

Renata Sales  
Conference 2017

Earlier this January the company held its Annual Sales Conference 2017. The event took place in Cox's Bazar. This was a grand gala event where approximately 2200 employees mostly from Field Force of Sales Pharma, Animal Health and Purnava participated. Cross functional department employees from HO, Distribution and Manufacturing sites were also present there and the management team was represented by Chairman of the board of directors, CEO & Managing Director along with the Divisional Heads.

It was a grand event with the combination of formal and informal employee engaging activities. The event brought together employees and management discuss their yearly agenda. The keynote speakers of the different sessions discussed about the launch of new products, building awareness of the brands, insight about what new strategies to adopt in promotion and brand building, etc. We strongly believe this has motivated the employees to achieve their target and boost up their instinct that drives the passion for their roles. Along with this, the employees themselves took part in a number of different performances including various indoor – outdoor sports competitions, fun activities, team based games, stand-up comedy, songs and the live concert performance by various artists led by Ms. Anki Alamgir. Such grand celebrations were followed by sumptuous feasts and refreshments at different intervals throughout the entire event. The time was spent well by bonding and getting to know each other in a joyful and festive ambiance rather than the conventional work environment which will be treasured for a long time. The event was unquestionably an unforgettable one with the central theme being "Ride the momentum" where employees had themselves imprinted with determination, inspiration, excitement and the pride of being a part of the Renata family.



## Pharmaceutical Industry: A promising sector

Bangladesh manufactures almost all types of medicines and fulfills the demand of 160 million people. The country manufactures around 97 percent medicines domestically and imports the remaining 3 percent.

Allopathic, Homoeopathic, Unani, Ayurvedic, and Herbal - these five types of drugs are manufactured in the country. There are two regulatory authorities- the Directorate General of Drug Administration (DGDA), and the Pharmacy Council of Bangladesh (PCB).

According to the Annual Report of DGDA - 2015, the total number of licensed essential drugs is 209 that include tablet, powder, oral liquid, injection, eye drop, cream, lotion, vaccine, ear drop, inhaler, suppository, capsule etc. Bangladesh also produces and exports Active Pharmaceutical Ingredients (API). At the moment, around 30 Bangladeshi pharmaceutical companies export medicines to 113 countries in Europe, Asia, Africa, Latin America, and Australia.

As a LDC, Bangladesh is free from the obligations to implement patents and data protection for pharmaceutical products until 2033. The Trade-Related Aspects of Intellectual Property Rights (TRIPS) agreement, under the World Trade Organization (WTO), provides this waiver to the LDCs.

There are some 257 registered pharmaceutical companies in Bangladesh, 194 of which are in operation. By market share the top 10 pharmaceutical companies are: Square, Incepta, Beximco, Renata, Opsonin, Eskayef, ACI, ACME, Aristopharma and Drug International. There are a number of pharmaceutical MNCs such as GSK, Sanofi, Novartis etc. But the domestic companies possess the top positions. The top 10 companies command two-thirds of the market share of the pharmaceutical industry.

Top ranking companies are trying to get the chance to expand the country's export income several times. Two companies already got the approval of the Food and Drug Administration (FDA) of USA. A good number of companies have already gained and others are in the process of obtaining the approval of UK Medical and Health products Regulatory Agency (UK MHRA), Therapeutic Goods Administration (TGA Australia), and Gulf Central Committee for Drug Registration (GCC - DR).

According to the Export Promotion Bureau (EPB), in the first half of the fiscal year 2015-16 Bangladesh earned \$37.9 million (about Tk.3.0 billion) by exporting medicines. There are opportunities for

the pharmaceutical companies to flourish. They have got a waiver from TRIPS until 2033 by using which they can increase their annual sales both in domestic and international markets.

Most of the pharmaceutical companies still buy raw materials from abroad to produce medicines which are a barrier on the path of self-reliance and the increasing growth rate of export. The government has undertaken a project to establish an Industrial Park to produce API. This will help the local manufacturers in reducing expenses, and increasing volume of production and sales. The location of the project is Gajaria, Munshiganj. In this park 42 Pharmaceutical Ingredients Manufacturing Industrial units will be set up. More employment opportunities will be created. The pharmaceutical industry is now one of the most promising and potential sectors of Bangladesh.

Source: The Financial Express, January 9, 2017

## Renata honored as climate hero



Three companies, one rehabilitation centre for the paralyzed and two individuals were honored as climate champions jointly by HSBC Bangladesh and The Daily Star for their efforts to protect nature in the "5th HSBC-The Daily Star Climate Awards" at the Radisson hotel in Dhaka.

The winners were picked for their endeavors to preserve the environment and mitigate the risks of climate change through green business activities, community-based initiatives or valuable knowledge sharing practices. The climate champion in green operations with full or partial foreign ownership went to Renata Ltd. The medicine-maker has instilled a commitment to preserving the environment into its organizational culture by releasing minimal to zero harmful waste into the environment. Located in the heart of the capital city, the company's corporate headquarters makes most of the natural light.

(more on page 3)



## EDITORIAL

With a blink of an eye, just like that we have already completed the first half of 2017. This feels no less than running the marathon! Like previous years, this year also our business achievements have not been short of anything but exceptional. Despite several hiccups, we have managed successfully to stand tall. One of the humble recognitions Renata received this year was the award of Climate Hero by HSBC Bangladesh and The Daily Star. In addition, Purnava has launched Chini Go, a natural sugar substitute, which has again put Purnava in the map for its quest for bringing healthy products in the Bangladesh market. We believe in work with exuberance and cultivating a culture where we enjoy our stay at Renata while doing our job. Be it celebration of Pohela Boishakh, International Women's day or Badminton Tournament, we have always tried to nurture constructive enthusiasm among our employees which consequently bonds us together. Finally, a long awaited vision of ours is on the spin in the form of online based HRIS. Already the software has been launched in the Head Office and manufacturing sites and gradually it will be launched at other locations. We are super excited about this new journey and we are sure you are too.

With that note, best wishes for the remaining of the year. Keep rocking and enjoy LIFE.

## New Export Frontier

Sri Lanka has been identified for Bangladeshi investment in the pharmaceutical sector due to the huge demand for Bangladeshi Pharma products there. This was the statement issued by the Dhaka Chamber of Commerce and Industry (DCCI) and the Sri Lanka Bangladesh Chamber of Commerce and Industry (SLBCCI) here in Dhaka. Also, the Sri Lankan Industry and Commerce Minister Rishad Bathiudeen has stated "Bangladeshi pharmaceuticals, which are being exported to more than 200 countries, may also have bright future in the market of Sri Lanka because of its high-standard". The declaration by the minister is a clear indication for the high potential for the Bangladeshi pharmaceutical industry in Sri Lanka.

## SAD DEMISE

We are deeply sad to share the news that between January and June 2017, we have lost three of our Renata Family Members. Ms. Anowara Begum of Mirpur Site, Mr. Md. Mahe Alam of Bhaluka Site and Mr. Alummir Hossain of Bhairab Depot. Let us all pray for the eternal repose of the departed souls and for the bereaved families. May they find the strength to carry on in their time of sorrow.



## Celebrating Pohela Boishakh

Pohela Boishakh, the first day of Bengali year is a day of color and festivity for all Bengalis. This is an integral part of our culture and tradition. This year Renata Ltd welcomed the new Bangla year 1424 in a warm, colorful and scintillating manner. The whole office

wore a festive look with vibrant decoration. All the employees were in traditional and vibrant attire which was an amiable change from the daily work routine. It became a day of joy where employees from all the departments along with the sales team and our CEO & MD came together to celebrate. The main program took place in the scenic Renata Park amidst the green natural setting which was decorated to commemorate the special day. For a change of the ambiance we invited bauls' who with their folk songs and warm voice soothed our hearts. There were photo booths, Mehendi stalls, alpona stalls, rickshaw rides and many more fun activities during the celebration. There were a wide range of food stalls which served traditional mouth savoring food during the program. Special food was also served in the canteen of our Mirpur, Rajendrapur & Bhaluka Sites to celebrate the new year.



## New Comers

New faces have joined Renata in between the first half of 2017.  
(Jan 2017 - Jun 2017)

Area of Operation	No's
Pharma Sales	140
Purnava Limited	35
Quality Assurance	32
Animal Health	21
Engineering	14
Project Management	06
Distribution	05
IT Division	04
R & D	03
Operations Service	02
Manufacturing	02
Finance	01
Medical Affairs	01

## Renata Badminton Tournament 2017

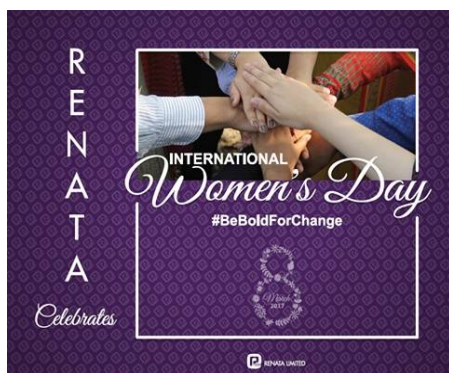
On January, 2017 'Renata hosted "Renata Badminton Tournament 2017" for its employees. This is one of the most anticipating events for the 'Renata family members. The Tournament was full of excitement and fun. A total of 42 male teams and 8 female teams participated in this event. It's been a thrilling tournament this year which has seen some very close

matches. After three weeks of thrilling matches, in the end it was Team- 25 [Dr. Himel Chakma & Dr. Md. Sirazul Islam] and Team- 05 [Ms. Rashida Tabassum Esha & Ms. Farzana Ferdous] who became the Champions respectively from male and female sides after the nail biting finish to the classic final match. Thanks to all the 48 teams and spectators for presenting us with a wonderful and exciting tournament.



## Renata Celebrates International Women's Day

Renata Limited celebrated the International Women's Day 2017 at its corporate headquarters. All the Divisional Heads along with a special guest Ms. Bipasha Hayat attended the program and discussed with the audience regarding different issues that women have to face everyday followed by some inspiring-motivating talk. In the event some of our female colleagues shared their experiences, about their personal and professional arena which was indeed something motivational for the others who were present there. Special arrangements were made to commemorate the day. Renata Women's Network was also launched officially during this event.





## An Ode to Unsung Heroes

Mr. Md. Hafizur Rahman,  
Local Purchase Manager, OSD

It was a sunny midday of winter, when I received a phone call from my boss Dr. Sayma Ali, Head of Manufacturing, inviting me to come at "Board Conference Room" of Renata limited. I went there hurriedly with trembling heart, and saw all bigwigs of plants were buzzing around a whopping cake with surging of a feeling of pleasure on their faces. Their blissful smile and lovely subtle aroma of the afters brightened up the ambience. Few moments went by twiggling the reason of gaiety. The slobbery cake was sent by the Head of Marketing to celebrate surpassing the sales of taka 100 crore of hormonal products for the first time. When people were basking in the glory of their success and conversing with each other, I came to know an unvoiced story about the gutsy voyagers of an Odyssean journey whose pertinacious efforts and intrepidity created the history. It was a brain child of current CEO & Managing Director of Renata Ltd. For his unshakable conviction, the gallant dream to set up a dedicated state-of-the-art "Potent Product Facility" in Bangladesh came true! His resolute leadership and craftiness steer the people flawlessly during walk through of the hardest obstacles and provided a beacon of hope like a Pole-star. The seminal work for this project embarked on expedition in 2004, with the hands of a bunch of newly hired people led by incumbent Head of Manufacturing. Initially, they were confided to develop global standard products for the local market as quickly as possible. They were completely engrossed in their mission with great gusto and enthusiasm to make it successful. Their indomitable spirit and un-feigned love for work coupled with courageous support by marketing, sales and distribution opened up a new vista for the com-

-pany in 2006. Albeit, Renata Ltd made its first foray into the hormone market after the fair but outpaced the rivals within couple of years by all categories. This astounding success paved the way to become more confident & aroused the interest moving forward. Since then, Renata Ltd has never looked back and moving on the right track with the fastest pace. Currently, dozens of products are ruling over not only in Bangladesh but also beyond national boundaries with great standing. Moreover, this astounding success has raised the brows of others and defined Renata another way. While relishing the warmth of their accomplishment, I noticed a serious dwelling was going on unabatedly for further progression of future mission amongst them, and it evoked me an **inspiring quote of former Indian president APJ Abdul Kalam- "Dream is not that which you see while sleeping, it is something that does not let you sleep."** Furthermore, it is obvious, when the top-notch of any organization dedicates himself for the wellbeing of his organization and touches the heart of others with great care and affection, can never be fallen behind. However, this remarkable feat in sales has ignited us in greater aspirations, making all of us proud and joyous. **Hats Off to You All!** Indeed, we are much beholden to you for all that you have done for us as well as for the country. Eventually, we'll be off from our beloved company soon, even from this world but history will recall your feat with great honor and respect. We envisage that, one day, Renata's flag will be flaunting on the crest of the Global market by the hands of next generation and only then our insatiable desire will be accomplished.

## Career Fair Participation

Career Fairs are the place where the employers meet their potential future leaders and jobseekers meets their potential employers. Keeping this view in mind Renata recently participated in the **Campus Career Festival @ East West University, Jahangirnagar University, International University of Business Agriculture and Technology, Job Fair at Khulna and Job fair at Chittagong.** For the very first time Renata has participated in the fairs outside Dhaka. Our HR team met with the officials, students, graduates, representatives from other companies and excited visitors at the job fairs. One of the main intentions for participating in the fairs was to attract and build positive image about Renata among the participants and the potential Future Leaders of tomorrow. As Renata is an equal opportunity employer such participation in job fairs also opened the door to candidates of different locations. Renata always looks forward to grab the potential candidate and helps them to build a career for those individuals.

## Renata Climate Hero

(continued from page 1) It has a park on its premises filled with trees where one can easily come across some wild animals. It has outdoor meeting spaces. Its manufacturing plant does not release almost anything into the air. Its effluent treatment plant treats all liquids before releasing into the environment. Its system has reduced carbon emission by 2.7 million kg a year.

In his address, Francois de Maricourt, chief executive officer of HSBC Bangladesh, said the award is a humble effort which provides an excellent opportunity for organizations and individuals in Bangladesh to showcase their green business and operational initiatives, research works and knowledge management initiatives, all aimed toward raising awareness on environmental preservations and mitigating the risks of climate change.

HSBC and The Daily Star launched the initiative, the foremost award in the country in the area of environment in 2010 to recognize organizations and individuals actively working towards preserving environment and managing the risk of climate change through their business practices, socially-driven initiatives or valuable knowledge sharing practices.

Source: <http://www.thedailystar.net/frontpage/six-champions-1398469>

## EYE ON RENATA

Renata HR  
Launches HRIS  
Software



Renata has recently introduced a new HRIS "EMPRESS- Employee Productivity Escalation System" which aims to provide full support to the employees. This is an online self service based HRIS. Every employee has a self portal accessible through employee ID and Password. By this employees now have access to get prompt support for day to day HR support (e.g. Attendance Management, Leave management, vehicle requisition, various requisitions) and other necessary things. One of the main objectives of online based HRIS is to go paperless. As Renata is a tech savvy company we are continuously working for smooth support to all our employees. For further information please contact HRD.

## RECOGNITION



icddr,b Day 2017  
Celebrating Science and Innovation

CERTIFICATE OF APPRECIATION

Renata Limited

Catherine Spencer  
Project Communications Officer  
Project Communications Officer

ICDDR,B recently awarded "Certificate of Appreciation" to Renata Limited for their outstanding contribution in icddr,b HIV project for condom distribution.

Did You  
Know??



Renata Limited is one of the largest manufacturers of the SMC OR Saline-N. We are one of the proud and qualified local manufacturers of this renowned ORS product for the SMC (Social Marketing Company) under toll manufacturing agreement. In addition, our company also produces its own ORS variant. The name of the product is Saline-R Powder which is also widely available and used across the country.



Eid  
Mubarak

## EID MUBARAK

RENATA HR wishes everyone Eid Mubarak. Hope you all enjoyed great times with family and friends during this Eid.

## UPCOMING EVENTS

- Leadership Training,
- Supervisory Skill Training,
- Labor Law training for RSMs & DSMs,
- Stress Management Training,
- Training on MS Excel,
- Team Building session and many more.

## BE A PART OF RENATA INSIGHT

We are looking for contributions from members of Renata Family to make this newsletter more interactive. Keeping that in mind we anticipate more write-ups from the employees of Renata Limited. Last but not the least we would like to give special thanks to those who have given us various inputs to make this issue interesting. You can email your write-ups to-

anupom.chowdhury@renata-ltd.com,

saheeb.ahmed@renata-ltd.com

## NLP for Managers: The Change Initiators



How a leader reads and then reacts to a positive or negative workplace situation can have a huge effect on staff. Concepts and techniques derived from brain research and psychology can play a crucial role in improving individual and business performance. Neuro-Linguistic Programming says exactly what it does: through the use of language and body language it enables practitioners to change the thoughts and feelings of themselves and those around them in a predictable way.

Renata Limited is constantly harnessing its employees' individual personalities, goals, needs and abilities to build a successful and intuitive working environment. Aligned with that perspective, Renata Human Resources Division introduced a new development program for the Sr. DSMs and DSMs of its Sales Pharma Division and Animal Health Division named "NLP for Managers: The Change Initiators". The program will be covered throughout Bangladesh with a series of follow ups. The first two sessions took place on February 20<sup>th</sup> and 23<sup>rd</sup> 2017 with a total of 55 participants of our Dhaka Zone [Dhaka-A, Dhaka-B, Dhaka-C, Dhaka-D, Dhaka-E, Narayanganj & Dhaka (AHD) Region]. The Third Session was conducted on May 25<sup>th</sup> 2017 in Chittagong with a total of 43 participants of our Chittagong Zone [CTG-A, CTG-B, Cox's Bazar, Feni & Chittagong (AHD) Region]. Ms. Nisbat Anwar, Head of HR and certified NLP Practitioner facilitated the program.



## Celebrity Talk

Celebrity Talk is being regularly conducted as part of the skill development program for the newly elected Professional Service Officers (PSOs). In the recent sessions Renata is proud to have had some of the renowned media professionals namely **Ms. Sabery Alam Motahar, Mr. Pran Roy, Ms. Naznin Hasan Chumki, Ms. Lucky Enam, Dr. Abdun Noor Tushar, Mr. Fazlur Rahman Babu and Mr. Masum Reza** who conducted interactive sessions. They came to Renata to share their experiences and success stories with the participants. Their presence, inspirational speech and experience sharing session in relation with effective selling techniques has added value to the development of our future leaders.

## ChiniGo

Ms. Raeesa Rahemin, Senior Officer

Purnava is excited to announce the launch of a much awaited product- **ChiniGo**. Purnava is constantly striving to develop the best, most natural and healthy products for the wellness family, and this time is no different. ChiniGo is a natural sugar substitute, made from natural stevia leaf extract. The *Stevia rebaudiana* plant is naturally grown in South America, where its indigenous people have been using the leaf as a sweetener for hundreds of years. Stevia has gained popularity in the last decade and is now popular in countries in Europe, North America and parts of East Asia. According to the BBC, stevia based products has seen a 400% growth globally, between 2008 and 2012.



Now, what makes ChiniGo so special? One may wonder. For one, it is suitable for everybody, including vegetarians and people with diabetes. It has 0 calories, 0 sugar, no carbohydrates and 0 GI. Thus, it does not affect blood sugar levels or cholesterol levels. The sweetness comes from RebA, one of the purest and sweetest forms of stevia extract, and ChiniGo contains 99% RebA. It is at least 200 times sweeter than sugar, minus the adversities of sugar. Unlike many other artificial sweeteners, ChiniGo is not genetically modified, nor bioengineered. Each box contains 30 sachets, while each sachet sweetens like one teaspoon of sugar.

Purnava has developed ChiniGo, like all its other products, to cater to a customer base to provide them with a healthy lifestyle. Renata family is Purnava's most valued customer. Let us all get healthy together, with ChiniGo.



## Off Topic:

A man went to face an interview. Board of Directors asked him: "Tell the difference between 'COMPLETE' and 'FINISH'"

The man replied: I am clarifying with an example, when you marry a right person you are "Complete" and when you marry the wrong person you are "Finish".

### Editorial Committee:

Mr. Anupom Chowdhury, Assistant Manager -HR  
Mr. Syed Saheeb Ahmed, Senior Officer-HR  
Ms. Nisbat Anwar, Head of HR