**Subjective Changes/Suggestions**

1. R&D – NDDS – photograph not relevant. Needs to be changed.
2. Equine – Same as above
3. Share scientific papers published for our products
4. Certain links on the home page needs to be assessed such as “Publications”, “Media”
5. To consider making the header photographs size smaller as for every section you have to scroll down quite a bit
6. Photographs and write up don't relate to each other.
7. R&D pipeline and facility information missing.
8. Photo in contact us very bad .
9. White font are not visible on pictures on header.
10. Font style is difficult to read.
11. BSV Ambernath picture is not good.
12. Division names may be featured along with the therapeutic segments those are mentioned
13. Careers: This tab may have an option may display the positions available & headquarter & may have online application facility, so that we can get references through HR of such candidates time to time as per need
14. Contents should not be too heavy, so that the pages load faster
15. R&D launch of products over the years Possibly if we can show Firsts in India and the World
16. Out licensing Molecules name and phase of research
17. Proposed new launches Link Utryp to the Utryp website
18. The new products if some one is looking for new products in pipeline, launched in last one year or in next 6 months
19. In Bus Ops Overseas 6 divisions are referred to but they are nowhere explained or even named
20. To add social media links, e.g. Like on Facebook, Twitter, etc.. just to get mileage from them.
21. Font not very readable
22. To showcase BSV’s regulatory capabilities in term of dossier filings and state of the art logistics to cater to so many countries

Please find below some of my observations IN CAPS:

<http://client.gmwebspace.com/bs/v4/overview.html>

ENHANCING QUALITY.....

We are a company that focus our scientific knowledge ~~to~~ for the research, development, manufacturing and marketing of specialized biological, pharmaceutical and biotech~~nology~~ products that combat disease and enhance quality of life.

BRINGING PATHBREAKING....

We pursue our purpose by bringing to the world a wide range of plasma derivatives, monoclonals, hormones, equine anti toxins and serums, antifungals, anaesthetics, cardiovasculars and diagnostic products. (HOW ABOUT ONCOLOGY PRODUCTS) – **ADD “Oncology”**

Our range of products and their efficacy has made BSV a market leader in many segments and one of India's fastest growing bio-pharmaceutical companies ~~and is looking forward to sustaining its growth rate (in excess of 40%)~~. BSV is looking forward to sustaining this growth in the future by continually evolving and expanding its product portfolio.

RESEARCH DRIVEN....

We are a research oriented organisation with state of the art R&D facilities in India, Germany and ~~the~~ USA. We have company owned and joint venture based manufacturing facilities in Ambernath, Ahmedabad, and Aachen, Germany.

The company also has a horse farm ~~used~~ for THE production of equine anti sera and anti toxins. Our brands are marketed all over India and ~~are~~ exported to over 45 countries across the world.

SEEKING LIFE

~~We are forever fighting against the circumstance of life as it is and work diligently to shape it to as it should be~~. BSV’s mission is to be an innovative, caring and trustworthy partner in bringing life to life. As a part of its mission, the Company is committed to mitigating the anguish and suffering of millions. BSV achieves this with its scientific processes, manufacturing expertise and ethical pursuits that introduce new biological and biotechnology products, as well as novel drug delivery systems.

BSV researches, develops, manufactures, and markets injectable biological, pharmaceutical, and biotech products. Its product portfolio comprises 25 brands which include plasma derivatives, monoclonals, fertility hormones, antifungals, anaesthetics, cardiovascular drugs and equine immunoglobulins / antitoxins. BSV provides its products to retail outlets and hospitals through distributors ~~primarily~~ in India and ~~also~~ internationally (USE OF THE WORD “PRIMARILY” INDICATES THAT THE FOCUS IS THE INDIAN MARKET. USE OF THE WORD “ALSO” INDICATES THAT THE INTERNATIONAL BUSINESS IS INCIDENTAL). In addition to its commercial operation, the Company has an extensive research and development platform working on the development of new drug delivery systems, biotechnology / recombinant therapeutics, and biological / equine products.

BSV currently has two private equity investors, Kotak Private Equity and Orbimed (DOESNT FIT THE HEADING UNDER WHICH IT IS MENTIONED – SEEKING LIFE. UNLESS WE ARE ASKING THEM FOR MORE FUNDING )

<http://client.gmwebspace.com/bs/v4/board-of-directors.html>

IN EACH OF THE PROFILES OF BVD, GVD AND SYD, WE HAVE MENTIONED THAT THEY ARE RELATED TO EACH OTHER. UNLESS IT IS A STATUTORY REQUIREMENT, I THINK WE CAN DO AWAY WITH IT

<http://client.gmwebspace.com/bs/v4/board-of-directors.html>

Indian subcontinent does not form a part of the domestic team. Only Nepal is under the domestic S&M team. Hence, needs to be removed from this sentence “BSV has a Strong Sales team of over 900 sales people which covers the entire Indian subcontinent“

DIVA

Diva is ~~a~~ THE prime division of BSV, operating in the Gynaecology and Obstetrics Segment.

ASPIRE

Flagship Brand ~~are~~ IS Foligraf (recombinant follicle stimulating hormone)

REMOVE “PIPELINE: MULTI DOSE PEN”. GIVES AWAY INFO TO COMPETITORS

ANAGEN

Offering cornersto~~re~~ne therapies in Transplantation and Aplastic Anemia

ALTIUS

Altius is ~~a~~ THE second largest division of the company and operating in Critical care segment. REMOVE PIPELINE.

<http://client.gmwebspace.com/bs/v4/overseas.html>

Business Operations - Overseas

FOR POINT 2 – pleaes add “UKRAINE” in liaison offices.

POINT 4 - BSV also works with international health agencies such as the World Health Organization (WHO), Pan American Health Organization (PAHO) (the world's oldest international public health agency) and the Ministry of Health of various countries. BSV works with these agencies with the aim to improve the quality of ~~the~~ livFE~~es~~ of people IN MANY COUNTRIES.

POINT 5 - The Company's product portfolio consists of biological, biosimilars and complex generics which require significant **AND** comprehensive information in the dossier. BSV's regulatory team is well experienced in developing dossiers as per CTD/ACTD formats for such complex products.

<http://client.gmwebspace.com/bs/v4/gyneco.html>

FIRST IMPRESSION – TOO MANY FONT STYLES AND 4 BOXES WITH 2 DIFFERENT COLOURS. THE COVER PHOTO (LIKE IN FACEBOOK) IS TAKING UP TOO MUCH SPACE IN THE SCREEN OF THE LAPTOP RESULTING IN THE NEED TO SCROLL DOWN FOR THE MORE IMPORTANT TEXT.

Quality:

BOX 1

"QUALITY CONTROL" is the core functional area of our quality activity. The Quality Control system encompasses controls and checks at every stage of the manufacturing process beginning with raw materials and progressing till the finished product is dispatched for sale.

BSV's Quality Control Laboratory is managed through the following four sections and is well equipped with sophisticated instruments & ~~approved~~ (QUALIFIED) technical personnel, thus ensuring a highly effective and efficient process.

BOX 2

BSV's Quality Assurance Department IS staffed by competent technical personnel and is broadly classified into the following functional departments.

BOX 3

Our strong belief in quality is not restricted by just conformance to specificationS but to develop a team of personnel that believes in quality as a way of life. It is our constant endeavour to build quality at every stage in the manufactur~~e~~ING of our products by means of using:

BOX 4

In addition to having ~~all~~ the requisite approvals from ~~all~~ the Indian regulatory authorities, BSV's plant has also been certified by the following International Regulatory Agencies: