture and nature and wish to visit all places in India that are known for their marvellous ancient architecture.

Q- How do you feel as a woman leader in the industry?

I recently read an article in the newspaper saying that out of the total women working in technical areas in India, only 11% are in senior leadership roles. There is a need to improve these statistics and this can be done by creating an ecosystem that encourages recruitment of women and growth of their career. Women have a large role to play in their families and hence maintaining a work-life balance becomes important. The working environment

must be empathetic to such needs of women. Further, disparity still manifests itself in various ways in all industries. This contributes to the overall low percentage of women across industries. So, I feel blessed to have been a part of the industry for the past 23 years and enjoy each day of my work.

Q- Do you want to give any message to your fellow women leaders?

I would like to come back to the same article. If only 11% of the total women in technical areas are in the senior leadership role, we need to create more women leaders. Encourage and build an ecosystem that creates more women leaders. Create more women workforce in general. It not only helps the women in their own social-economic development but also contributes to the economic development of the country. Last but not the least, spread sisterhood and encourage women to maintain mental, physical and emotional well-being for an overall healthy society.

“**Women have a large role to play in their families and hence maintaining a work-life balance becomes important.**”



Look for Real Friendships at Work- The New Employee Engagement Mantra for the New Normal



Comradery and mutual respect between employees have always been a goal for any HR leader but this pandemic has changed the way work relationships used to be. With virtual meetings and social distancing becoming part of the new normal it has become more important than ever to have friends at work.

"No one will ever tell you this but the ability to make friends at work is an important part of any job description. It helps ensure the longevity of an employee at the organisation and contributes to the overall employee experience. In today's context, having friends at work helps even more" shares Kulwinder Singh, Chief communication Officer, Cadila Pharmaceutical Limited.

When the country went under lockdown and fear of pandemic spread, the organisations started working towards the new normal. But as companies have extended extra support to their employees and are taking extra precautions, we must accept that things might never be the same as the way before the pandemic. The way the employees connect with each other and the way the organisations engage an employee would be different. "From our experience, the employees who are highly engaged are the ones who have deeper, more meaningful relationships. These are just not relationships of convenience but those of genuine care. We at Cadila constantly promote this.

“From our experience, the employees who are highly engaged are the ones who have deeper, more meaningful relationships.”

Care remains a core value for us and we stand committed to it", adds Kulwinder Singh.

With daily gatherings in a communal space out of question, the HR team at Cadila has been working towards creating more opportunities for employees to work in cross-functional teams. The employees are regularly asked about their wellbeing and the effort is towards encouraging low-proximity, high-reward friendships.

As per a survey conducted in 2018 by Olivet Nazarene University researchers, 82 percent of respondents reported they had at least one work friend, whereas 30 percent said that they had a work best friend. Some say friendships that stick are those which are built over a shared interest. Balaji a 32-year-old professional at Cadila shares how he became best friends with Sunil, "We have been friends for the last three years. We got introduced to each other while representing Cadila Pharmaceuticals in a Cricket League Match for Pharmaceutical Industry professionals. Our bond has grown stronger as we started connecting over similar interests such as sports, cycling, etc."



Balaji and Sunil are almost inseparable now and can often be seen sharing a joke on WhatsApp or video chats all while maintaining social distancing.

Having good friendships at work not only helps boost confidence and reduce stress but it has also shown to increase work satisfaction, employee productivity and loyalty towards the organisation. Whereas remaining lonely at work affects the health and happiness of employees both at the professional and personal front.*

Maulik and Krishna are two colleagues here at Cadila and have been friends for 6 years. They have individually been working for 9 and 6 years respectively and say that their friendship has made their loyalty to Cadila stronger. A friendship of 6 years, they told us, is mostly backed by the challenges they faced in their work and the challenges company was facing in the industry. Those challenges brought them together. During the long hours they worked together, they realised their style and work ethic are not just similar, but also complementing. Their attitude, and

methods combined to increase the efficiency of processes.

While a lot of work friends have been struggling to maintain work relationships and balance between the struggles of pandemic and managing work, the bond between Maulik and Krishna got stronger. When asked what the defining moment of their friendship was, they didn't have to go very far in their timeline.

"The lockdown has been hard enough, but we were able to motivate each other and found something that gave us joy and could pursue it with love and passion. These moments of supporting each other have helped us enjoy our work life, which has, in turn, helped us eliminate a lot of stress from our lives. Being able to share professional updates, and personal givings and misgivings have made it easier to enjoy life a little more."

“**Deprived of shared spaces and rituals, colleagues and organisations now have to be proactive to maintain relationships that once thrived on regularly sharing common spaces.**”

Upon asking the importance of Friendships at Workplace, Kulwinder immediately shares, "Deprived of shared spaces and rituals, colleagues and organisations now have to be proactive to maintain relationships that once thrived on regularly sharing common spaces. An extra effort needs to be put in by the organisations to ensure that the employees have the right avenues."

"Having someone by your side, motivating and advising, just makes it easier to wade through these tough times. There is a very simple, no strings attached feeling of joy in such relationships, and it lets you remain yourself, while you still navigate through the uncertainty of pandemic. It's important to have a friend who can keep our morale high. This helps in boosting the confidence level ultimately resulting in better output at work. But this is not just restricted to work, it spills over to other aspects of work as well for example to remain fit and healthy" shares Sunil, a 32 year professional at Cadila Pharma.



The 'Medicine Man of India', Shri Indravadan Modi –

A Visionary Who Shaped the Pharma Industry Through His Values



Cadila Pharmaceuticals Ltd. was born in 1951, in a small flat. The journey of Cadila Pharmaceuticals began with determination and vision of Shri Indravadan Ambalal Modi, popularly known as the 'Medicine Man of India'. In an era when most of the pharmaceutical products were being produced by foreign pharma giants, Shri Indravadan Ambalal Modi set up one of the earliest pharmaceutical laboratories of the free India, to produce quality and affordable medicines.

70 years later, his values and teachings continue to guide us. He based his hard work and his life's mission on 3 core values – Authenticity, Integrity and Responsibility – that still define and bind us. We at Cadila Pharmaceuticals continue to work towards fulfilling his vision of providing quality and affordable medicines to the last man on the earth.

Authenticity –

Putting in hard work to stay committed to one's mission and vision

"Combine spirit of enterprise with hard work and ingenuity to succeed in new ventures."

Shri Indravadan Modi was committed to the idea of building a pharmaceutical industry and no amount of hurdles could deter him from his path. Graduating in science with a Bachelor's Degree from Baroda College in 1948, he went to Bombay to pursue a degree in Food Technology, Pharmaceuticals and Fine Chemicals at the



University of Bombay. Right from his youth, he had the clarity of his path and sacrificed a scholarship in Food Technology to pursue his passion in Pharmaceuticals and Fine Chemicals. Completing college, he worked as a Chief Chemist in a Chemical manufacturing unit. However, heading to his inner calling, he finally quit his job and started his journey by setting up Cadila Laboratories.

In the modern times, taking a leap of faith scares the best of us, but Shri Indravadan Modi believed in his capabilities and his vision for himself and his country and stayed true to the path he took. Staying authentic and believing in one self, is a learning that professionals of today can benefit from.

Integrity –

Staying true to customers, business and one's own principles

"Your customers are the kings. Never cheat them. It is your responsibility to serve them."

A learning that he often shared with his people was that of integrity. He believed, that from the junior most employee to the CEO, everyone needs to showcase the principle of integrity to achieve success. Shri Indravadan Modi himself remained committed to the Company's mission of ensuring affordable healthcare for the masses, while still adhering to ethical goals, leading by example. This clear-cut vision was communicated unequivocally to his team, which helped them perform their duties to the highest standards without fear or favour. At all times, Shri Indravadan Modi reiterated the importance of clean, ethical practices in every activity – personal or professional. He therefore ensured that all his employees and entities adhered to statutory, regulatory and legal norms in letter and in spirit. It was these sterling qualities that raised Shri Indravadan Modi well above the stature of successful entrepreneurs, placing him in the league of institution builders who leave a lasting legacy that outlives their mortal remains.

Responsibility –

Believing in oneself and in one's team

"Evolve your own work style. Just remember, never lose your focus towards customer and cost and stay wedded to ethical goals and clean practices."

In the early days of his journey, he would adorn multiple hats to see success. He remained responsible towards the mission he started on. Operating like a one-man army, Shri Indravadan Modi took it upon himself to oversee all functions ranging from manufacturing to marketing – developing formulations, packing, labelling, making calls to doctors, convincing chemists to stock his

company's drugs and, finally, delivering the medicines to their destination, personally. With the start-up enterprise strapped for funds and no depth in human resources, Shri Indravadan Modi became a producer, promoter, distributor and deliveryman all rolled into one. On top of this, he acted as the manager, administrator and accountant to keep the other departments functioning smoothly.

“**The mission of the company – bringing quality and affordable medicines to the last man of the society.**”

He believed in leading through his people and encouraged his team to take ownership. This promoted a sense of responsibility in his team to stay true to the mission of the company – bringing quality and affordable medicines to the last man of the society. The rest is history as we see Cadila Pharma making huge strides in terms of innovation and quality products. Responsibility, amongst employees and himself, shaped the future of the company

guiding us at each step. Throughout his life as the owner of one of India's most successful pharmaceutical companies, Shri Indravadan Modi never lost sight of the fact that in a nation where healthcare access was a major challenge for more than 70% of the populace, it was critical to retain focus on costs and customers. Driven by the evergreen vision and the teachings of Authenticity, Integrity and Responsibility by Founder- Chairman Indravadan Ambalal Modi, Cadila Pharmaceuticals continues to innovate and introduce affordable medicines for end users, benefiting poor patients in India and other countries worldwide – thereby saving millions of lives each year. In the modern day and time, his story of determination and grit never gets old. 70 years later, his words of wisdom keeps on guiding us to become a better professional, a successful entrepreneur and a good citizen. Thanks to the Founder-Chairman's enduring legacy, the care continues!



Cadila Pharma Care Heroes Share the New Learning for the New Normal



It is said that only the brave survive. Even though we are currently facing one of the biggest challenges of the century, we are adapting. As the country opens up, our care heroes are focused on flattening the curve.

The pandemic of COVID-19 has brought our world to a standstill, and yet, we are sure to come out strong from this pandemic with a stronger heart and a will forged in iron. Through our learning and experiencing we are certain of celebrating a victory over the virus. These experiences might be shaping our new normal. By ensuring these we reduce the probability of the spread and remain vigilant. Some of the learnings are -

Digitization – The Way Ahead

Working in an established organization includes collaboration with various functions across. With the rise of COVID-19, when social distancing became the norm, digital connection including online collaboration platforms, virtual meetings and other channels have come out to be the most efficient and effective way to collaborate. We also realized that if one has ambition and intent, nothing can stop them in achieving success. Business growth can be achieved while working from home.

Digital learning has also opened up newer avenues for professionals. Executives who didn't have time to focus on skill development have now access to various digital learning platforms to make them ready for the future.

Simple lifestyle and Time with Family – A Priority

The pandemic has turned out to be a difficult time for all professionals. However the lockdown and the work-from-homes have proved to be a boon in disguise for all. The travellers, over-achievers and ambitious professionals are now staying at home and where they finally got a chance to re-connect with their family and enjoy the well-deserved break.



This has also brought all of us closer, professionally. Instead of focussing on individuals, we have started focussing on community as a whole making us kinder. We are now open to helping others as the sense of empathy has developed in all of us.

This pandemic has also helped us realize the importance of a simple lifestyle. What we previously deemed important such as theatres, restaurants, shopping malls are not that important. We realized that it takes very little to stay happy and contented. This pandemic has made us realize the importance of a happy family life.

Hygiene, Exercise, Balanced Diet – The Key to Happiness

This is an important learning for everyone who didn't make their health a priority. The need of the hour is to keep practicing hygiene practices and improve on one's immunity. Practicing basic exercises such as Yoga or meditation, maintaining a healthy diet and focussing on health and happiness is the only way one can beat this virus. Various initiatives such as digital payments and social distancing has enabled us to keep ourselves and our loved ones safe. It is now onto us to follow these practices and stay healthy.

The pandemic might have thrown challenges at us that we couldn't predict, but it has also provided us with immense learning opportunities. While the future might be unsure, we sure are adapting to the new normal and finding joy in the smallest of things.





Saving More Lives

Sepsis is a life threatening condition which is caused when a localized infection or its components breaks physical and immune barriers to enter into systemic circulation. It slowly builds into a multi-functional disorder which involves exaggerated inflammatory mediators, immune system suppression, and disrupted coagulations. This results in multi-organ failure culminating into respiratory, renal, hepatic, circulatory systems failure and ultimately death. Mr O. P. Singh,

President – Sales and Marketing, Cadila Pharmaceuticals talks about Sepsivac, an innovation set to revolutionize Sepsis management.

"Sepsis affect more than 30 million people worldwide every year, potentially leading to 6 million deaths*. 1 out of 10 deaths associated with pregnancy and childbirth is due to maternal sepsis with over 95% of deaths due to maternal sepsis occurring in lower and middle-income countries*. In India, 1 in 4 patients in ICUs suffer from severe sepsis and around 34% succumb to this disease.

Scientists and researchers, for years, have been working towards finding a treatment option for this threatening disease. History is full of products which failed in clinical trial settings, and none of the agents showed any significant survival benefit in sepsis. Taking the challenge of venturing into newer therapeutic areas and continuously innovating for unmet needs, Cadila Pharmaceuticals took up the challenge to develop a product to treat sepsis.

Cadila Pharmaceuticals, first, participated in a sepsis program under a public-private partnership initiative by New Millennium Indian Technology Leadership Initiative (NMITLI), CSIR. The activities were closely monitored by NMITLI committee where our product, Sepsivac, was able to show 40% survival benefit in a very tough preclinical model of sepsis. This initial survival benefit was the driving force for the whole Cadila team to work towards finding a clinical benefit.

With a strong pre-clinical evidence, phase II A clinical trials were initiated for 72 patients suffering from gram negative sepsis. Intradermal dose of 0.3 ml Sepsivac was administered for 3 days and was able to show a huge improvement in the SOFA (Sequential Organ Function Assessment) score and faster recovery of organ functions.

With the increased belief in the treatment, phase II B clinical trials were initiated for 200 patients suffering from sepsis due to suspected gram negative infection. The trial achieved the primary endpoint of reducing 28 day mortality associated with sepsis. Overall, the use of Sepsivac in sepsis contributed to significant reduction in days of mechanical ventilation, ICU and hospital length of stay, lower incidence of SOFA score, in addition to potential survival benefit. Taken together, all the evidences suggested potential benefit of Mw (Mycobacterium w) use in sepsis.

The clinical benefit can be attributed to multiple mechanisms of actions offered by Sepsivac. It is a dual potent immunomodulator that stimulates immune system by regulating multiple pathways. The modulation of immune cells boosts the cell mediated immunity and balances out the aggravated non-specific immune component. Thus, it counteracts bad inflammation and alleviates suppressed component of immune system.

All the hard work of the team finally culminated into success when DCGI acknowledged the potential of the product and gave the approvals for the treatment of sepsis due to gram negative infection.

Sepsis is a deadly condition. It takes an unprecedented toll on everyone around a sepsis patient. Our focus through this innovative approach remains to provide care and reduce the suffering of our patients. As an organization we keep on working towards finding treatment solutions so that the doctors can have the best options available when fighting such deadly diseases."

Adapting to the Changing Consumer Beliefs, Behaviours and Habits in the New Normal



Brand trust is often built from customer's beliefs. These beliefs are deeply rooted in their psyche. Dr Ramesh starts his day at 8 AM. He gets ready, goes to his study, opens his laptop and starts his practice. His first appointment starts at 9 AM. The appointments go on till 11 am. He spend at least 8 -12 hours a day connected to an online device. Dr Ramesh is a practitioner in the new normal.

No one is untouched by the pandemic. It has forced the customer's world over to change their behaviours, attitude and lifestyle. Every marketer across the globe is grappling with this change and working to focusing on new ways to delight them. Mr. Aditya Vikram Singh, AVP - Sales and Marketing shares his views on bringing customer delight amidst the accelerated digital transformation and the new normal.

Find more about the new beliefs of your customers

India's online grocery market is poised to surpass USD 3 billion in sales this year. This is a 76% increase from the year before. A reason for this growth is the significant uptick in the demand for home delivery of day today items. The new normal states that we don't leave home often, come in contact with lesser people and follow social distancing. These precautions I believe are here to stay & hence it is important for us to accept this and adapt accordingly.

The new beliefs are shaping new behaviours and ultimately new habits. As marketers your products and messaging both need to cater & complement each other and consequently become a part of their habits.

The recent boost to at home fitness, streaming services, multivitamins, home cooked meals are a result of the new concerns and beliefs that the consumers have. Marketers needs to move away from traditional thought process.

We have seen players from Prescription, OTC and FMCG come out with new products such as masks and sanitisers in a bid to support the consumer and meet the current demand for hygiene products. Players like New Balance, an athletic footwear and fitness apparel brand, come forward to produce masks. Decathlon snorkelling gear has been modified into emergency ventilator mask. These innovations and brand extensions are all part of the new normal.

Build better stories to connect to your strategy

Storytelling becomes even more important in the new normal. It's important to note that people are spending maximum time online. When this happens the tendency to skip through information increases and the attention span would reduce further. It is more important than ever to make sure that the stories remain interesting.

Pharmaceutical marketing has been primarily dependent only on science since decades. This will definitely change. You will see brands telling more stories and trying to engage the customers with innovative storylines. Another aspect to ensure is that brands are built on consistency in messaging and hence these stories cannot be standalone gimmicks. Every story that a brand shares, needs to be part of a greater, continuous brand narrative.

A world forced to stay away from each other is coming together by means of a simple online tool. The efforts parents, families and loved ones are putting in to stay connected or keep their kids engaged using technology of a mobile device. These are all examples of interesting stories that help strengthen a brand's or product's positioning in this new environment. The emotional appeal forms the instant connect that every brand looks for.

Deep dive into data and develop new insights

We are all in this together, the pandemic has changed a lot of things and it's time for almost everyone to start thinking differently.

Organisations, old and new everyone has work today. The parameters in which insights were developed earlier might no longer be relevant. The new beliefs leading to different customer behaviour means that marketers have an opportunity to reinvent their brands. But none of this is possible without data and that too at a very deep level.

The recent data from IQVIA shows that sanitisers and topical disinfectant market has grown by 85%, same is the case with demand in Vitamin C, Vitamin D and multivitamins. This data clearly shows that the demand has increased for these due to the change in the consumer behaviour. More insights would come forth as we

dig deeper into data.

People will become more health conscious, more hygiene conscious, we have already seen a rise in mental health awareness, these are all trends to follow. A deeper understanding of each of these is required to deliver more value to the customer. In a lot of ways the pandemic has levelled the playing field. Traditional mediums might no longer fetch you the returns you are looking for, it's time to focus on new models and new mediums.

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A world forced to stay away from each other is coming together by means of a simple online tool.
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Positive Affirmations

Social media has been one of the core focus for us this year. While we tried to do interesting campaigns on the platform, we were overwhelmed with the response received from our audience. Here is a glimpse of some of the best ones. We are grateful to the love and support shown.



NSDC India • 1st
@NSDCINDIA

@Cadila_Pharma's unique apprenticeship program has been actively employing almost 200 youth across its plants. This initiative under NAPS contributes greatly to the vision of equipping aspiring candidates with the right skill sets.

#NAPSIndia
@HSSC_India


Cadila trains 200 youths through apprenticeship program
Apprentices account for up to 10% of the Ahmedabad-based pharma giant's total plant strength. The apprentice works in a...

biospectrumindia.com




Nitin Dayal Sasani • 1st
Versatile Marketing professional with PAN India cross cultural work experi...

Yes👍
He is truly inspiring great leader with extra ordinary intellectual 🙏




Dineshchandra Dave • 3rd+
Business Representative and Yoga Practitioner at retired but in search of o...

Was hard worker and I have worked for him from Italy in progress of Indian pharmaceutical industries




NAGESH A R • 2nd
Leading, Managing & Delivering the training & development initiatives to...

Congratulations




Ankita Sen • 3rd+
BD

One in four people will struggle with mental health at some point in their lives. And with the coronavirus pandemic and troubled economy, many of us are in crisis right now. More than ever, we all need a trustworthy place to turn to for guidance and hope. Wake up to health is a great mission to ensure that everyone can get help they need. In fact, input from a caring professional can often help motivate us to take better care of ourselves. Good step! Keep it up!




Dr. Chetan Modi • 3rd+
Associate Professor at Maharaja Sayajirao University of Baroda

It's really a great inspirational story and KAKA-BA Hospital situated at Hansot did a great job. A God gifted hospital for those people who cannot afford high charge treatments. High regards for the management of KAKA-BA hospital, stepped in to help him in a crucial time. Big Salute to team KAKA-BA, Hansot



Dr. Vishal Das • 3rd+
Medical Officer at BAPS Pramukh Swami Hospital

I can't agree more.. "Beyond the pill" will become the difference between palliative treatment and Cure!
Keep up the good work 👍



Pooja S. • 2nd
Looking a opportunity in QA, RA, at Mumbai Location.

Actually it is help full information, those people are aware from disease, and nice activity,

Behind the Lens

Our campus is one of our assets. With the lush green campus, it provides an opportunity to be creative and break the everyday routine. Over the year, we were enthralled by the campus photographs taken by our talented photographers. Have a look at the best of the photographs.



"Capturing photos makes me observant and aware of little things that surround us. Colors, patterns, shadows everything is worth being captured if you have the eye for it. Our campus, full of colors and vibrancy, shout at you to be captured. You just have to observe and be present at the moment."

– Himanshi Jain
Human Resources



"Corporate Campus justifies our motto "The Care Continues", which is true for humans & nature both. The beautiful campus here inspires me to keep clicking beautiful pictures."

– Maulik Jani
Finance



"Photography is my passion and I enjoy every bit of it. When I enter the campus, I feel that each and every sight of it is calling me to get captured. The trees standing tall, the colorful flowers, the manicured lawns and the beaming Sun overhead – all add to its splendid beauty."

– Sunny Shah
Sales and Marketing



