

January 2022- March 2022 • Volume 97



# cadilogue

*A Salute to the Pharma Cadilian Spirit*



DIGITAL  
**TRANSFORMATION**

# Foreward



## Editorial

The environmental conditions greatly affect human behavior and lifestyle. A couple of years ago, when the pandemic struck the world around us, we were presented with a challenge to learn and adapt to the changing needs of the new-normal world. Whether it was adhering to and managing through lockdowns or going through digital transformation, where everything from family events to professional interactions, from education to entertainment and from food to fitness, went online and became accessible at the touch of a fingertip!

This digital transformation is here to stay. Even as our lives are gradually returning to the old-normal ways of the world, we are not going back to the old ways of communication. In fact, while we are getting back to our on-the-move lifestyle with time-crunched busy schedules, the need to get things done at the convenience of a click has intensified manifold.

It is the era of e-classes, audiobooks, podcasts, webinars and e-subscriptions. Hence, we at Corporate Communications wanted to give the Cadilians a

convenient e-access to all the CPL updates and provide a digital version of the Cadilogue magazine.

Introducing, the first ever e-Cadilogue! It will be a quarterly, wherein we will compile the organizational updates, employee stories and events. The electronic version is also our effort to care for Mother Nature by reducing the use of paper and print.

This issue is the essence and assurance of us striking back with force after overcoming the pandemic situation, and of us celebrating every moment as well as achieving multiple milestones.

We encourage Cadilians to share the e-Cadilogue with family and friends by keeping a sense of pride and belongingness for the CPL family. We also request each one of you to share your stories, news updates, and anything and everything you want to talk about with us @ CC\_CPL.

### Read-On!

Balaji Ramgiri  
Corporate Communications



**A win-win situation for both employers as well as employees - Internal Job Postings or IJPs. For the employers or organizations, it is an efficient way to retain and develop the existing talent, whereas the employees get to foray into new branches while being rooted in the known organization.**

# Grow within Cadila



Kinjal Choudhary  
Senior Vice President, HR

**“It is essential to embrace the diversity of thought and cultivate an inclusive culture”**



### Advantages of Internal Job Postings for the employees

Internal Job Postings present a chance to explore and gain exposure for the employees. They

Every organization has its own criteria and reasons for carrying out IJPs and so does Cadila Pharma. Learn about the importance and benefits of IJPs for the organizations in general as well as for Cadila from the senior leader, Kinjal Choudhary, Senior Vice President, HR. Here, he explains the significance of Internal Job Postings.

### What are Internal Job Postings?

Internal job postings are job vacancies that are filled internally instead of employing candidates through external sources. It is a formal process to showcase the opportunities of career movements available to the employees within the organization. This process of hiring not only safeguards the ethos of an organization, but also results in employee satisfaction and retention. IJPs shorten the hiring as well as onboarding process, save company resources, give credibility to the employee's professional standing, propel career growth and ultimately, enhance productivity.



can opt for a career path they are interested in or want to pursue, without undergoing the rigmarole of seeking a job elsewhere. They get the advantage of a job switch without switching the organization. This switch comes with a range of possibilities because the employees can move from one business function to another or from one sub-function to another. It gives them a chance to delve into multiple areas of work and upgrade their skills. IJPs can be most beneficial for the employees who are relatively at entry or mid levels, as they get to work across different functions and experience diverse aspects of the organization. This grooms the talented employees for senior roles, because by the time they reach a senior position, they have experienced the organization in a holistic way. The employees cannot have such kind of exposure without venturing through IJPs and by staying in the same silo of a single department or function.

### Significance of IJPs for the organizations and for Cadila Pharma

From the organizational point of view, the company gets a clear idea about the available talents and the roles they will be best suited for.



# Cover Story

## Internal Job Posting

Cadila Pharma is a multinational company, with operations across various parts of India as well as overseas. Hence, the rotation of talent enabled by IJPs is imperative for its expansion and progress. The IJPs also offer a window to give another chance to the promising employees or talents, who for some reason have not performed up to the mark. There are several factors that impact an employee's performance. It can be because of the work environment or culture around them, their colleagues or manager, their inherent skills and interests and more. IJPs can help the company retain such talents and in the process find the right fit for a particular job.

IJPs play an important role in disseminating a uniform culture across the organization. With the cross-pollination of the employees from one department to another, their islands of cultures will get well connected and harmonized.

### Advice for the employees applying for IJPs

It provides a line of sight or visibility to the employees regarding where the openings are, what kind of roles and requirements the company has, and which job profile would be appropriate for them in accordance with their individual strengths, interests, skills, competencies and career aspirations. This helps them make an informed decision while considering applying for the IJP. Before applying for the IJPs, employees should assess all these aspects. They should look for the opportunities that optimally utilize their strengths. Being comfortable with the change and taking risks

are important too, as any kind of change involves some amount of risk. Venturing into job profiles and embracing the shift is vital. When the employees become too comfortable working in one part of the organization, their learning stops and so does their growth as a person and as a professional.

### "Look for opportunities that optimally utilize your strengths."

### Welcoming a fellow Cadilian from a different department

Cultivating an inclusive culture for internal talent as well as for the talent that come from outside is essential. Especially, for internal recruits, because the employees moving from one part of the organization to another go through multiple emotions. On one hand, they feel nostalgic about the former team and on the other hand, they feel nervousness, anxiety and excitement about joining the new one. Therefore, extending a warm and respectful welcome will make this transition easier and it will help form a healthy connection.

### Advice for the existing manager and the new boss

It is essential for managers to nurture and embrace the diversity of thought. When a new member from another part of the organization joins through IJP, the person brings a fresh perspective and thought process. Working with the same set of people and following the same work processes can keep the team away from an outside, objective outlook and limit the progress. With an IJP recruit, the managers have the advantage of

getting an insider's trustworthy yet objective perspective.



One of the challenges the managers face is letting go of the existing talent. However, when you let go the existing talent that is when you can get new talent. If we stay with the same set of people, no matter how good they are, we will get the same results. To attain dramatic improvement and quantum difference in results, the managers need to imbibe the new talent and let go of the existing one, who might be better suited in another role.

The IJPs give the managers an opportunity to tweak their managerial skills and learn new ones as well, as the new recruit comes with a certain kind of expectations and working style.

### "Internal Job Postings present a chance for the employees to explore and gain exposure."

IJPs are an efficient and powerful tool to ensure a valuable return on investment. Return in terms of preserving the skilled talent nurtured over the years, encouraging positive change and giving an opportunity to learn, adapt and succeed.



# Our People

## Know Your Colleague



**Cynthia Oparajiakponna**  
Medical Representative, Nigeria

**My work:** Visiting doctors and hospitals to explain to them about our products and convince them to prescribe the products.

**My market:** Surulere Headquarters, Lagos, Nigeria.

**Top selling products in my region:** Fytobact, Tambac range, Haem-Up liquid.

**Why I love my job:** It gives me opportunities to interact with people and learn every day. I also get a sense of fulfillment from being a solution provider to the problems of the people.

**Challenges that I face:** Due to extremely the competitive market I have to go the extra mile and think of innovative ways to enhance sales. Another challenge is to maintain a work-life balance, as it is important to be available to talk with potential customers, even on weekends and/or public holidays.

**My achievements:** Introduction of Fytobact and Nodon into LUTH and other institutions in my territory.

**Suggestions:** More and aggressive marketing on mediums such as radio and TV or providing product incentives on our brands, especially, OTCs. Encourage good sponsorship of KOL or consultants to motivate them to help promote our ethical brands. Provision of leave or holiday for Medical Representatives to facilitate a better work-life balance.



**Akshay Hurree**  
Medical Representative, Mauritius

**My work:** Meeting doctors and visiting hospitals. Explaining about the products and deriving prescriptions for the same as well as ensuring continuous availability of products to the pharmacies.

**My market:** Mauritius

**Top selling products in my region:** Rabeloc, Fluzon, Vasograin

**Why I love my job:** Meeting and interacting with new people. Exploring new possibilities for work. Cadila's conducive work culture and my supportive colleagues, who push me to perform better each day.

**Challenges that I face:** Post COVID-19 scenarios have greatly impacted the market. Several pharmacies have shut down and many have reduced their orders. Also, people are now opting for free Government services. Doctors refuse to meet in person and are available only on the phone.

**My achievements:** Ventured into new avenues and markets for brand outreach. Devised innovative ways to increase sales and improve working conditions in my market area.

**Suggestions:** Provide incentives on time as it motivates the team to strive harder than they already do. Plan online meetings well in advance.



**Nguyen Minh Truc**  
Sales and Import-Export Executive,  
Vietnam, Cambodia and Laos

**My work:** Handling regulatory and import documentation.

**My market:** Vietnam, Cambodia and Laos

**Top selling products in my region:** Rabeloc IV, Amdepin Duo, Rabicad 20, Levocide 500

**Why I love my job:** I get opportunities to work with people from different countries and cultures. My work has helped me gain wider knowledge and understanding of pharmaceutical business operations.

**Challenges that I face:** Vietnam has strict regulations regarding importing foreign drugs and the authorities check the documents with utmost scrutiny. Cambodia's small population and COVID-19 after-effects in Laos pose a great challenge.

**My achievements:** Ensured smooth clearance for shipments of Vietnam and Cambodia. I have managed to register 10 new products for Cambodia from 2020 to till date.

**Suggestions:** We can add value to our products if we have EU-GMP for more production lines (antibiotic, injectables, suspension, etc.). New product registration dossiers for Vietnam and Cambodia to expand our market coverage.

# Achievements beyond Cadila

## Award from Red Cross Society



The Indian Red Cross Society's Gujarat State Branch has felicitated Cadila Pharma for its praiseworthy contribution in their blood donation program. The award ceremony was held at the Ahmedabad Management Association, where the CSR team was presented with a trophy by the Hon. Rajya Sabha Member, Shri Narhari Amin.



**Cadila Wins  
Pharma Cricket**

Cadila Pharma won the 7<sup>th</sup> edition of the PCL 2022 against Lincoln Pharma at the Swami Vivekanand Bhadaj cricket ground on March 27. Dholka cricket team, who represented Cadila, displayed its cricketing prowess by winning the match by five wickets and the tournament for the second time in a row.

## Felicitation by Government of Gujarat

On the occasion of Republic Day, the Government of Gujarat honored Cadila with an appreciation certificate for its contribution towards community services. Especially, for the initiatives towards 'Environment Protection'. The certificate was presented to CSR team by R.M. Jalandhara, GAS, Dy. Collector and Sub Divisional Magistrate, Dholka.



## Cadila's Star Brands



League 2022



### 10 Years of Rabeloc

Rabeloc has completed 10 years of its presence in Russia. An online celebration along with cake cutting ceremony was organized to celebrate this achievement. The event was attended by employees from Russia, Dholka Plant and ISBU corporate team.



### Aciloc RD Creates Record

The Magfam team crossed record sales of Rs. 100 Crores for brand Aciloc RD for the first time since its launch. It showed 21% growth between January–November 2021. Aciloc RD is Cadila's prescription medicine used to treat gastroesophageal reflux disease.



## Appreciation from NAPS - A Skill India initiative

The Kadi unit was awarded with an appreciation certificate from the National Apprenticeship Promotion Scheme (NAPS) in Mehsana, Gujarat on December 30. The leadership and guidance of leaders, admirable team work by the employees and timely filing of all the required statutory documents led to this historic feat.



# News Capsule

## Highlights

### Annual Budget Meets

#### BSBU

The Annual Budget Meet 2022 was held at The Leela, Gandhinagar from December 24 to 26. This year's theme was 'Connect 2 Gain – Truly Atmanirbhar', which was unveiled at the event. Post the revealing of the theme, sales managers from different regions, senior leaders and leaders from other support functions discussed the highlights of the year 2021 and presented the plans for 2022. The three-day event started with an inspirational message from CMD, Dr. Rajiv Modi, where he congratulated the teams for their efforts and motivated them for the coming year. It was followed by a message from the President, Suresh Gupta. On the first day of the meet, Chief Guest and Board Member, Girdhar Balwani presented an insightful talk on 'Beyond Strategy, The Importance of Execution and Culture' and performers of the year 2021 were recognized for their achievements. The day ended with a gala dinner. Over the weekend, different divisions convened in groups to brainstorm about their strategies and goals for the next year.



#### ISBU

This year's meet was a virtual delight with the participation from the entire overseas team along with the HO team. It was held from January 18 to 19. The team unveiled the annual theme for 2022, 'Cadipreneur – Achieve & Shine'. Sangeeta Thaker-EVP ISBU, presented highlights from the year gone by and plans for the way forward. Target achievers along with the support teams were felicitated for their continuous efforts. The event also saw the launch of the new Cadiphen website – [www.cadiphen.com](http://www.cadiphen.com). CCM members also delivered important messages to add flavour to the event. The two day program ended with insights from a brainstorming session. Plans for 2022 were presented by respective regional teams.



# Cadila's International Recognition

## License of Pfizer's Covid-19 oral antiviral- Nirmatrelvir

Cadila has received the license to manufacture a generic version of Pfizer's oral antiviral Covid-19 medication from Medicines Patent Pool (MPP). In combination with low dose Ritonavir, Nirmatrelvir can significantly reduce the hospitalization and deaths for the mild-to-moderate Covid-19 patients, who are at high risk of progressing to severe illness. Cadila will cater to Indian and export markets, as several nations dealing with high level of Covid-19 problem lack access to effective treatment. Nirmatrelvir is approved or under emergency use authorization for Covid-19 in many countries such as the USA, UK, EU, Singapore, Australia, Japan and China.



**Cadila Pharma receives licence from MPP for generic version of Pfizer's Covid-19 oral antiviral – nirmatrelvir.**



"We are pleased to partner with MPP to make a generic version of the innovative medicine PAXLOVID for the global community and contribute towards reducing the health burden due to the pandemic."

Dr. Rajiv Modi,  
CMD, Cadila Pharmaceuticals



## Frost & Sullivan's Enlightened Growth Leadership Award

Cadila Pharma has been felicitated with the prestigious Enlightened Growth Leadership award by Frost & Sullivan- a global not-for-profit think tank- for its solutions and customer focus for a better world. Cadila is one of the select few companies chosen for this honour based on five criteria viz. 1. Innovating to Zero on global priorities 2. Growth excellence 3. Customer value chain 4. Integrated co-operation/ Industry partner ecosystem 5. Technology leverage/innovation.

## A virtual award ceremony was organized by the US-based Frost & Sullivan Institute.

At the event, our CMD, Dr. Rajiv I. Modi accepted the prestigious award with an audio message.

"Our legacy of innovation forms the soul of the company. Our dedicated scientists work to meet high-unmet medical needs leading to the introduction of novel, and first-in-the-world innovations for the treatment of cardiovascular diseases, tuberculosis, lung cancer, sepsis and seasonal influenza. None of this would have been possible without the entire Cadila workforce who worked round the clock to ensure that we stayed true to our vision, even during the pandemic.

On behalf of the entire Cadila family, I thank you once again for this recognition. We will continue to set bigger targets and scale new heights in the upcoming years to bring joy and wellness into millions of lives. Success for us is an ongoing process, it never stops." Dr Rajiv I Modi, Chairman & Managing Director, Cadila Pharmaceuticals Ltd.



# News Capsule

## Highlights

### CSR Initiatives

#### Blood Donation Camp

On the occasion of the 90<sup>th</sup> birth anniversary of Cadila's first employee, Smt. Shilaben Indravadan Modi, a blood donation camp was organized at Bhat Campus on December 9. Total 51 units of blood were donated for this noble cause. This was a joint initiative by Cadila Pharma, Sri Sathya Sai Heart Hospital and Red Cross Society of India.



### Webinar and Project SAAHAS Facebook Page Launch

Global Health Strategies



90th Birth Anniversary  
of Shri I.A. Modi  
Founder, Cadila Pharmaceuticals

In honour of the man with the wisdom  
and vision to reach to the last man  
in society, through affordable healing

Partnerships for Impact

The Role of CSR in Building  
Sustainable Change in  
Child Health

February 18, 2022 | 4-5.30 PM



A webinar titled 'The Role of CSR in Building Sustainable Change in Child Health' was organized by the Indrashil Kaka-Ba and Kala Budh Public Charitable Trust in association with Global Health Strategies Institute (GHSI) on February 18. Naveen Thacker, President-Elect at the International Pediatric Association of Gujarat; Yogesh Chaudhary, District Development Officer (DDO) of Bharuch; Niraj Lal, CSR Head at Arvind Limited and Dr. Bharat Champaneria, Trustee of Indrashil Kaka-Ba and Kala-Budh Public Charitable Trust were the speakers. They highlighted the requirement for equitable healthcare access for children and the need for increased investment by CSR donors in health systems. Senior journalist Rohini Chatterji was the moderator of the webinar. A Facebook page of Project SAAHAS was also launched on the occasion of the birth anniversary of our Founder Chairman, Shri I.A. Modi.

#### Seminar on CSR initiatives, Dholka

The CSR team had organized a seminar on 'CSR- A collaborative effort to transform India' at Smt. R. D. Shah Arts and Smt. V. D. Shah Commerce College in Dholka. The seminar was attended by 115 students along with their faculties. Saji Joseph, AGM - CSR delivered a speech on all the CSR activities of Cadila, including Model Village initiatives.



#### Cadila Pharma's representative in Core Committee of Transad

Transad village panchayat has included CSR team member, Saji Joseph in a core committee working for the overall development of the village. This is an important step forward for Cadila's CSR Model Village Initiative and will further strengthen it.



# Model Village Initiative

## Inauguration of an Anganwadi



A newly renovated Anganwadi was inaugurated by Shri Ajitbhai Gadhvi, Taluka Development Officer (TDO) in Dholka on December 10. The CSR team took a proactive approach and got the dilapidated building of Anganwadi number two in Transad village renovated, along with further beautification of the site via cleaning of the surrounding area and tree plantation.

### Initiative for farmers

Cadila Pharma in association with Krishi Vigyan Kendra, ADC Bank and CAD Agro, organized a 'Khedut Samellan' in Bhat on January 29. At the event, various challenges pertaining to farming were addressed and resolved. The farmers were educated about the benefits of reducing the use of chemical based fertilisers and adopting organic farming. The event was organized as a part of Cadila CSR Model Village initiative.



## Anaemia Elimination Drive on Women's Day

In Bhat village, 97 women were screened for anaemia. Over 200 women pledged to eliminate anaemia from their village, maintain cleanliness and promote girl child education. School girls were educated on menstrual hygiene and under the health and hygiene theme of Model Village initiative, a sanitary pad vending and incinerator machine were presented to the village high school. In Transad village, Mrs. Nirmalaben Rathod of Aanganwadi three was felicitated with 'Best Anganwadi Worker' of Ahmedabad District and 'Mata Yashoda' awards.



## Health and Hygiene Awareness in Untva Village



CSR team had organized a program in Untva village under the Model Village initiative on March 26. Untva village was provided support and facilities for solid waste management as well as women health and hygiene such

as e-rickshaw for door to door waste collection, 600 household and 30 public dustbins and sanitary pad vending machine along with incinerator at a government primary school. At the event, school girls

gave a special performance and the students of IU performed a skit on cleanliness. The dignitaries present at the event were- P.C. Dave, Prant officer and Sub Divisional Magistrate, Kadi, Becharaji and Jotana talukas along with IU's Dr. Sanjay Garg, Pro Vice Chancellor; Dr. Bharti Dave, Dean, School of Science and Dr. Amish Vyas, Dean, School of Engineering.



# News Capsule

## Highlights

### Medical Camps

#### Rusdonmullai Tea Estate in Tamil Nadu



Expanding its CSR span, Cadila Pharmaceuticals provided medical support to the communities at Devala, Tamil Nadu through a two-day medical camp at Rusdonmullai Tea Estate. More than 300 people received free consultation and medicines for various ailments. Team Kaka Ba Hospital, under the leadership of Dr. Bharat Champaneria in coordination with CSR and Rusdonmullai Tea Estate teams executed the camp successfully.



#### Hirapur and Rajpur

A community medical camp was organized by Cadila Pharma and Kaka-Ba Hospital at Rajpur village. More than 300 patients were provided free treatment and 33 others will be provided further surgeries free of cost at Kaka-Ba Hospital. At Hirapur, 221 patients underwent check-up and 28 were screened for surgeries.

#### Cattle Camp in Bhat and Rajpur

A medical camp for animals was held in Bhat and Rajpur villages. More than 700 cattle benefitted from it. The aim of the camp was to improve the health of the cattle, augment milk production and increase revenue of their owners.



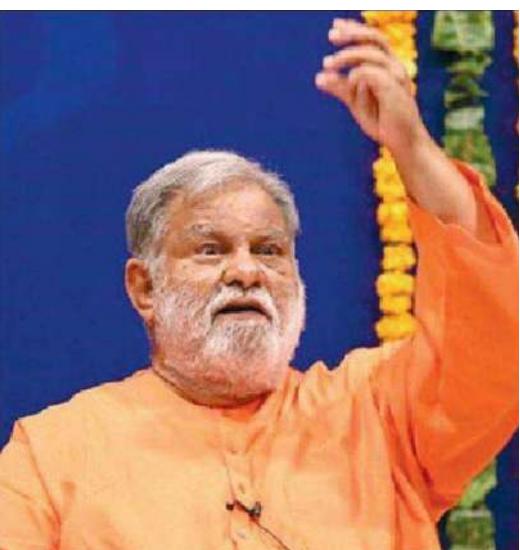
#### Samba District in Jammu

A multispecialty health check-up camp was held organized in association with the Indrashil Kaka-Ba and Kala Budh Public Charitable Trust and in partnership with Sanjivani Hospital, Vijaypur. Keshav Sharma, Chairman DDC, Samba District inaugurated the camp in presence of Dr. Bharat Champaneria, Trustee of Indrashil Kaka-Ba and Kala-Budh Public Charitable Trust and Romesh Chander, Manager-HR, DDC member and Sarpanch of Chak Nanak and Mandera villages. At the medical camp, over 300 patients were examined and free medicines were distributed.

#### Karnavati – Pharma Machinery Division, Kadi



A health check-up camp was organized at Karnavati for its employees in association with Northstar Pathology Labs headed by Dr. Dipesh Suthar. 100 employees underwent examination for Random Blood Sugar (RBS) and Body Mass Index (BMI) tests.

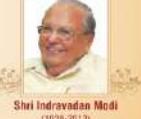


In fond memory of Shri Indravandan Modi and Smt. Shilaben Modi,  
Cadila Pharmaceuticals and Manan Ashram bring to you

### Ashtaavakra Geeta Chintan Satra

(Chapter 2-3)

Date: 13<sup>th</sup> to 20<sup>th</sup> February, 2022  
Pravachan: 7:30 to 8:30 am  
Bhajan: 5:30 to 6:30 pm



Shri Indravandan Modi  
(1929-2012)

Watch live on Cadila Pharmaceuticals



Sponsor:  
P. P. Swami Tadrupanandji

Venue: Shrawan Mandir, Manan Ashram,  
Zadeswar, Bharuch

## Spiritual Katha Tributes

**In fond memory of Shri I. A. Modi and Smt Shilaben Modi, various spiritual discourses have been organized:**

By Swami Tadrupanandji

### कैडिला फार्मा और मनन आश्रम द्वारा कठोपनिषद् ज्ञान सत्र शुरू



अहं मदादाद। कैडिला  
फार्मासीटिकल्स और मनन आश्रम के  
माध्यम से स्वयं। श्रीमती की याद में।  
19 से 21 दिसंबर तक आयोजित किया  
गया। ज्ञान सत्र की शुरुआत 18 तारीख

को भ्रूच के मनन आश्रम में हुई थी।  
मनन आश्रम के संस्थापक दृष्टी श्री  
दिनेशभाई ने ज्ञानसत्र के प्रारंभ में कहा  
कि श्रीमती शीलाबाहेन जैसी माता की  
स्मृति में प्रतिकर्ष वह ज्ञानसत्र आयोजित  
किया जाता है। पूर्ण शीलाबेन की याद  
हमेशा इस परिसर के साथ रही है वह  
समय-समय पर इस परिसर में  
इंडिपेंडेंस के पास आकर रहती था।

पूर्ण स्वामी श्री तदोपानन्द जी की सेवा  
भले ही खत्म हो गई हो, लेकिन उन्होंने  
इस नियमित ज्ञान सत्र के आयोजन के  
लिए तत्पत्रा दिखाई है। इस सत्र उनके  
आगों हैं। इन्द्रेशल काका- और कला-  
बुद्ध परिचक चैरिटेबल ट्रस्ट और  
काकाबा अस्पताल के दृष्टी, डॉ. हेनसोट  
के अधीक्षक, श्री भरतभाई चंपानेरिया,  
वीनावेन चंपानेरिया संस्थापक दृष्टी श्री  
दिनेशभाई पांड्या और वैष्णवेन अश्वर्यु  
ने दीप प्रज्वलित कर ज्ञान सत्र की  
शुरुआत की। (19-1)

Morning pravachans followed by  
Bhajan meet in the evenings at  
Manan Ashram, Bharuch

- Ashtavakra Geeta Chintan Satra and - Shlokas from Kathopnishad Adhyay two-three
- Gyansatra Kathopanishad in memory of Smt. Shilaben Modi - Shlokas seven to ten from Kathopnishad Adhyay one. More than 500 devotees from various cities came to Manan Ashram to attend this event.



### By Puja Shree Bhupendrabhai Pandya

- Ishavasya Upanishad
- Vishnu Sahasranam - He explained the significance of the almighty in our lives and said that "you can be liberated from all your sufferings, if you are in the shelter of the almighty who is like a never-ending source of energy."
- Valmiki Ramayan Darshan

# Celebrations at Cadila

### Christmas

Christmas was celebrated at Jammu and Ankleshwar with a lot of festive fun and the campuses were decorated to give a celebratory feel. Santa Claus entertained everyone and gave goodies to the employees, who captured the jolly moments through selfies.



### Uttarayan

ISBU team at Bhat celebrated Uttarayan by decorating their department and organizing a kite making competition. Keeping the COVID-19 protocols in view, the employees made the kites at home. The competition saw enthusiastic participation from the team with Tishya Bathija emerging as the winner and Paawani Tuteja and Shubhara Pillai as the runners-up.



### Lohri

The festival of Lohri was celebrated at Jammu. The Department Heads attended the event and greeted all the employees with the festive wishes. The celebration created the spirit of togetherness and positivity among the employees.



### Holi

Holi celebrations were organized at Bhat, Dholka and Jammu. The employees played Holi with organic colors and enjoyed the festival with live DJ, snacks, laughter, cheer and a lot of enthusiasm.



# News Capsule

## Celebrations

### Republic Day

The 73<sup>rd</sup> Republic Day created a wave of patriotism across our country and all the Cadila locations. The day started with flag hoisting ceremonies at Bhat, Dholka, Ankleshwar, Jammu, Kadi, Hirapur and IRM House. This was followed by singing of the national anthem and distribution of sweets.



### Women's Day

International Women's Day was celebrated at all the campuses. The women at Bhat and Dholka were treated to a lavish breakfast and they enjoyed participating in various fun activities. At Ankleshwar and Jammu, a special lunch was arranged along with a cake cutting ceremony. Senior Leaders greeted and addressed the Cadi-Ladies in the field team on the occasion. In IU, a session on Women's Health and Hygiene was conducted by guest speakers.



# News Capsule

iamicon



The 9<sup>th</sup> edition of iamicon commenced on October 16 and concluded on November 28. India's largest virtual conclave witnessed participation by more than 50,000 doctors over a month long celebration of science. Eminent personalities from across the globe were part of it. The 2021 edition covered therapies like Gastro, Cardio, Ortho, Derma, Gynaec and Critical Care.

## I AM Award Felicitation

The I AM Award winners were felicitated with gold medals by BSBU Team Leaders during their field visits. The award is presented in the memory of Shri I.A. Modi and is given to the medical students who have excelled in their respective streams. The 41 winners from the streams of Cardiology, Orthopedics, Medicine, Respiratory and Gastroenterology were announced at the iamicon 2021.

## Wall of Fame

Post the conclusion of the 9<sup>th</sup> edition of iamicon, the core teams were felicitated for their contribution at the Wall of Fame virtual ceremony. Abhishek Kapila hosted the show and senior leaders - Dr Bakulesh Khamar, Vinod Jain, Sameer Nagrajan, BV Suresh, Geeta Johri, Biswajit Mitra, Dinesh Patel, Dr Tirupatiah C, Kinjal Choudhary and Sangeeta Thaker felicitated the different contributing teams. Members of the Board - Dr Ajit Singh and Girdhar Balwani along with Suresh Gupta and Vertical Heads congratulated the achievers for their perseverance and encouraged everyone to continue working with unwavering determination.

An advertisement for iamicon 2021. It features a large portrait of Shri I.A. Modi on the right. On the left, there is text about the conference and a QR code for registration. The text includes: "Towards Innovation and Excellence in Indian Science", "iamicon 2021", "Indravadan Ambal Modi Innovation Conclave", "The scientific scholars are coming together to celebrate excellence in Indian science.", "Register Now", "23<sup>rd</sup> – 24<sup>th</sup> October", "27<sup>th</sup> – 28<sup>th</sup> November", "www.iamicon.in", "Indravadan A. Modi", "Founder Chairman, 1926-2012", and "the students excelling in the field of post-graduate medical studies with the 'Indravadan Ambal Modi Academic Excellence Awards'".

India's largest medical conclave is back! The Indravadan Ambal Modi Innovation Conclave (iamicon) celebrates the spirit of innovation in Life Sciences and takes forward the vision of Shri I.A. Modi who had championed the cause of research and innovation to make healthcare accessible to all. iamicon, a global platform brings together over 40,000 doctors, scholars and Nobel laureates from across 10 countries. iamicon also recognizes the students excelling in the field of post-graduate medical studies with the 'Indravadan Ambal Modi Academic Excellence Awards'. The 9<sup>th</sup> edition of iamicon features national and international speakers, exciting sessions, and panel discussions in Cardiology, Gastroenterology, Diabetology, Orthopaedics, Rheumatology, Dermatology, Gynaecology, Vaccines and Critical Care.

This is something you should not miss. Come be a part of innovation!

A knowledge initiative by  
**CADILA** PHARMACEUTICALS LTD.  
Celebrating 70 Years  
The Care Continues...  
Register now at: [www.iamicon.in](http://www.iamicon.in)



# Indradhanush 2022



## Blood Donation Camp - February 18

- The month-long celebration began on February 18, the birth anniversary of our Founder Chairman, Shri I.A. Modi.
- Blood donation camps were organized on this occasion at Bhat, Ankleshwar, Dholka, Hirapur, IRM House, Kadi and IU.
- Under the CSR Model Village Initiative, blood donation camps were held at TransStadia Sports Complex and Transad Village as well. A total of 244 units of blood was collected.
- A tree plantation drive was also conducted in Transad village in collaboration with Dholka Nagar Palika and Transad Gram Panchayat. Over 2000 saplings were planted.



# News Capsule

## Highlights



# Workshop on Writing Tiny Tales

## Contest on Writing Tiny Tales

Writing Competition  
- February 28-March 4

The workshop was followed by a Writing Competition and Cadiians enthusiastically took part in it. The result came out on March 10 and the top three entries were:

### Virtual Writing Workshop - February 26

It was conducted across campuses by guest artist, Dhairy Pandya, also known by his pen name Kathakaar. At this engaging online workshop, participants learnt how to develop a short story through a unique interactive format. The participants included Cadiians, their family members as well as friends.

#### **Chandni Gorecha, IRM Aviation**

मायुस सी ज़िन्दगीमें वो उम्मीद बन कर आया। उसकी दोस्तीमें हँस कर जीना सिख लिया था मीराने। पर एक दिन गैरोंकी बातोंमें आ कर उसने हवस को चुना। उन कोशिशों में दामन तो बच पाया, पर खुदके टूट जाने का वो दिन मीरा कभी नहीं भूल पाएगी।

#### **Honey Bari, CRO**

"The usual? - asked the waiter. Both nodded with their sad eyes cast down. "What are we celebrating today? - he tried again to lift their spirits as he placed their ice cream scoops on the table. "Got her hair parted in a straight line finally just like her mother used to, after trying for 7 weeks." - replied the blind father handing the payment.

#### **Dilip Chauhan, CSR**

शीर्षक: तरस. बलभूता भ्योरे, तरस्या गणे, लथकता पगवे ते सरकारी ओफिसमां पडेवां माझे पडीच्यो. नोटिस बोर्ड पर क्वार्ट-1 अधिकारीनी परीक्षामां उत्तीर्ण उमेदवारोनी यादी मुडेली छी. तेनु मन इज्ज पण मानवा तैयार न ठेऊ के तेनु नाम प्रथम दस संक्षण उमेदवारोमां छतु, कापाळ परना परसेवा अने घांभांथी वडेली अशुभाराए तेना जणानी तरस छीपावी दीधी तेना जुवनांनी पणा आ दिवस ते क्ष्यारेय भूली शेके?

# Badminton and TT competition

## Badminton

Title	Winner	Runners Up
Men's Single	Suyash Gupta, Dholka	Partha Mahanti, Bhat
Men's Doubles	Jigar Parekh and Vineet Jayant, Bhat	Mohit Mathur, Bhat and Aditya Choudhary, Dholka
Women's Single	Deepali Prasad, Bhat	Poulomi Sengupta, IU
Women's doubles	Deepali Prasad and Tishya Bathija, Bhat	Richi Gandhi, IRM House and Apeksha Langhanoja, Dholka
Mixed Doubles	Suyash Gupta, Dholka and Hemangi Mehta, Bhat	Prasenjit Chakraborty and Poulomi Sengupta, IU



### Badminton and TT Tournament - March 5

The sports tournament was conducted at YMCA Club. It had various categories such as men's singles and doubles, women's singles and doubles and mixed doubles. The employees from different locations participated in the event with enthusiasm, flair for the game and fervour. This year, the sports event also witnessed more participation from Cadi-Ladies.

Title	Winner	Runners Up
Men's Single	Jigar Parekh, Bhat	Santosh Singh, Dholka
Men's Doubles	Santosh Singh, Dholka and Rohan Parikh, Bhat	Jigar Parekh, Bhat and Tarun Sharma, Dholka
Women's Single	Tishya Bathija, Bhat	Sonal Solanki, Bhat
Mixed Doubles	Rohan Parikh and Tishya Bathija, Bhat	Jigar Parekh and Sonal Solanki, Bhat





# Photography Contest



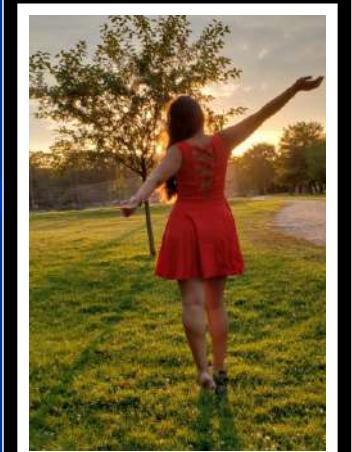
**Winner**

**Rohan Parikh**  
Bhat



**First runner up**

**Koustav Biswas**  
Ankleshwar



**Second runner up**

**Ushma Rawal**  
Dholka

## Photography Exhibition – March 8-12

A Photography Exhibition was held at Bhat and Dholka. It featured photo entries sent by Cadilians for the Photography Contest on the theme of 'Restoration of Joy'.



## Zentangle ART Workshop



## Zentangle Art Workshop - March 11

This virtual Zentangle Art Workshop was conducted by the guest artiste, Zankhna Durgai. Cadilians along with their family and friends participated in it.



# News Capsule

## Highlights



Indradhanush 2022 ended on a grand note, as the Senior Leaders played a friendly match

It was a 'pitch-off' between Bhat Ke Bahubali led by Dr. Manju Joshipura and Bhat Challengers led by Vinod Jain.

### Prize Distribution Ceremony - March 17

The ceremony was held at Bhat to felicitate the winners of various events, except Cadila Cricket League (CCL). All the winners were awarded trophies by senior leaders.

## Exhibition Cricket Match



## Cadila Cricket League



### Cadila Cricket League - February 25-April 9

The cricket tournament commenced with an opening ceremony on February 25. It was held in the presence of Dinesh Patel, SVP- Operations and Nilesh Deshmukh, AVP-HR.

The matches were played at the Dholka cricket ground and a total of 15 teams from various locations such as Bhat, Dholka, Ankleshwar and the Group Companies had participated in the tournament.

The final of Cadila Cricket League (CCL) was held at Dholka on April 9. The match was played between Dholka Daredevils and Production Panthers. Dholka Daredevils won the match and lifted the trophy. The Man of the Match award was given to Prateek Patel, Asst. Manager - HR for his score of 47\* runs in 37 balls.

With this final match the Indradhanush 2022 celebration concluded with cheer and enthusiasm.

### CII Partnership Summit

Cadila is associated with CII as a prime partner for the 27<sup>th</sup> edition of The CII Partnership Summit. It was held on a virtual platform from December 13 to 15. The summit was a vibrant forum for discussions on the matters of wide interest globally, under the theme of 'Partnerships for Building a New World'. It is a platform for Cadila to further the agenda of strengthening partnerships and shaping new economic collaborations between different countries as well as among businesses.



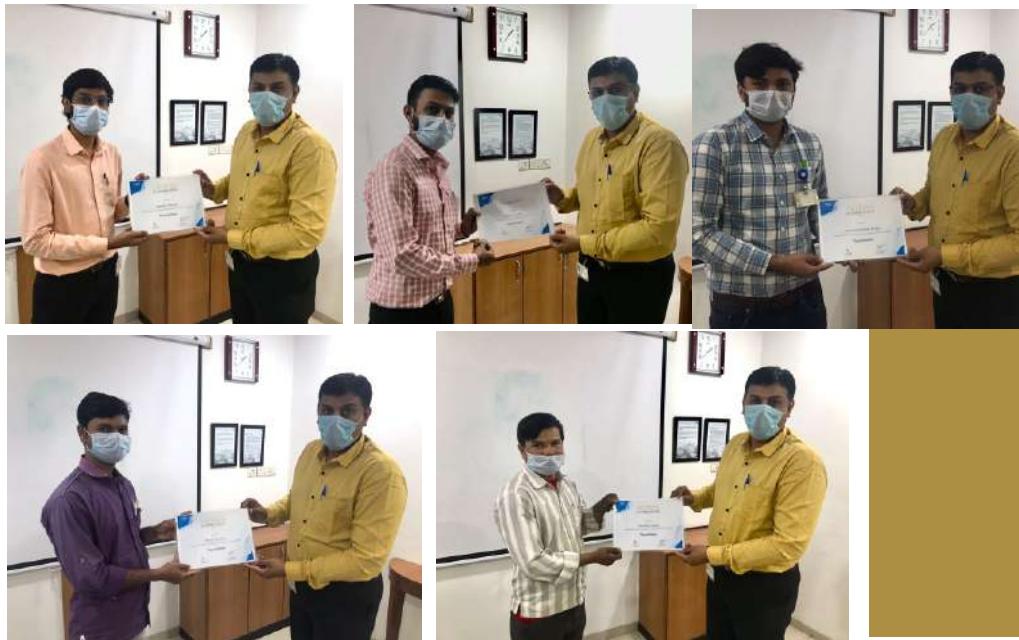
### CLQ Launch



The leadership development department launched 'Cadila Leadership Qualities' (CLQ) – an exercise to establish the guiding principles (core competencies) towards individual and organizational growth. There was an overwhelming response to the program launched on Christmas, where employees decorated the Christmas tree with competencies of their choice. The trees were set up at different locations in Bhat.

### Recognition for Prompt Action

Five members of the engineering team at Ankleshwar plant, Unit II were recognized for their promptness and proactive approach. On January 1, during the night shift, these engineers observed a fault in the manufacturing plant and proactively rectified it without hampering the production process. They ensured the safety of the plant by managing the crisis independently.



### Employees Rewarded at Dholka Plant

In order to motivate the employees working on the shop floor, 13 employees were identified and rewarded for their contribution in quality and productivity improvement on January 20. 'Thank You' cards along with gifts were given to them in the presence of Biswajit Mitra - CMO, Dr. Tirupataiah Chanumolu - Sr. VP, Quality, Dinesh Patel - Sr. VP, Production and Nilesh Deshmukh - AVP, HR.

# News Capsule

## Highlights

### New Shantivan Premises in Dholka

The serene and lavish Shantivan is being developed in the memory of Shri I. A. Modi and Smt. Shilaben Modi. It currently boasts of a Guest House and a Mandala, and will soon host Temples and a Museum. The luxurious Guest House has 20 rooms that give a view of perfectly manicured landscape gardens with indigenous flora and fauna. The décor of the rooms reflects various cultures of the world such as Japanese, European, etc. Shantivan is a beautiful blend of designs and hospitality inspired by Indian culture along with modern hi-tech facilities. It is an apt place to find peace and be one with the nature.



### National Safety Week Celebration



The 51<sup>st</sup> National Safety Week was celebrated at our plant sites in Jammu, Dholka and Ankleshwar. All the employees actively participated in ensuring the compliance of safety rules and instructions for making the plant sites accident proof.

### Complex Procedure Undertaken

The operation of a 300-ton crane with 40 m boom length to locate 8-ton Sewage Treatment Plant was accomplished for the first time at Ankleshwar. The project team coordinated this extremely complex engineering task with excellence as well as ensured its smooth and successful completion.



### Punya Tithi of Shri Indravadan A. Modi

In memory of Founder Chairman Shri I. A. Modi, members of the Cadila family came together for a remembrance ceremony across locations. Cadilians, who had worked closely with him and been a part of the wonderful journey of the organization were felicitated. All the Cadilians, including field employees from India and abroad, received silver coins embossed with images of Shri I. A. Modi and Smt. Shilaben Modi.



### Digital Campaign by Magprime

On the occasion of Republic Day, Magprime team had conducted a digital campaign, as a part of its unique customer engagement and brand promotion strategy. At the event, renowned Bollywood singer and composer, Salim Merchant reached out through an emotional message to more than 5000 doctors. The message was sponsored by Cadicoff : Cadila ka Cough Syrup.





### Walk the Talk on Suicide Prevention among Youth

Cadila CNS division had organized a Walk the Talk session on Suicide Prevention amongst Youth at the Gandhi Ashram on January 20. Dr. Kevin Patel, one of Ahmedabad's leading psychiatrists was the speaker of the session. In his conversation with Manav Sumara, Creative Head, Elixir Foundation, Dr. Patel focused on the need to provide proper listening support to the youth without being judgmental. Mr. Sumara spoke about how parents or education institutes can be a vital link to prevent suicide. He also stressed on the need to spread more awareness on mental health.

### Cancer Awareness Talk on World Cancer Day



The Oncocare division had organized a talk on World Cancer Day on February 4. The session was conducted by Oncologist, Dr. Pooja Nandwani Patel, a senior consultant and Head of Radiation Department at Sterling Cancer Hospital, Ahmedabad. The theme of World Cancer Day 2022 was 'Close the Care Gap'. Keeping in view this year's theme, Dr. Patel bridged the gap by sharing information about cancer and its causes, symptoms, risk factors, prevention and treatment options. She also spoke about the myths related to cancer and the importance of healthy lifestyle, early diagnosis and right treatment.

### Acadermia Digi-Connect Talk Webinar



The Derma division had organized an Acadermia Digi-Connect Talk webinar on 'Sun Protection and Role of Sunscreens' on April 7. The session was conducted by seven Bangalore-based Dermatologists- Dr. Sohandas Shetty, Dr. Ravindra Babu, Dr. Manoj Parekh, Dr. U Surrendra, Dr. Rajdeep Mysore, Dr. Govind S Mittal and Dr. Naveen B. The Chairperson of the webinar was Dr. Sohandas Shetty. The esteemed speakers spoke in depth about the medical science behind the sunscreens and their usage, photodamaged skin pigmentation condition and its treatment, their own clinical trial experiences as well as about adapting a holistic healthy lifestyle.



### Seminar on World Health Day

The CNS division had organized a seminar on World Health Day at Ahmedabad Management Association on April 7. The event was graced by distinguished panel of speakers - Dr. Narayan Gaonkar, a UNICEF Health Specialist; Abhiyant Tiwari, Assistant Professor and Program Manager, Gujarat Institute of Disaster Management; Dr. Twinkle, CEO and MD of Motherhood Women and Child Care Hospital; Dr. Sameer Patel, Neurophysiologist Consultant at Sattva Neuro Clinic, Naroda and K.D. Hospital, Ahmedabad as well as Dr. Jyotik Bhachech, an experienced psychiatrist. The moderator of this panel was Manav Sumra, the Creative Head of the Elixir Foundation. The dignitaries spoke on this year's theme of World Health Day – 'Our Planet, Our Health.'

# News Capsule

News In Shorts



## Pooja at the Dahej Plant

A pooja ceremony to mark the auspicious commencement of the construction activities of a new facility was performed in presence of seniors from various departments.

**Connect  
Gain**  
Truly Aatmanirbhar



## BSBU Best Division of the Month

Every month one division of BSBU is awarded a rolling trophy of the Best Division of the Month.

- Winners of February - Magprime and Hospicon
- Winners of March - Derma and Hospicon



# News Capsule

## Product Launches

### One Two Three Rabies Free

### World's First 3 Dose Anti-Rabies Vaccine



#### Launch of ThRabis – World's First Anti-Rabies 3 Dose Vaccine.

An event titled 'Cadila Against Rabies' was conducted in the presence of Cadila's senior leaders, members of the press along with key experts from the Association for the Prevention and Control of Rabies in India (APCRI) - Founder President and Mentor Dr. MK Sudarshan; President Dr. DH Ashwath Narayana; Secretary General Dr. Sumit Poddar, and

### Cadila Against Rabies



THE TIMES OF INDIA

Cadila Pharma launches 3-dose anti-rabies vaccine

BioSpectrum

Cadila Pharma launches novel three-dose rabies vaccine ThRabis

Rabies: तीन दोज वाली रेबिस वैक्सीन लांच में, कृष्णगढ़ में पहुंची

Recombinant Cadila Pharmaceuticals has developed a novel three-dose recombinant rabies vaccine

HealthVision

THRABIS® - CADILA PHARMA LAUNCHES WORLD'S FIRST THREE-DOSE RABIES VACCINE LAUNCHED

India is the world's 3rd most rabies incidence country. Being a rabies-free India is the goal of the Indian government. In 2015, India had 2,00,000 cases of rabies and 50,000 deaths. It is estimated that about 100,000 people die every year from rabies in India and Africa. In India, rabies is the leading cause of death among children under five years old.

World's First 3 Dose Anti-Rabies Vaccine

**ThRabis®**  
Recombinant Rabies G Protein 50µg/0.5mL

One Two Three Rabies Free

Abundant: An innovative biotechnology pharmaceutical company, Cadila Pharmaceuticals has developed a novel three-dose recombinant rabies vaccine. It provides maximum safety at a reduced cost. Being a rabies-free India is the goal of the Indian government. In 2015, India had 2,00,000 cases of rabies and 50,000 deaths. It is estimated that about 100,000 people die every year from rabies in India and Africa. In India, rabies is the leading cause of death among children under five years old.

Health Vision

Rabies: तीन दोज वाली रेबिस वैक्सीन लांच में, कृष्णगढ़ में पहुंची

Medical Dialogues

PIBIST: Cadila Pharma Launches Three-Dose Rabies Vaccine ThRabis

Healthworld.com

Health News | Health Information | Health Care | Medical Specialties | Data Analytics | Health

Cadila launches ThRabis, world's first novel three-dose rabies vaccine

All existing rabies vaccine regimens require five injections spread over 28 days to complete the full regimen

ET Healthworld Economic Times

Medical Dialogues

Medical News | Health News | Medical Studies | ET Health | Data News | Disease Education

PIBIST: Cadila Pharma Launches Three-Dose Rabies Vaccine ThRabis

Three-dose rabies vaccine launched

BusinessLine

Cadila launches three-dose rabies vaccine ThRabis

Medical Dialogues

BusinessLine

Cadila launches three-dose rabies vaccine ThRabis

Medical Dialogues

BusinessLine

Cadila launches three-dose rabies vaccine ThRabis

Medical Dialogues

### Healtherbs



ingredients of Healtherbs include Gokhru (*Tribulus terrestris*), Ashwagandha (*Withania somnifera*), Musli (*Curculigo orchoides*) and Shatavari (*Asparagus racemosus*), which are proven to have several health benefits. Healtherbs works entirely on the Ayurvedic concept. It helps in keeping the body healthy throughout the year. It is suitable for all irrespective of age or gender.

The Chezgreen team has introduced an Ayurvedic general health tonic 'Healtherbs' that helps keep the body young, active and fit. The key

Treasurer Dr. HS Ravish and other leading experts. On the occasion, Suresh Gupta, President, Domestic Business said, "ThRabis® is a major breakthrough vaccine that can help in preventing many rabies related deaths. Unlike other approved rabies vaccines,

ThRabis® is a three-dose vaccine and is administered within a week." The event and the vaccine received extensive press coverage and enthusiastic response from the industry experts.

### Laglo Soft Lotion



A new skincare product, Laglo Soft Lotion launched by Cadila Pharma is based on the '3D Aquaporin Hydraconcept'- a unique technology that enhances moisturization and restructures the skin. Laglo Soft Lotion is proven to be effective in treating various dry skin conditions, Xerosis, Ichthyosis, Atopic Dermatitis, Psoriasis, Skin Ageing and Co-therapy with Corticosteroids.

# Doctor's Clinic

By Invitation

## What is Psoriasis?

Psoriasis is a chronic and non-communicable skin disease. Its cure is not yet available and can be painful for the patient.

## Types of Psoriasis

1. Plaque Psoriasis
2. Guttate Psoriasis
3. Inverse Psoriasis
4. Pustular Psoriasis
5. Erythrodermic Psoriasis
6. Nail Psoriasis
7. Psoriatic Arthritis



## Symptoms

The signs and symptoms of psoriasis can vary depending on the type of psoriasis. However, most common symptoms are:

- Rashes or patches of red, inflamed skin, often covered with loose, silver-colored scales. In severe cases, the plaques will grow and merge into one another, covering large areas
- Itchy and painful skin that can crack or bleed
- Small areas of bleeding, where the affected skin is scratched
- Problems in fingernails and toenails like discoloration and pitting. The nails may even begin to crumble or detach from the nail bed
- Scaly plaques on the scalp
- Psoriasis can also be associated with psoriatic arthritis, which causes achy, swollen joints. Nearly, 10% to 30% of people with psoriasis have this painful joint condition

## Causes

As per modern medicine:

- Autoimmune disorder
- Absence of autoantigen
  - External and

internal triggers such as mild trauma, sunburn, infections, systemic drugs and stress

As per Ayurveda:

- Imbalance of two Doshas or areas of energy - Vata and Kapha
- Vata is responsible for controlling bodily functions. It can contribute to the dryness and skin scaling of psoriasis. Kapha is responsible for the growth.
- The imbalance between these two energies causes a build-up of toxins in the body, leading to inflammation

## Treatment

As mentioned earlier, there is no exact cure for psoriasis and most medications focus on controlling the symptoms. The patients require to take the treatment for a lifetime on regular basis. Proper and continued doctor consultation, medication along with various therapies such as Topical, Systemic and Phototherapy can prove to be extremely helpful. The patients not only need treatment for skin and joints, but for comorbidities such as cardiovascular and metabolic diseases as well as psychological conditions.

Ayurvedic treatments include herbal applications as well as diet and lifestyle modifications. Vatakaphara chikitsa is recommended along with other remedies such as vamana and sarvanga takra dhara among others.



## Prevalence

As per WHO and the Indian National Library of Medicine, the worldwide prevalence of severe psoriasis is around 2%-4%. However, the percentage of people suffering from mild or moderate forms of psoriasis is much higher, nearly, 50%-70%.



**Dr. Kaushik N. Dave**  
Ayurvedic Consultant,  
Ahmedabad

## Words of Advice

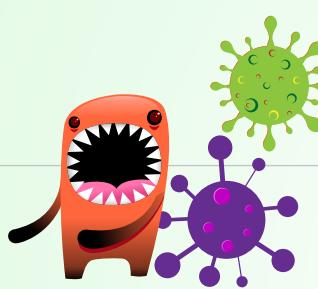
### Dos:

- Lifestyle improvements like regular exercise and healthy food.
- To keep body weight in control to avoid hormonal imbalances
- Yoga, meditation and breathing exercises
- Diet consisting of aged rice, barley, green gram, bitter vegetables and meat

### Don'ts

- Smoking
- Stress
- Junk, packaged and preserved food as well as caffeinated beverages and alcohol
- Foods items like pepper, curd, milk, jaggery, sesame seeds and black gram
- Sedentary lifestyle
- Excessive sleeping during the day and sleeping immediately after dinner

***Psoriasis is a physical condition, but its chronic nature and the disfiguring effect make it a psychological concern. People suffering from it undergo trauma and stress associated with societal prejudices and deformity, which greatly impact the outer appearance of the person. However, if detected early and treated well, the severity of psoriasis can be averted. Therefore, do not ignore any signs of unusual skin trouble and maintain a healthy lifestyle.***



### ThRabis

To ensure robust protection from the life-threatening disease of rabies, Cadila Pharma has launched ThRabis - world's first novel 3-dose anti-rabies vaccine. ThRabis significantly reduces the risk of rabies in comparison to the currently available 5-dose anti-rabies vaccines. This breakthrough innovation is proof of the company's proficient R&D team and its committed fight against rabies.



### About ThRabis

Launched on April 8, 2022, ThRabis is a recombinant nano-particle-based rabies G protein vaccine. It is prepared by using the Virus-like Particle (VLP) technology. The VLPs self-assemble from this recombinant G protein and trigger an immune response to the virus when injected into the body. The VLPs do not contain the viral nucleic acids (DNA or RNA) and therefore, they cannot replicate. Thus, ThRabis has a structure similar to the rabies virus, but without the genetic material required for viral replication. Hence, there is no threat of infection to the person who takes the vaccine.

### Vital Stats

**Brand Name:** ThRabis

**Molecule:** Recombinant Rabies G Protein 50 $\mu$ g/0.5mL

**Tagline:** One Two Three, Rabies Free

**Positioning:** World's first 3-dose anti-rabies vaccine

**Indication:** To prevent animal bite victims from rabies

**Pay-off communication:** Compliant, Compatible, Convenient  
Forms: 0.5 mL ready-to-use injection

### Prevalence of Rabies

As per the Centre for Disease Control and Prevention (CDC), rabies is responsible for more than 59,000 deaths occurring in the world every year. Dog rabies (which spreads between dogs and occasionally to people) is the cause of 98% of human rabies deaths worldwide.



### The Three Cs of ThRabis:

#### Compliant

The existing anti-rabies vaccines are in five doses, taken over a period of 28 days. This makes people miss some of the doses leading to the life-threatening non-compliance of nearly 40%. With the three doses of ThRabis, administered within just a week, the compliance rate increases drastically.



#### Compatible

Its VLP technology is effective and ensures safe combat against rabies.

#### Convenient

It is available in 0.5 mL ready-to-use injection and is relatively less painful than other vaccines.

#### About Rabies

Rabies is a viral disease that affects the central nervous system (CNS), in particular the brain. It is caused due to animal bites, majorly because of dog bites. When animals with rabies bite other animals or humans, the virus gets transferred through a scratch or saliva. It usually takes from 1-3 weeks to 3 months and up to a year for a person to develop rabies symptoms. This period between the bite and the onset of symptoms is called the incubation period. Once symptoms appear, rabies is virtually 100% fatal. However, it is also 100% preventable with vaccination, provided all the doses of vaccine are taken. Missing even a single dose could be fateful. Therefore, it is important to get fully vaccinated at the earliest after the bite or scratch.



#### In India,

- 1.5 Crore animal bite cases (annually)
- 30 Lakh miss vaccination
- 1.3 Crore are at fatal risk of rabies

There is no cure for rabies once the infection enters the body. However, it can be prevented by getting fully vaccinated. Therefore, the World Health Organization (WHO) has initiated a collective drive called "United Against Rabies" with a mission of attaining "zero human deaths from dog-mediated rabies by 2030".

*Committed to proactively contribute to WHO's call for "United Against Rabies" with the company's campaign of "Cadila Against Rabies".*



# Over the Counter

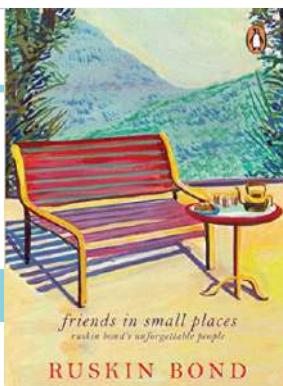
Mélange

## Book review

by Twara Mehta, CC

### Friends in Small Places

-Ruskin Bond



The small towns and villages of India are where the Anglo-Indian writer Ruskin Bond's heart resides. British by birth, he found home in India and amidst his friends from the small places of India. The author in him was fed literally and literally by the warmth of these exceptional people. This book is a compilation of stories from Ruskin Bond's various books.

Here, he gives us a peek through his lenses into the bond he shares with his said friends as well as with his parents and grandparents. We get to meet - the good-hearted yet notorious, Masterji; inspector Keemat Lal, who loves to narrate his un-solved cases; the elderly Bhabiji and her middle-class Punjabi family, who host Mr. Bond with affection; The Kitemaker, whose heart lies in his kites – a lost passion in modern India and other such interesting and endearing characters.

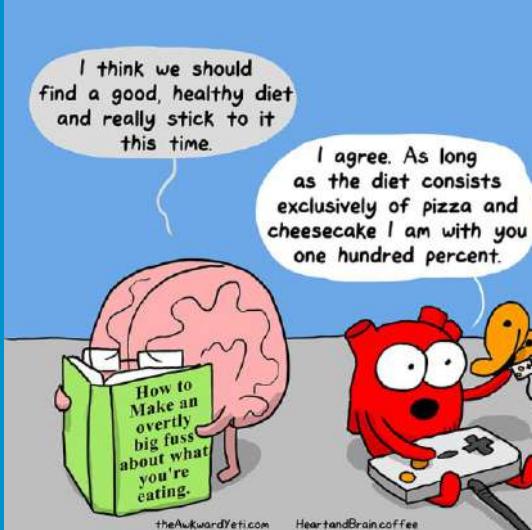
Ruskin Bond captures the uniqueness of each person, their circumstances and the places they habitat, with a fine balance of appreciation and amusement. He understands the nuances of human behavior and weaves them into his writing. His language prowess is remarkable as he puts across a complex scenario or emotion in a way that is simple yet soulful.

'Friends in Small Places' is a light and breezy read that is sure to extract a smile or a chuckle or two!

You can send your book review to Corp. Comm. for consideration for the next issue.



## Laugh Out Loud



The Awkward Yeti



## Health Corner

- Onions, lemon, melons, mint, cucumber and buttermilk are summer superfoods that help in hydration, are natural coolants and significantly reduced the risk of heatstroke 
- Citrus fruits, leafy green vegetables, Carrots, eggs, walnuts and fish are beneficial for the health of your eyes 
- Reduce the intake of sodium, potassium and phosphorus or consume them in proportion for the smooth functioning of the kidney 
- Cardamom is flavourful and full of health benefits. The anti-oxidants in it stop cell damage and can also help fight cancer 
- Jowar consists of elements that naturally keep the body cool. It is rich in fiber, iron and Vitamin B1. It helps in weight loss and boosts brainpower 



## White Swan Goose

The first four pairs of these white swan geese were brought at Bhat campus in the presence of our founder chairman, Shri Indravadan A. Modi in 2006. Over the years, they have been carefully nurtured in our campus. Recently, after dedicated care and nurturing, the existing birds gave birth to 28 little ones, notching up the population to a total of 50!

The swan geese are domestic and friendly beings. Their amicable presence can be witnessed in the campus. When Cadilians take a stroll around the pond area, they are often joined by these little companions. While we march ahead to our respective workstations, these feathery beings head for a pool party!

The white swan geese adorn like pearls on our meticulously manicured green campus and provide much delight to the Cadilians.

It is a sub-tropical tree with attractive flowers available in varied colors. The Jacaranda tree is usually found in areas with warm weather and is one of the few flowering trees that blossom in the summer. There are nearly 50 species of this tree and is native to Central and South America and West Indies. The Jacaranda tree at Bhat Campus has violet flowers. These ornate flowers hanging like chandeliers provide much-needed cool respite to the Cadilians in the face of scorching heat. It is located in the green space between Chandragupt House and Janak House. It can be viewed from both these houses and Kettley while sipping refreshments and relishing snacks, as it sways to the tune of the summer breeze.



## Jacaranda Tree

# cadilogue

January 2022- March 2022• Volume 97

EDITOR: Balaji Ramgiri

CONTENT: Twara Mehta

SUPPORT: Vineet Jayant

DESIGNER: Sanjit Dam

**Contact:** cc-cpl@cadilapharma.co.in

This in-house magazine of Cadila Pharmaceuticals Ltd. is for internal circulation only.

**Printed and Published by**

Corporate Communications for and on behalf of Cadila Pharmaceuticals Ltd.,  
Cadila Corporate Campus, Sarkhej-Dholka Road, Bhat, Ahmedabad 382210, Gujarat (India).  
Call us on 02718 2250001(15 lines), visit us at [www.cadilapharma.com](http://www.cadilapharma.com)

**Follow us on**

 Cadila Pharmaceuticals Limited

 officialcadilapharma

 Cadila\_Pharma

 Cadila Pharmaceuticals

 Cadila Pharmaceuticals