

Introduction of Momena Platform in Renata



When I joined Renata back in 2002, new products were the key driving force behind market growth. Blockbuster molecules such as Omeprazole, Clopidogrel, Ciprofloxacin, Cefuroxime Axetil, Azithromycin, etc., revolutionized treatment and contributed significantly to market growth. The situation is different now. Apart from a few instances in biological, there are hardly any new blockbusters in the arena of small molecules. This decline in the drug-discovery productivity now means that growth has to come from the existing product-portfolio. Specifically, in the case for Bangladesh, it means growth largely depends upon medical representatives or in Renata vernacular, PSOs. Yet, because in the past, there were so few PSOs, it was easy to train and guide them for professional and personal development. Now, thanks to the idiocy of a few large companies, Bangladesh now has more representatives per 100 doctors compared to any other country. As a result, no company is able to do justice to the development of their medical representatives. This is simply unacceptable. We intend to address this anomaly. Our goals are as follows:

- (1) Have the best-trained medical representatives in Bangladesh.
- (2) Have the highest paid (salaries + benefits + incentives) medical representatives in Bangladesh.

In furthering our goals, Renata has introduced an App called Momena, which provides training on a daily basis using easy to remember bullet points and also rewards PSOs for their knowledge. To make the best use of Momena, the marketing-team has to be buzzing with creative ideas to make learning interesting and the leaders of the sales-team must ensure that the PSOs regularly use the App.

By Mr. Kaiser Kabir, CEO & Managing Director



Pharma sector to grow 15 percent in five years

Bangladesh's pharmaceutical sector can grow at 15 percent for the next five years riding on the expanded domestic market as well as new export frontiers, according to a new research. "It would be unsurprising if it takes a similar route to Indian pharmaceutical industry," said LR Global, an asset management firm, in its report on Bangladesh's pharmaceutical sector. In 20 years, the neighboring country's pharmaceutical sector grew 30 times, according to the report. Presently, the pharma industry of Bangladesh meets 98 percent of the local demand and exports to more than 125 countries. Greater affluence among the poorest socio-economic group and a shift in disease profile are expected to drive the growth of healthcare expenditure in Bangladesh, it said. Bangladesh's disease profile is expected to change in two major ways: The rise of non-communicable diseases and a gradual move from acute to chronic diseases. The country's ageing population is increasing. By 2036 about 25 percent of the population will be over 50 years of age. Besides, drug purchasing power is likely to rise with sustained growth in income as Bangladesh advances into the league of middle income countries, according to the analysis. The industry also has growth opportunities in the international domain enough to emerge as the next thrust sector after garment. With backward integration, quality research and skilled human resources, Bangladesh's pharmaceutical industry can emerge as a world leader in producing off-patented generics medicines. Globally, healthcare providers are increasingly endorsing generic drugs and Bangladesh can capitalize on the trend to penetrate the markets in the US, Germany, France, the UK and Japan. Global generics were valued at \$168 billion in 2013, and are expected to reach \$380 billion by 2021. Emerging markets also hold promise for Bangladesh's exports: Their spending for pharmaceutical products stood at \$249 billion in 2015 and is expected to reach \$345-\$375 billion by 2020. While most of the emerging markets in the low and middle income countries are dominated by multinational pharmaceutical companies, Bangladeshi companies have the capacity to penetrate these markets. Since the beginning of the decade, the pharmaceutical industry in Bangladesh has experienced double-digit growth driven by large consumer base, improved health consciousness and a supportive regulatory framework.

Two effective policies have accelerated the growth of the sector. One was the Drug Control Ordinance 1982, which banned foreign companies

from selling imported pharmaceutical products in the country. The other was the relaxation of the World Trade Organization's agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), which permitted Bangladesh to reverse engineer patented generic drugs. The relaxation of TRIPS for least-developed countries has been extended to 2032. In fiscal 2015-16, the annual sales of pharmaceutical products stood at Tk 15,600 crore. This is a huge jump for the sector as the industry size was only Tk 170 crore in 1982. Exports of pharmaceutical products registered 14.6 percent growth in 2011-2016, while the industry is expected to log in receipts of \$90.3 million for fiscal 2016-17. In line with the growth of the market, everybody has invested in quality, lab equipment and human resources to raise the standard to international level, which enabled local firms to enter developed and highly regulated markets.

Bangladesh's pharmaceutical industry is dominated by local players. Square Pharma leads the charge, followed by Incepta, Beximco, Renata, Opsonin and Eskayef, according to the study. Multinational companies such as Radiant, Sanofi and Novo Nordisk enjoy a 10.5 percent market share and are focused on some specialized products. At present, oncology drugs are imported but some of the local players like Renata and Acme have heavily invested in the segment, according to the analysis. Given the fact that local companies can manufacture quality products at affordable price, oncology segment will emerge as an attractive growth segment in future.

Bangladesh, however, relies on imports for raw materials. More than 90 percent of Tk 4,700 crore worth of raw materials are imported every year. As a result, the industry is vulnerable to external shocks, according to the report. To address the issue, the government has started the process of constructing an active pharmaceutical ingredient industrial park in Munshiganj. At least half of the companies that got plots in the API Park are expected to go into operation by 2018. Once the API Park is completed, Bangladeshi companies would be able to source at least half of their raw materials from the complex, reducing reliance on imports, said a senior executive of a pharmaceutical company. The report said the park can open up the international API market to Bangladesh.

Source: The Daily Star, July 6, 2017

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EDITORIAL

Another eventful year has come to an end. 2017 started with our much awaited Sales Conference where we have witnessed the employee engagement between Field Force, Depots, Manufacturing sites and Head Office. At the same time the top management of Renata shared their vision, the challenges and the way it can be minimized. For the first time, HR arranged development program for Sales Managers, which took place nationwide and is still continuing. We took another step towards merging technology with our business through "Momena" and "APPotheary". Besides this, HRIS software "Empress" is now being used in different locations full-fledged and gradually more locations, namely depots, are being brought into coverage. Through various efforts, HR is progressively becoming a strong Strategic Business partner for the organization as a whole rather than only being involved in operational issues. This is because we sincerely believe that it is the individual contribution that collectively helps us to reach our goals throughout the organization. It is worth to mention that the company is doing good, backed up by healthy growth in sales and subsequent profits. To turn this growth into development, each year we are coming up with new initiatives to match the Global HR standard where a big emphasis is given on behavioral issues. We are very excited to begin this new year with a bang and look forward to make it even more successful than previous ones. So Keep shining bright and Enjoy the Journey...

The Long Service Award 2017

The Long Service Award (LSA) is presented to the employees of Renata Limited in recognition of their long period of engagement with the organization. This award is presented to the employees who have completed at least 5 (Five) years of continuous service. This is a matter of pride for those employees who are serving long periods at Renata. The longest period served by this year's LSA awardee was 30 years which was received by Dr. Mujibur Rahman of Animal Health Division. Also an interesting inclusion to this year is our CEO & MD Mr. Kaiser Kabir who received the award for completing 15 years of service with Renata. This year the LSA has been awarded to a total of 462 employees across the organization.

SAD DEMISE

We are deeply sad to share the news that in August 2017, we have lost one of our Renata family Member, Mr. Md. Motiur Rahman of Rajshahi Depot. Let us all pray for the eternal repose of the departed soul and for the bereaved family. May they find the strength to carry on in their time of sorrow.



Life @ RENATA

Celebrating Bijoy Dibosh

Renata Limited celebrated "Bijoy Dibosh" Victory day of Bangladesh with a very festive mood and attire. We celebrated our victory day remembering our freedom fighters and the martyrs who have sacrificed their lives for the independence of Bangladesh 46 years ago. We still remember them with great pride and respect them from our core.



Celebration Ceremony of the MHRA Approval of our two Facilities namely Potent Product Facility (PPF) of Mirpur Site & Rajendrapur General Facility (RGF) of Rajendrapur Site. Renata Limited passed both the audits with flying colors.

Renata Safety Week

Renata Limited celebrated "Safety Week, 2017" from 9th to 13th December 2017 at three different sites with the motto "Work Safe Live Safe". The goal was to develop and strengthen the Health, Safety and Environment (HSE) activities among people at the workplaces through various events like "Rally, Walk the Talk, Find the Hazard, Best Safety Slogan, Best Safety Employee and Prize Giving Ceremony" were held during the campaign.



Renata Safety Week 2017

Employee Orientation Program



The Employee Orientation Program is an integral part of Renata's human resources development strategy. It is a critical tool in making employees feel that they are an essential part of the organization, as well as helping in increasing employee engagement and ownership. As part of that strategy, Renata Human Resources Division welcomed its new joiners who recently joined at different locations with much enthusiasm. We hope this is just a beginning to form a solid foundation for a successful, long-term working relationship between Renata and its future leaders.

44th AGM of Renata Limited



The 44th Annual General Meeting (AGM) of Renata Limited took place on Saturday, the 9th of December, 2017. It was held at Lakeshore Hotel of the city. The Meeting was chaired by the Chairman Dr. Sarwar Ali in the presence of all the Board Members. During the year 2016-17 company's net sales rose by 13%, net profit rose by a respectable 19%. Last year marked the 20th consecutive year we have been no. 1 in the Animal Health Market. We continue to hold on the 4th position in terms of sales in the pharmaceutical industry. We are now by far the largest manufacturer/supplier of oral contraceptives in the country.

Newcomers

New faces have joined Renata in between the second half of 2017. (Jul 2017 - Dec 2017)

| Area of Operation | No's |
|------------------------|------|
| Distribution | 113 |
| Sales Pharma | 100 |
| Manufacturing | 96 |
| Quality Assurance | 40 |
| Animal Health | 35 |
| Operations Service | 29 |
| Engineering | 28 |
| Human Resources | 27 |
| Project Management | 12 |
| Purnava Limited | 06 |
| Research & Development | 04 |
| Marketing Pharma | 03 |
| Information Technology | 01 |

MHRA Certification of Renata



The MHRA (Medicines and Healthcare products Regulatory Agency) is an executive agency of the Department of Health in the United Kingdom, which is responsible for ensuring that medicines and medical devices effortlessly work and is acceptably safe all over the world. Without approval of this international agency, it is not possible to export human medicinal products to the United Kingdom. Among pharmaceuticals companies of Bangladesh, only four companies have the approval of UK MHRA and Potent Product Facility (PPF) & Rajendrapur General Facility (RGF) of Renata Limited are among them. Moreover, this facility has been approved by the MHRA (Veterinary Medicines Directorate, VMD) since 2007. MHRA audited the PPF of Renata Limited on 18th & 19th of July 2017. The facility got approval without any major observation. This enviable achievement was possible because of the commitment and dedication of the young quality assurance team of Renata Limited, which was guided by the senior management of the relevant functions of Potent Product Facility.

If we talk about the magic spell behind this success story, only two words can describe everything, it is our "Dedication" and "Passion" towards work and responsibility of providing safe, efficient and quality medicines to the

customer. We have a brilliant team comprising of R&D (Analytical and Formulation), Quality Assurance, Quality Control, Production, Engineering and Supply Chain all of whom have given their best effort to achieve this success. The Human Resources

Department also provided excellent support during the audit. Our philosophy is "Quality cannot be tested into products; it has to be built in by design". In continuation, our regular practice complies with the guidelines of the international authorities (MHRA Orange Book, ICH, WHO, FDA, PICs etc.) and this has led us to zero observations from the MHRA. We are proud to say that we are the youngest team who has conquered this achievement, which was highly appreciated by our CEO & Managing Director, Mr. Kaiser Kabir.

Currently we are exporting human medicines to more than 10 countries and veterinary medicines to the United Kingdom. This MHRA certification has brought Renata Limited to the doorstep of unlimited opportunities to export quality drug products with higher volume to many countries of the world. This will boost up the international business to a great extent as well as the local market for Renata Limited. In this way, Renata Limited will represent Bangladesh to the world in a new aspect. All we can say is Renata Limited will emerge as a Global Company in near future.

By Quality Assurance Division II, Renata Limited

Quick Look @ Purnava

Purnava celebrated World Egg Day this year by firstly introducing an Egg mascot. Furthermore, Purnava (in association with Big Dutchman and MOBA) hosted an Egg Fest at Gulshan, Dhaka; aimed to have a fun activity-filled day with children to encourage them to eat eggs and be more healthy and active. The day-long event witnessed about a thousand people who arrived with their families to enjoy recreational activities outside their mundane everyday life. The art corner boasted a clay station, clay eggs painting, and sand art therapy. SISIMPUR shows were a big hit with the children, followed by magic shows and cultural performances. Pet corner, Yoga sessions, and book reading sessions were also in the event list to encourage a more mindful lifestyle. There was delicious homemade food, Ice-cream, cotton candy, fun outdoor rides, and a medical health check-up corner (courtesy of Sajida Foundation). It was a delight to see parents and children leaving the event with content faces, and eagerly inquiring about Purnava's upcoming ventures.



On Purnava's growing product line, in the second half of the year, Purnava launched GoodGut; a probiotic brand to see you through your digestive problems and strengthen your immune system. It is the joint effort of both Renata and Purnava teams that GoodGut is performing well in the market. This is an immense boost of reassurance and encouragement to take forward into 2018, given that Purnava has an exciting line-up of unique new products to be launched in the coming year.

EYE ON RENATA NEW PRODUCTS



Fenobate (Fenofibrate USP) is a lipid lowering agent used for treatment of hypertriglyceridemia. This disease is very common in Diabetic patients with hypertension. Use of Fenofibrate helps patients to lower TG level. Since high TG level is associated with Coronary Heart Diseases, Fenobate is helpful for maintenance therapy to avoid cardiovascular risks.

GoodGut

GoodGut is a potent probiotic blend of Bangladesh. It is essential for treatment of Diarrhea & diarrhea related illness, Digestive disorders like: IBS, Peptic ulcer disease, Ulcerative colitis, Intestinal dysbiosis, Helicobacter pylori infections Lactose intolerance, Antibiotic associated illness, vaginal infection etc. This is a WHO recommended Diarrhea treatment, which not only stops diarrhea immediately rather minimizes diarrhea related illness as well.



Tigover (Flunarizine USP) is newly launched by Renata Limited. Tigover is an anti-migraine preparations used for treatment of migraine, Vertigo and motion sickness. This product is available as 5 & 10 mg tablets.

Did You Know??

BROUGHT TO YOU WITH
COMPLIMENTS OF RENATA LIMITED
APPOTHECARY
IS YOUR DIGITAL MEDICAL ASSISTANT

Absolutely free On
Google play App Store
No Registration Required & No Advertisement!



APPOTHECARY

Renata Limited has recently launched a new digital medical assistant - APPOTHECARY!

APPOTHECARY takes care of your schedules for medicines, appointments, tracks important vitals related to health and much more! It is a solution to your medical needs. The App is Available on the Google Play Store and the Apple App Store.



Happy New Year

RENATA HR wishes everyone a very Happy New Year 2018. Hope this will be a successful and prosperous year for all.

UPCOMING EVENTS

- Leadership Training,
- Score: The Change Makers,
- Labor Law training for RSMs & DSMS,
- Training on MS Excel,
- Online Learning,
- 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-

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HR Talk: Where Experts meet HR

This is a unique platform which was designed by Renata Limited Human Resources Division where industry and in-house experts will meet the Renata Human Resources team and will exchange knowledge through interactive sessions. This program is designed with a view to equip the Renata Human Resources team with insights from the current industry practices and business trends happening inside and outside the organization. This is a unique idea through which the HR team not only will expand their professional network but also will develop themselves to be the ideal business partner meeting the organizational needs. The first in-house expert of the HRTalk was: Mr. Md. Sirajul Haque, General Manager, Animal Health Division of Renata Limited; and our first Industry Expert was Dr. Mohammad Thoufiqul Islam, Professor, Department of Management, Faculty of Business Studies, University of Dhaka. The participants of the sessions had interactive communication sessions which were chaired by the above mentioned seasoned professionals. More experts are due to join us in the upcoming HR Talks in coming months.



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 actors and actresses namely **Mr. Ferdous Ahmed, Ms. Bijori Barkatullah, Mr. Shahiduzzaman Selim, Ms. Deepa Khandokar, Ms. Munni Saha, Mr. Shahidul Alam Sachchu, Ms. Tahmeena Sultana Mou, & Mr. Tushar Khan** who conducted interactive sessions. They came to Renata to share their experience 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.

Renata Employee Health Awareness Program

As part of the Employee Health Awareness Program, Renata Limited arranged a session on "Cancer Epidemiology & Prevention" for its employees at the Corporate Headquarters on August 21, 2017. The session was facilitated by Dr. Md. Habibullah Talukder Ruskin, Associate Professor & Head, Department of Cancer Epidemiology, National Institute of Cancer Research and Hospital. Employees from different divisions participated in the session. Dr. Ruskin elaborated on different aspects of cancer including symptoms, prevention and screening in a very easy and friendly language which made the session very interesting, informative and easy for the audience to understand.

On October 31, 2017 Renata Limited arranged another seminar on "Mental Health in Workplace" at the Corporate Headquarters. The session was facilitated by Ms. Monira Rahman, Founder and Executive Director, Innovation for Wellbeing Foundation and Country Lead, MHFA Bangladesh. This year on October 10, 2017 the world celebrated 25 years of World Mental Health Day. This year's theme was "Mental Health in Workplace". Keeping this theme in mind, Renata HRD conducted the session to bring awareness on this unspoken subject. As a result of this session employees could learn the different aspects of mental health, its relevance at the workplace and what to do during difficult situations. We believe through this effort our employees will be able to incorporate caution in every aspects of their way of living.



Off Topic:

Employer: How long did you work during your last job?

Candidate: 30 years

Employer: What's your age?

Candidate: 20 years

Employer: You are 20 and have 30 years' experience. How is that possible?

Candidate: Overtime!! ☺☺☺

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