WINNERS OF THE LITTLE ANGELS CONTEST

of our tiny tots who work so hard to help their parents with the daily chores.

Although, everyone who has been featured here is a winner, the judges have picked up the three who defines the contest criteria to its core, here are our busy little angels...

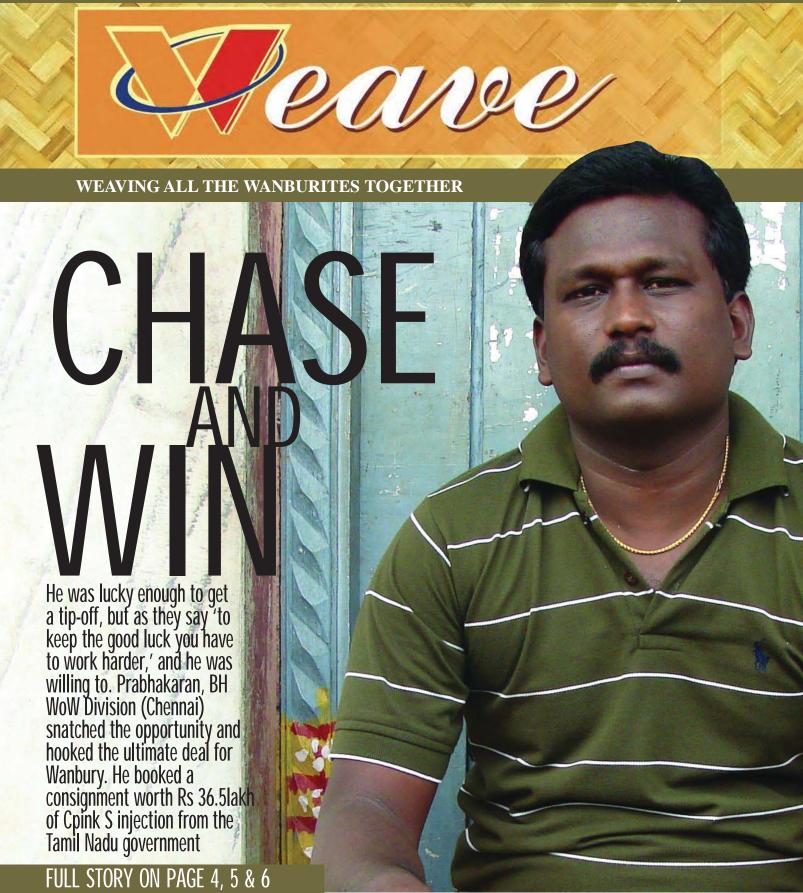






Contest Judges:

- Herrietta Fonseca, Executive Secretary
- Sanjay Zagade, Marketing
- Milee Jha, HR
- Kiran Malani, HR
- Priscilla Fernandes, HR



Wanbury's Little Angels Inside

INSIDE

Opinions: Wanburites say...

Chase and win: With Prabhakaran

Learning Initiatives: Flag-Off

Latest On The Platter: Chymonac Launch

HR Endeavours:
Art Of Parenting

You And WEAVE: Little Angels Contest

un n l oorn

Fun-n-Learn

Edited and produced as an in-house magazine of Wanbury Limited. Reprinting or reproduction in any manner without written permission is prohibited.

We continue to invite many of you all on this journey...

WEAVE in this issue as in all previous ones catalogues performers and initiatives that validate the endorsements at Wanbury. Appreciating our field performers for their courage and convictions has been central to the principles and values of WEAVE. For this issue M/s Sneha Maokar. Executive Corp Communications visits our BH, Mr Prabhakaran of WoW Division to collect the story of 'passion' and 'initiative' behind procuring an order of Rs 36lakhs from Tamil Nadu government hospital for Cpink S displacing an entrenched competitor.

WEAVE's tentacles also traces an innovative HR initiative for Wanbury parents, 'The Art of Parenting' which focused on a tangled topic of dealing with the most precious little entries of our lives. The response to our 'Little Angels' contest has been overwhelming.

Join us in our endeavours to make WEAVE a Wanbury magazine that all Wanburites would learn to love. Spill on us your suggestions and success stories... inspire us with your constant quest to break new frontiers in Belief, Passion and Initiative and we would surely attempt to replicate them in all future installments of WEAVE.

We continue to invite many of you all on this journey.

Stay Weaved



Motivated employees are happy employees...

WEAVE believes that motivated employees are tremendous assets for any organization. A motivated employee treats the customer well; the customer is happy and keeps coming back. It's not one of the best-kept secrets of success, but it is one of the most important components of our business, as thousands of patients count on us...

Since we operate in almost all the states of India, pooling in our combined experience and distilling the right information from the right people is significantly important for any organization and in Wanbury we have a strong instrument — WEAVE. WEAVE serves as a platform to share your individual performances with all the Wanburites.

WEAVE reiterates Mr Dominic D'souza's words:
"...it is very vital to put forth the company's
progress which is seen through the encouraging
efforts of all those who motivate others to give their
very best. The Leaders and Managers should also
contribute with interesting and encouraging information so as to boost the morale of the team members down the line."

So, WEAVE wants you to communicate with us, to make this bitter-sweet company-customer relationship even stronger by sending in your experiences and success stories to **weave@wanbury.com** or **sneha.maokar@wanbury.com...**Thank you and Stay Weaved







EASY COFFEE-TIME

ACROSS

- Female servants (5) Bishop's headdress (5)
- 10.
- 11. 12
- 13.
- Spools (5)
 Owing (3)
 Quick (5)
 Cruel person (7)
 Based on truth (5) 15.
- Droop (3) Term of office (6)
- Scolds (7) At any time (4) 21.
- Mines (4)
- Capital of Iraq (7)
- Rubber (6) Fish (3)
- 31. Angers (5)
- 32. Liberty (7)
- 34. Ascends (5)
- 35. Hill (3)
- Nimbus, e.g. (5) Complete (5) 36.
- 37
- Cheerful (5)

DOWN

- Bereaved wife (5)
- Kitchen sideboard (7)
- Slightly open (4)
- Goes by car (6) Chair carried on poles (5) Talent (5)
- 9. Large beer cask (3) 12. Normal (7)
- 10 12 11 13 15 16 14 17 22 23 24 25 26 27 28 29 34 35 38
 - Small flap of material (3) Sensational (5)
 - 16.
 - Thick (5) 17.
 - 19.
 - Ties up (7) Prise (5) 20.
 - 21. Royal (5)
 - Paint-mixing board (7)
- Next to (6) Scottish river (3) 25.
- 27. Firearm (5) Antitoxin (5)
- Pierces with horns (5) 30.
- Dread (4)
- Speck (3)



—Contributed by K Rishikanta Sharma, **BH Wow Division (Imphal)**

funtoosh...

Several weeks after a young man had been hired, he was called into the personnel director's office. "What is the meaning of this?" the director asked. "When you applied for this job, you told us you had 5 years experience. Now we discovered this is the first job you've ever held.

"Well," the young man replied, "in your advertisement you said you wanted somebody with imagination.'

Spot the difference

There are 10 differences in the right-side mirror image. Can you spot them?



Difficulty: 1 (of 5)

8	6	2	3					1
1						2		4
					7		3	
	8	3		7	5	6		
	9		8			7	2	
6				9		3	4	
5			7		4			3
			5				6	
	2	8	9	6	1			

The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack in will."

-Vince Lombardi



WANBURITES SAY THEIR SAY...

THE GREATEST TOOL IS COMMUNICATION...



The greatest tool, and my sincere belief, for any relation to last a lifetime and break all barriers is the tool of 'COMMUNICATION'.

Communication is the bridge between the inner soul and the exterior world.

As WEAVE emphasises on formulation force, which has been at the forefront of our expansion and growth in business, it is very vital that we continue nourishing the field members with constant encouragement on their achievements.

WEAVE does features articles on individual and team performance and rightly so, it should

be more vibrant, so as to create it as a pool of wisdom and information for the field staff and others as it also goes out to Wanburites in general.

As WEAVE Plus is circulated between the leaders and managers, it is very vital for you to put forth the company's progress which is seen through the encouraging efforts of all those who motivate others to give their very best. The Leaders and Managers should also contribute with interesting and encouraging motivational information so as to boost the morale of their team members down the line. They should also realise that they are accountable for the individual and company's growth. Hence, they should be inspired to motivate their ownselves first, through WEAVE, so as to motivate their sub-ordinates and lead by example. The Leader and Manager should be alert and be a sharp spotter so as to identify the shortcomings and any uncertainties in the behavioural pattern of his team. He should be focused in building a team with the little or whatever resources he has. He has to also nurture talent so as to create more leaders.

Let's create a more vibrant Wanbury. WEAVE Global being sent to all Wanburites and with inputs included from plants and R&D, it gives to all Wanburites a larger horizon to look at with a gamut of information flowing through the channels of communication.

Good show... WEAVE!!!

—**Dominic D'souza,** General Manager Corporate Affairs

TRULY WEAVING US TOGETHER...



The first time I saw WEAVE on my desk, I thought someone had forgotten to take their magazine. Then a colleague told me that it was the monthly in-house magazine of Wanbury. So I picked it up and started reading. Being new, I didn't know much about the organisation and found WEAVE to be a great source of information. As time passed by, and I am becoming more and more of a Wanburite, I look forward to receive WEAVE.

Wanbury has all India operations making it difficult for us to keep in touch with every Wanburite. It is

full of shining stars who are paving the way and making history not only in the company but also in the industry. And thus, the WEAVE team is doing a great job of capturing the phenomenon and celebrating the victories.

But it doesn't end there. WEAVE incorporates a Fun-n-Learn section that gives us a few minutes to relax in our stressful and hectic lives.

Amos B Alcott once said, "That is a good book which is opened with expectation and closed with profit." Learning from the victories of our formidable field and HO staff and getting inspired by them I profit each time I read WEAVE and aim to give my very best to the organisation. With its many endeavours WEAVE is truly weaving all Wanburites together.

—Gargi Abhyankar, Marketing

AND NOW WEAVE SPEAKS...

Everyone gets mesmerised with the nostalgia of the good-old college days, and then a transition follows. From faded jeans to ties, from hanging out with a guitar to board-room meetings, from movies to Microsoft office, from 'Watch Out' to WEAVE...

"As I walk through the glass doors of BSEL's 10th floor, I meet the sailors who have built the foundation of this ship, the ship called Wanbury, sails in the ocean tearing the waves apart to direct it for the miles to come. As I turn around toward the busiest aisle (which I



feel should have a traffic signal) I smell the delicious chai-sandwich, that makes people on either side of me reach for 264 on their intercom. As I juggle for the options to park myself I see the reception first, but perhaps I should first land on the desk of the 'power-house' Mr Kurush Dubash, the man who gave me birth a few year back. Along my journey, I don't remember how many have re-introduced me to this hub of intellectual future leaders. For some I might be just a monthly magazine, but for others I stand as a banyan tree narrating the success stories of the 'High Flyers' who have inspired me to weave the Wanbury together.

"Change is essential part of life and much is changed at Wanbury, but I persist. And my name is WEAVE."

—Sahil Nanda,

Technical Support and Services, API Division



(From right) Prabhakaran and the 'Firelighters' of his performance: his father Natesan, younger daughter Lekha, mother Gomathy, wife Chellammal and elder daughter Aishwarya

"I got a tip-off that a competitor is supplying a huge quantity of Orofer XT to a government hospital. I managed to get the name and contact details of the person who is in charge of the deal. I realised that he was a tough nut to crack. But I chased him relentlessly"

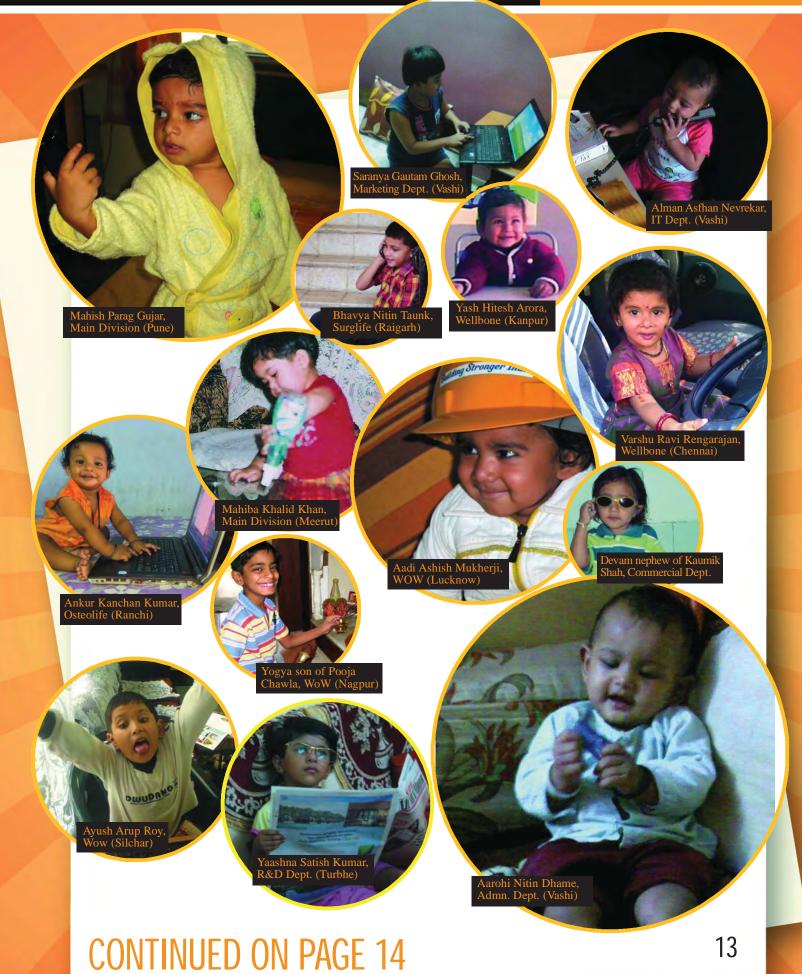
CHASE AND WIN...

WANBURY INDUCTION

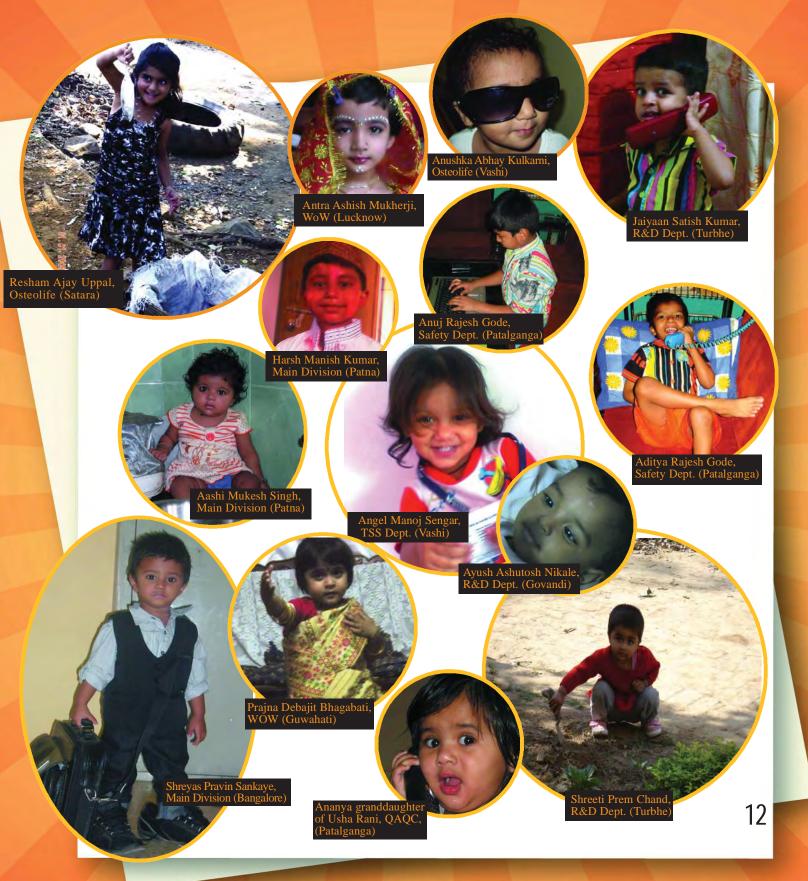
After I got the joining call form Wanbury for its new division called Wanbury for Woman (WoW), I had decided that whatever challenges I get from Mr P K Purey and Mr Pankaj Upadhyay, I will try my best to achieve them.

Everyone from the head office gave us the confidence to perform from Day One. And with that faith, I was able to do Rs 5lakh PCPM from the second month itself and win four gold coins.

TIP-OFF ABOUT THE ORDERI was surveying all the stockists in my region for Cpink S (iron sucrose) injection when I got a tip-off that a competitor is supplying a huge quantity of Orofer XT to a government hospital. The stockist informed me that there is one agent who decides on the orders and is in-charge of the deal. I managed to get that agent's name and contact details. I chased him consistently by calling him but he didn't answer for a couple of days. I followed him relentlessly. Finally he



OUR LITTLE ANGELS



answered my call and gave an appointment. In the meantime, I was collecting more information about the agent from other sources, inquiring about all the ways to reach and convert him.

When I met him for the first time, he didn't show much interest in the offer and I had anticipated this response. I realised that he was a tough nut to crack. He has worked in the pharmaceutical industry for more than 20 years and knew how to handle people like me and was reluctant to shift to our product. I informed my seniors about the whole situation and we kept following him individually and together. Finally, after almost three months he showed some interest and half the battle was won.

CLOSING THE DEAL

There were many companies that were offering him the similar product at much cheaper prices. He said that he was getting the product at Rs 75 and the company was ready to further reduce it to Rs 60. Our product cost in the market is Rs 160 and according to the quantity it may go down to Rs 130 to Rs 120. After a lot of persuasion he said that if we reduce the price to Rs 60 then he may give us the order. Then for a couple of months we kept pursuing him. He's an elderly person and slowly we developed a sort of family relationship with him. He started treating me like a younger brother and the last nail was laid when he met the seniors at the head office.

When we informed the head office, they

called the person to Mumbai. He was given a five-star treatment. Then at the head office, the seniors including Mr Purey and Mr Upadhayay convinced him for the shift and the deal was closed at Rs 110.

We bagged the order of total Rs 36.5lakh and received the payment in seven days.

FUTURE ORDERS

Now the government has started a tender system for the orders. Companies have to send the bids and then the hospital takes the decision.

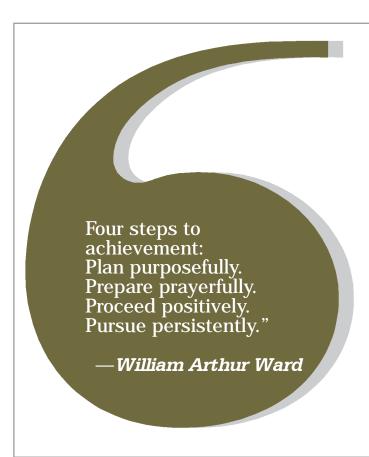
Last month, we got an order of Rs 2lakh for Cpink S but due to unavailability of stock we couldn't supply it. We are also expecting another order of Rs 3lakh in a year.

OTHER INITIATIVES...

Now that we have developed a family relation with the person, he introduced us to some government doctors and we discovered a new idea of sale that worked wonderfully. The government doctors can only prescribe medicines decided by the council, and so medical representatives avoid visiting them. We tried to take advantage of this situation...

The government doctors of each district conduct regular monthly meetings to discuss general issues regarding new medicines, difficult cases, share opinions, plan campaigns, etc. We started attending these meetings and discussed the benefits of Cpink S (iron sucrose), how to use it, what care should be taken while using intravenous (IV) how they will get measurable results in seven days, what are the risks involved etc.





Now that these doctors have become aware of the product, they themselves go to the organisation and suggest the hospital to make the product available for prescription. They take the required permission and now Cpink S is used across Tamil Nadu government hospitals.

So far, we have attended around 80 programs and now we are planning to meet directors of Public Health Centres also.

FUTURE PLANS

Now, we want to be number one again. We were the only performers after the launch of the division and we are ready to come back, to achieve all incentives and certificates. The target is Rs 2.5crore PCPM this year.

SENIORS' SUPPORT

I am very happy to be able to work with Mr P K Purey, Mr Pankaj Upadhyay and everyone from the headoffice in general. They help me with all my sale or any product problems and thay always come up with fabulous solutions on every issue.

"HE WAS VERY PASSIONATE ABOUT THE DEAL"

From the time he got the tip-off from a stockist about the order, Prabhakaran was very passionate about grabbing the deal. Prabhakaran, a very dedicated, frank and transparent person, sincerely followed the agent and got the big deal for WoW Division and Wanbury.

I want to wish him all the best and except the same amount of passion from him in all his future endeavours and an ever increasing performance."

—Mr Pankaj Upadhyay, DGM, WoW Division



"HE WANTS TO BRING THE TERITORY BACK ON TOP"



Since Prabhakaran strongly wanted to bring the Chennai territory back to the top position, he consistently perused this opportunity. He utilised all his contacts and followed the person who was instrumental in getting the order form the government hospital. Prabhakaran's sincerity towards getting the order showed up and we won the battle.

Prabhakaran is a very dedicated and a sincere person. Another quality that strikes out in him is that he aspires to go ahead in life, He is very ambitious."

-Mr P K Purey, DGM, WoW Division

Continued from page 10



Chandramani and Kamla Ohal, Medical Department



Sharad and Shaifali Garg, TSS Department



Varsha Gupta, BRAVO



A three-year-old child is a being who gets almost as much fun out of a fifty-six dollar set of swings as it does out of finding a small green worm."

-Bill Vaughan

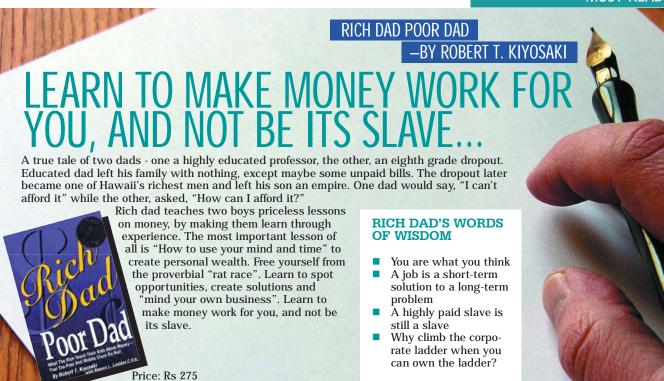


While we try to teach our children all about life, our children teach us what life is all about....



And the parents learn the art of listening through a balloon game

MUST READ



WANBURY'S SCHOOL FOR PARENTS...

Children are like sponges, they grasp what they hear and they grasp what they see... they are not very good at listening to the elders, but they never fail to imitate them... does the thought scare you? Then it's time to run to the 'Art of Parenting' endeavour...



Practice public display of affection, specially in front of your children, because kids should know that their parents love each other as much as they love them. Rev. Theodore Martin Hesburgh said, "The most important thing a father can do for his children is to love their mother."



Asfhan and Razina
Nevrekar, IT Department



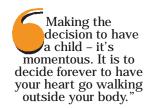
Bharat and Salini Reddy, Legal Department



Nehal Sequera, Counsellor



Manohar Indurkar, Finance Department



—Elizabeth Stone



Swati Perti, Counsellor

CLASSROOM NOTES

- Children develop a sense of trust when the care-givers provide reliability, care and affection. A lack of this will lead to mistrust
- Teens need to develop a sense of identity.
 Success leads to an ability to stay true to you, while failure results in loneliness and isolation
- Trust your child and show the behaviour you wish to see in your child
- Know your parenting style
- Understand each other, actively listen to him, establish two-way communication and express yourself
- Focus on the kids' behaviour not his character
- Disagree with him but respectfully
- Recognise when you are angry and learn to help relax
- Empathise with the kids
- And always remember that good child discipline requires good family communication

Continued on page 11

'FLAG-OFF' LIGHTS A FIRE IN THEIR HEARTS...

...on 9th March 2010 and from Lonavala began another new epoch in the history of Wanbury as we welcomed a fresh batch of BEs, TEs and BHs during an induction training program...



The twenty three BEs/TEs/BHs from Main Division with the faculty Chandramani (Medical), Chris Menezes and Jeetendra Worlikar, Formulation Training

The best thing about the session was the insight on Passion by Mr



Dubash in 'Power Of Belief' session. He showed us how important it is to

be passionate about your work and dreams.

■ Manjeet Singh, BE (Jabalpur) The training session was basically lots of learning with a sprinkle



of fun, because of which we enjoyed every bit of it. I would like to

thank Wanbury for the fun induction program.

■ Manju, BE (Patna) The best thing I learned during the induction program was that Wanbury tries



to develop the software of its employee, while others work on its hardware. And I have observed that

Wanbury believes in one-toone learning.

Chintan Upadhya, BH (Rajkot)

Kurush Dubash, Sr Gen Manager of Corporate Learning & Development, empowering the group during the 'Power of Belief' session



FLAG-OFF'S DISTINCT MODULE

- Mr Pramod Hardare, BH (Goa) and Mr Sachin Mule, BH (Ratnagiri) gave tips, with personal examples, on how to increase PCPM consistently
- Power of Belief by Mr Kurush Dubash, Sr Gen manager, Learning & Development and WEAVE initiatives by Ms Sneha Maokar, Executive Corporate Communication
- Pharmacology, its use in selling and medical training by Mr Chandramani Ohal, Medical Dept.
- Marketing Strategies by Ms Dimple Jain
- Confidence building program by Mr Amit Kumar, BH
- In-clinic effectiveness skills including, retail information gathering and basic selling steps, operation of CRM initiatives
- HR team briefed the participants on how to build a satisfying career in Wanbury and guidelines to follow for a fulfiling career
- Continuous reinforcement on how to practice the Wanbury Mantra 'Dream, Believe, Dare, Do...' by Chris Menezes and Jeetendra Worlikar, Formulation Training

CHYMONAC FOLLOWSCHER.

The launch of Chymonac has pulled up the graph curve of Surglife Division and of Wanbury as areas like Bhubaneshwar, Solapur and Jabalpur have crossed the 2000 PCPM in April 2010 itself...

ith the launch of Chymonac, in February 2010, Surglife has got another reason to cheer. A unique combination of Trypsin-Chymotrypsin, Aceclofenac and Paracetamol, Chymonac has started creat-

ing waves in the second month of its launch with Rs 46lakh sale.

After the launch of CHEER, Chymonac has made a perfect and much required mix for the success of Surglife Division and of Wanbury.

So far, some of our trendsetters have already crossed the target of 2000 PCPM in a couple of months. And now with the success stories flowing each day, Surglife aims to take Chymonac in the list of the best launches of the industry...

Chymonac is a comprehensive formula for the treatment of post-surgical inflammatory pain. It com-

prises of gastro-protective NSAID aceclofenac, proteolytic enzyme Trypsin-Chymotrypsin and time tested analgesic paracetamol. It is more efficacious than only NSAID or proteolytic enzyme. NSAID acts on inflammatory prostagandins but has no action on inflammatory mediators like histamine and bradykinin. Trypsin-Chymotrypsin brings about lyses of histamine and bradykinin and aceclofenac and paracetamol brings about the complete control of inflammatory pain.

—Inputs by Sukhpal Kaur Noria and Ms Bharti Gawde



I strive to be at
the top and since the
launch I had decided
to be in the top ten list.
Also, I would like to
convey my gratitude to Mr B N
Rath, DSM, for his encouraging
managerial guidance which led
me to this position."

Sashi Sekhar Pattanaik, MCR (Bhubaneswar)



Wanburites who suggested the brand name and came close to it:

DEEPAK GUPTA, RSM, (Varanasi) VIREN CHAUHAN, RSM (Ahmedabad) NITIN GAIKÁR, BH (Pune) MAHÉSH SHUKLA, MCR (Bangalore) LALIT KUMAR, BH (Delhi) PRIYÁDYUTI BARMAN, MCR (Agartala) SANDEEP KUKADAPWAR, MCR (Chandrapur) RAJESH M K, MCR (Kunnur) MAHALÍNGAM, BH (Trichy)





ty to express my regards."

Arvind Barhanpure,
BH (Solapur)

Chymonac really is a unique combination and is very well accepted. All types of specialty are showing interest in it, specially dentists and orthopedics."

Chymonac

Awinash Nigam, BH (Jabalpur)

Thank you very much for the recognition and I am honoured. The success behind Chymonac's achievement is nothing but exploration of market opportunities. When entire marketing team revealed the Mission-2000 at Tirupati meeting, I was much exited, because the Pain Management market is very huge. There itself I decided Chymonac is the only way that leads me to fulfil all my dreams.

And I will do it!

B S Umashankara, BH (Mysore)

I took advantage of the fact that Chymonac is a new combination in India. I made a plan and prepared a strong doctors' list. With a vision to sell maximum stripes, I headed and got good results."

Rajatsubhra Chakroborty, BH (Siliguri) WATCH OUT FOR:
SUCCESS
STORY OF
SURGLIFE'S
ELDER BABY

