

PASSION





EXCELLENCE





PARTNERSHIP


INSIDE THIS ISSUE

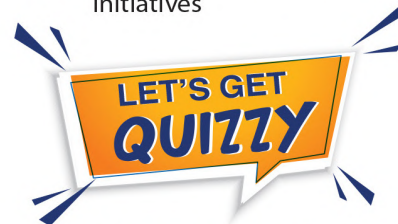
 The pandemic prevails yet the operating companies grow with differentiation | Building connections and strengthening partnerships

 Introduction of new sector and welcoming new brands to the group | Adding locations, advancement in operations and upscaling existing sites

 Contributions to enrich the society | Adding on to CSR initiatives

 REFLECTIONS: Execution of strategies, bringing ideas to life, developments, the successes | Raising the bar

 Investing more in continuous skill development | Exploring different avenues | Expansion of sales academy



FIND THE IBL TRIVIA
and More...



IN LOVING MEMORY OF



MR. RASHID ABDULLA (Late)

FOUNDING CHAIRMAN, IBL Group
(1944-2020)

As you read, please say a prayer for Mr. Rashid Abdulla

May Allah bless him in eternal peace and grant him highest place in Jannah

Rashid Abdulla, the late and greatly lamented Pakistani entrepreneur par excellence. No amount of praise and tribute will be adequate to capture the immeasurable contributions he made to the business and community at large, yet we will try to mention a few words in his remembrance.

He was wise, quick witted and fearless in the expression of his opinions, and since an early age, was considered a formidable rising star who would one day take the family business to the next level and beyond. With the approach to not only progress but to always bring in advancement, he dreamt big, believed in overcoming self-limiting beliefs and was truly impactful in business and in life.

He excelled in modern management practices of the trade and kept pace with the speed of change. In business, we can say that Rashid Abdulla saw the writing on the wall long before the others, and his sheer breadth of vision blessed him with an intuitive mind which guided his decision making. His natural flair along with being a great risk-taker had him playing on the cutting edge, and generally creating tremendous value additions to the family enterprise. Yet there was not a moment where he rested upon his laurels, instead his mind worked feverishly upon the next milestone.

Being a man of honor and having a strong value system, he was modest and humble at heart, a true-giver in every aspect of his life. He had continuously made a difference in innumerable lives, strongly believing in giving back to society while maintaining a low profile. He was a die-hard patriot without any shadow of doubt for Pakistan's potential. And he had similar views for his employees, where he cared for each one; they were given opportunities to nurture themselves according to their capacity hence, developed job-fit people. He was approachable, facilitative and treated each one with respect.

IBL culture flourished with these values and instilled it in the system to follow. We surely hope to live by them and take his legacy forward.

Dear Colleagues,

Please accept my warm wishes, regards and most importantly, my appreciation for your dedication and hard work. The last year has been hard on all of us due to the pandemic. Societal changes in the shape of lockdowns, taking so many precautions everywhere and bans on social gatherings have affected us all. Some have even lost their close loved ones. I am, however, extremely pleased to state that it is because of your perseverance and determination that we have managed to not lose our way in this storm.



I am proud to say that we have endured and progressed at an amazing pace even though these challenges made our lives different, difficult and more dangerous in many ways. We have braved the storm, sailed on and adjusted to the new norms of living. The situation still prevails, and each day comes with new challenges, but we have to be hopeful and soon, it will be behind us. Every Operating Company and every division devised new methods of meeting their targets and brought in improvisations to cater to their business needs. Moreover, our internal operations have been handled so effectively that we have navigated through these turbulent times magnificently. We may be on the right track but we still have a long way to go. Our way forward is clear; better management of crises and a greater emphasis on innovation needs to be made. Let us build more positive associations and uphold our company values of Passion, Integrity, Partnership, and Excellence. Our collective experience and extraordinary capabilities will ensure our success in the coming future.

Once again, I reiterate, that I am really gratified to be working with all of you. Let us keep up our devotion and one day, Inshallah, the pandemic will be behind us and we can enjoy a better, epidemic-free future and overcome any other obstacles that come our way.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Syed Nadeem Ahmed', written in a cursive style.

Syed Nadeem Ahmed

RELEASE OF FIRST ANNUAL NEWSLETTER 2019-20 FOR IBL GROUP EMPLOYEES

There is so much that happens in an organization which employees are unaware of or is not talked about. Internal Newsletter creates that ping at workplace and, gives a platform to communicate and highlight the productive activities. With this concept, first Annual Newsletter "IBL Voice" with the theme to embrace the diversity at IBL, was launched in October 2020 for IBL Group Employees. This was a tool for communication and engagement with the purpose to promote positivity.

WELCOME TO ISSUE # 2

COVID-19 PRECAUTIONS CONTINUED

Covid-19 is not just prevalent but also growing with the emergence of its different variants, including Delta, being twice as transmissible as earlier coronavirus variants. The vaccine is now the ray of hope, but nevertheless is not a complete prevention measure with the fourth wave in place, hence all the precautionary measures are still mandatory. Reminders at regular intervals to employees are circulated to reiterate the message to take all Covid-19 precautions in and out of the workplace. It is everyone's responsibility to keep themselves and people around them safe. We have also encouraged our employees to get vaccinated against the virus at the earliest. A proper check and balance process should be enforced in the companies to ensure the same.



COVID-19 VACCINATION DRIVE

Along with encouraging employees to get vaccinated for COVID-19, a vaccination drive for the same was also initiated by HR & A in collaboration with the Medical Affairs Department as per Government directives. Training of personnel included employees from HR & A and Medical department, for the complete vaccination process including inoculation, was done by Sindh Government at Qatar Hospital. SITE Association facilitated in administration of the drive at Searle and OBS SITE Plants. Designated District Health Officer (DHO) from SITE Association visited the Plant facility and approved the arrangement done by TSCL and vaccination process was initiated. Around 538 employees were vaccinated, where each cycle of drive lasted for around 3 days.



SALES ACADEMY

Sales Academy widens its scope, incorporates sales field force of other Operating Companies and delivery of training through Internal Trainers

The growing Company size, swelling market competitiveness and increasing Sales representatives of each Operating Company i.e. The Searle Company Limited (including OBS Pakistan), IBL Healthcare and IBL Operations compelled the need for continuous development process in identified areas.

Previously Searle Excellence Academy played a great part in development of Field force employees with external trainers. The training programs created an impact, hence on similar grounds, the Sales Academy has been extended in length and breadth. More formalized continuous programs with other operating companies following similar pattern, was designed in 2020 based on organizational needs, by HR in facilitation with Business Divisions (Pharma Marketing, Nutrition & Distribution). For its execution, potential enthusiastic field-based employees were interviewed and finally a pool of Sales Internal Trainers was on-board. From field, 5 individuals were identified from Searle, 3 from IBL Healthcare and 3 from IBL Operations to cater to different regions. Further as support, from Searle 3 were selected from Business and Product Management and 1 from IBLHC were also trained to share their expertise in field.

The next step was to brief them about the long-term plan, the identified areas reflecting training needs and polishing their skills to become zealous trainers. Rigorous Train the Trainer (TTT) programs were arranged, focusing on what and how to present to their larger audience and classroom management. In the first phase, highlighted areas for skills enhancement were communicated along with attire & excelling in selling for sales representative; and coaching & competency based interviewing is to be cascaded in first line managers. Further plans are also in development for sales managers to improve their effectiveness. The academy in the long run will not only focus on in-house and on-the-job trainings but will also extend its wings to assist in recruitment, performance evaluations and career progression pathways.

Update till June 2021: Training population of 662 with accumulated 5348 hours for Searle, IBL Healthcare and IBL Operations have been recorded. The sessions are still in progress with a formalized plan and schedule rolled out for each region.



CLAIM

Come Learn Apply Implement and Manage Your Career

The Learning & Development wing was on a roll despite the epidemic as we believe it is a continuous process and learning should not stop. Under our internal training programs 'CLAIM', this year we conducted over 32 sessions under the banner with a training population of around 500. When Covid-19 restrictions softened, external trainer was invited and a few were also enrolled for public programs at OpCo level. Keeping identified training needs in view, we planned and conducted required programs with assistance of our enthusiastic internal trainers who are selected and are ready to share on a voluntary basis. Our classroom sessions covered key areas from soft skills to technical skills, crafting a culture that values self-improvement and allows personal and professional growth.

We appreciate the interest of all employees who have participated in these sessions and are grateful to our internal trainers who share their knowledge, expertise and contribute towards the development of other employees.



DESIGN THINKING SESSION FOR SENIOR LEADERSHIP

A specially designed program for IBL Senior Leadership was conducted in the IBL Auditorium on June 18, 2021 by Mr. Munis Abdullah. The session was delivered with the idea to cater to the need of innovation in progressive organizations. It has a human-centric approach with a collaborative process which combines creative and critical thinking that allows information and ideas to be organized, decisions to be made, situations to be improved, and knowledge to be gained.



SELF-DEVELOPMENT AVENUES

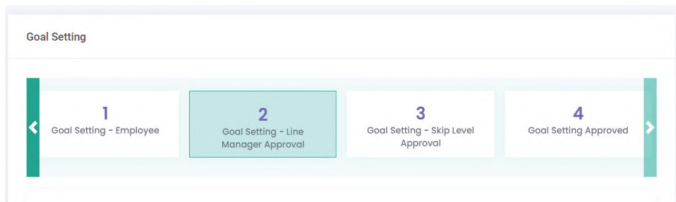
After the successful initiation last year, we continued with the 'Focus On Your Self-Development' options, providing online learning opportunities for employees. Besides this offering, Group Learning Team also circulated video links from renowned platforms each week in Ramzan as a substitute to classroom trainings. With appreciation from internal customers, post Ramzan we continued the sharing of monthly videos via email as 'Bite-Sized Learning Session' for maintaining employees's learning curve.

We are glad the employees received our initiatives well and hope that employees make the best use of available learning resources. The feedback is always welcomed.



LAUNCH OF DECIBEL: NEW PERFORMANCE MANAGEMENT SYSTEM

The IBL Group is continuously transforming itself to adjust to the ever-changing environment and being better than before. In the same line, a better Performance Management System “Decibel” went live at the start of 2021, providing around 1500 employees with a user-friendly cloud-based environment for managing performance. Initially, all employees were provided training which contain an overall introduction of the user interface, a step-by-step guide from feeding the goals to completion of appraisal process. HR and IT teams together played a significant part in the successful implementation of this system with troubleshooting and complete facilitation within the timeline. With immense support from every stakeholder, we pulled through this challenge.



EMPLOYEE APPRECIATION DAY—YOU HELP US RAISE THE BAR!

The IBL Group makes sure that it recognizes and appreciates each of its employees for their contribution to the company. Following in the footsteps of the previous year, Group HR maintained its legacy and celebrated Employee Appreciation Day on March 05, 2020. Employees were surprised to find tokens of appreciation when they arrived at their workstations in the morning at Head Office, also distributed in the factories and couriered to sales field force and branch operations throughout Pakistan.

Activity at Head Office: Recognizing those around us creates a positive environment. Your small gesture of appreciation can ripple through and turn someone’s day around. This year Group HR also conducted an activity in the Head Office called ‘Recognition in the Workplace’ which involved employees appreciating their colleagues through casting votes. On March 1, all employees were provided with a slip in which they voted for their “go-to person” in their department and across departments or operating companies. Votes were collected in a ballot box within a timeframe. Results were then announced on Employee Appreciation Day. There were a total of 40 winners from all operating companies; overall highest votes were received by Mr. Qamar Mashkoor. Winners received a certificate from CHRO along with appreciation. We appreciate each one displaying their participation for this activity.



ARTICLE BY EMPLOYEE



Empathy is the ability to understand the needs of others and being aware of their thoughts and feelings. This does not mean being interested in all the matters of someone’s private life but to be there in times of crises.

Talking about empathy at workplace, it is necessary to understand that this single trait can help transform workplaces into better places to work and make everyone feel at home. Popular companies like Google, GSK, and Microsoft claim that they check Emotional intelligence (EQ) of people before hiring them and that too incorporates empathy. Imagine you telling your manager that you cannot make it to work because you have sustained an injury and he simply gives you a flat OK as a response from him but no concern for your state or well-being. It doesn’t feel right, I know. This is where empathy comes in, we all need to understand the feelings of each other as we spend more than eight hours of our day here in the office. We can try and be more receptive of how our colleagues are feeling and how we can facilitate them. A culture which is inclusive and empathetic can build many effective leaders!



So, the question is, how can we develop empathy?

1. Listen to your peers, look at their expression and trust on what they communicate.
2. Try considering their perspective and try to perceive how they feel.
3. Help them or try talking to them. Sometimes a genuine conversation is all it takes.
4. Be there. Be available when they need to talk.
Workplaces where people care about each other prosper because the people support, stand by and take initiatives together!

I dedicate this article to a very Empathetic Leader I once worked with!

Contributed by ZARISH FATIMA
Product Manager at Searle
Pharma Marketing Division (Tulip)

UB – PROJECT PHOENIX (SAP) GO LIVE! (JUNE-2021)

In line with the strategy of one ERP in IBL Group Companies (One SAP), implemented SAP in United Brands Limited and IBL Logistics (Private) Limited. This was a very challenging project in itself, where customizations in SAP were made to cater to the business requirements and provide ease especially to branch team members. Tightly integrated with Order Booking application “Salesflo”, this implementation in Distribution Business is a first SAP in-house implementation in Pakistan. Project went Live! from 1st July 2021 where modules covered are Financials, Controlling, Human Capital Management, Materials Management, Sales & Distribution. Business and Group IT team worked tirelessly days & nights with passion, dedication and energy to make the project successful. This implementation will provide ease of consolidating financials of all Group Companies as well. Management will be in a better position to make timely & calculated decisions.



MIGRATION

In our journey for establishing a trusted and agile ‘Zero IT Infrastructure’, IBL Group have partnered with AWS and successfully migrated all our critical workload on cloud, for the global experts to manage. This will allow us to focus our energies more on business-driven tech initiatives, where lies the real value for the IBL Group.



Q4D – EXECUTIVE DASHBOARDS (JUNE-2021)

Q4D stands for “Quest for Data”. It was a highly critical business need that has been addressed by the completion of dashboards delivery and the project named. Q4D is making the sense of massive amount of data to take SMART and fact-based decisions. This initiative is a stepping stone towards Digital world. Q4D covers total 10-Dashboards of all OpCos. Essence of the Q4D is that it reflects information from different systems like SAP, iKON, Flat Files, Oracle EBS etc. on single dashboard.

This information allows managers to get a big picture view of the organization against critical metrics, identify opportunities for expansion, and see where improvements are needed. Q4D consolidates and arranges numbers, Key Performance Indicators (KPIs), and performance scorecards on a single screen, tailored for C-level executives.

PROJECT JAGUAR - GO LIVE! (JUNE-2021)

SAP Business Planning & Consolidation (BPC) implementation at The Searle Company Limited was one of the major and challenging projects where ease is provided to business teams in preparing the budget. Vendors from Saudi Arabia and Singapore were involved online with Group IT and business team in getting this project implemented within a timelines of only 3 months. Moving out from the traditional way of Budgeting on Ms Excel to BPC which provided ease to Business teams Final data is now reflected automatically for review and approvals. Modules covered in BPC are Opex Planning, Capex Planning, Human Capital Planning, Materials Planning, Demand Revenue Planning, Production Planning. Data from all these modules are moved systematically to create Budgeted Financials of the Company. Variance Analysis of Actual and Budget can now be done on more accurate and operational level.

SEARLE - MOBILE CALL REPORTING

iKON is a sales force automation tool for Searle. Searle field force is planning their field visits and carrying out market execution through a mobile application which embarks to identify potential opportunities and address the need immediately.

SEARIMS SEARLE REGULATORY INFORMATION AND MANAGEMENT SYSTEM

Project SEARIMS is a complete solution which automated the current practices of the dossier application, maintaining related queries, artworks and tracking registration of each dossier. SEARIMS aimed to primarily facilitate the management of documents for Business Development and Regulatory Affairs Department of Searle, pertaining to Product licensing and registration. “Dossier” of the pharmaceutical product is a document that contains all the technical data (administrative, quality, non-clinical and clinical) of a pharmaceutical product to be approved / registered / art-work which is to be marketed in a country.

SONIC

SONIC is IBL Logistics solution which helps us ease the process of bulk dispatching through online platforms. SONIC enabled IBL Logistics to schedule deliveries online with the click of few buttons along with tracking options.

EMPLOYEES EXPENSE CLAIM SYSTEM

An initiative to automate employee expenses claim along with complete tracking and visibility and to promote paperless environment. EES would evolve as Employee Self Service platform in the near future. Initially, EES was launched for IBL Holding and ultimately, would be expanded to all OpCos.

IBL-RAABTA CHATBOT FOR IT SERVICE DESK

Launched in May 2021: **IBL-Raabta** a WhatsApp driven menu based chatbot for employees communication (text, voice, video, images). This is currently working as IT helpdesk to log/resolve any/all IT incidents and for Speak up. However, the scope is much wider, hence more features will be added.

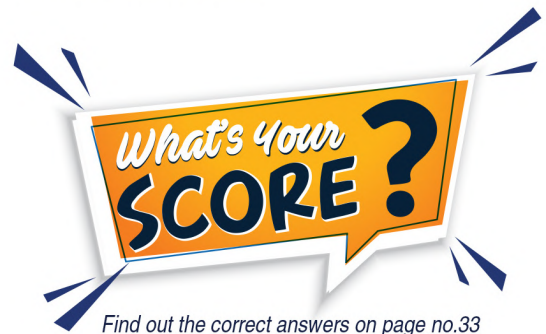
Besides using IT Service Desk website, you may get registered on IBL-Raabta on **+92 3 421 421 425** for related assistance/service

IBL TRIVIA

There are 25 questions, where each question carries one point
You will be able to score one point for each correct answer.

Want to make it more FUN?
Play rapid fire round with any one of your peers

1. What is the common term used for IBL Group companies? _____
2. What is the acronym given to our values? _____
3. The newly opened Super Store in IBL Group is called: _____
4. Nextar plant - highly specialized facility for biotechnology products is located in which area of Karachi? _____
5. Newly launched IBLHC e-commerce platform for healthcare products is called: _____
6. Which department is responsible for monitoring budgeted expenses of the organization? _____
7. What is our whistleblowing number? _____
8. Which business sector did IBL start with?
a. Manufacturing b. Distribution c. Sales d. Logistics
9. Which of the industry/sector (from below) has IBL Group not yet explored for business?
a. Retail b. Oil & Gas c. Textile d. Distribution
10. How many distribution branches of IBL are operational across Pakistan today?
a. 100 b. 104 c. 209 d. 96
11. Which Asian country is Searle currently not yet exporting pharmaceutical products to?
a. Cambodia b. Sri Lanka c. Malaysia d. Vietnam
12. Which of these products is not an IBL Group company brand?
a. Nurtumil b. Canderel c. Calibur d. Flagyl
13. Which of these products will you be able to buy from Habitt?
a. Large stapler b. Candle holder c. Fresh flowers d. Stetoscope
14. Currently Searle Vitamine water is available in which 3 flavors? choose one set
a. Peach – Pomegranate – Passion fruit b. Lemon – Orange – Lychee c. Strawberry – Orange – Lemon d. Orange – Lemon - Berries
15. Future Technologies business deals with:
a. Artificial intelligence machines b. High-end information transfer solutions c. LED lighting solutions & retail d. IT infrastructure & transformation
16. IBL employees' IDs are generated through which globally recognized platform/software?
a. SAP b. Oracle c. FIS Global d. Microsoft Dynamics
17. Which bed will you not find in the furniture section at Habitt?
a. Novak b. James c. Antonio d. Parker
18. IBL Unisys has offices in which of these 3 cities:
a. Karachi-Lahore-Islamabad b. Karachi-Lahore-Faisalabad c. Karachi-Multan-Islamabad d. Lahore-Multan-Faisalabad
19. Which of these IBL Group Companies will not have a Production Department?
a. IBL Healthcare b. Habitt c. Nextar d. Searle
20. United Brand Limited (UB) Company Logo has which 2 dominant colors?
a. Green & Blue b. Blue & Grey c. Orange & Grey d. Orange & Blue
21. Which sector/industry does IBL Unisys belong to?
a. Information Technology b. Banking c. Textile d. Hospitality
22. In which year did IBL buy the local operations of G.D. Searle?
a. 1965 b. 2001 c. 1997 d. 1993
23. Which one of these come in Searle Pharmaceutical's top 10 revenue generating products?
a. Gravinate b. Ostegeem c. Extor d. Tefno
24. Ophthalmology and Eye care products are marketed by which Operating Company?
a. The Searle Company Limited b. IBL Operations Pvt. Limited c. United Brands Limited d. IBL Healthcare Limited
25. MSD & Vifor products are manufactured at which Company's manufacturing site?
a. Searle F-319 SITE Plant b. Nextar Plant c. Consumer Plant d. OBS SITE Plant



Find out the correct answers on page no.33

SEARLE IS THE ONLY PHARMACEUTICAL COMPANY LISTED IN THE FORBES 2020 "ASIA'S BEST UNDER A BILLION" LIST

Searle holds immense pleasure and pride in recognizing the Pakistani Pharmaceutical Industry on a global scale. Searle is the only Pakistani Pharmaceutical company in the "Forbes Asia 200 Under a Billion 2020" List. Government of Pakistan has also appreciated the efforts made by Searle and congratulated it on such a stellar performance.



SEARLE holds privilege of being the only Pakistani Pharmaceutical company to be listed on **Forbes Asia BEST UNDER A BILLION 2020**

Mr. Abdul Razak Dawood (Advisor to Prime Minister of Pakistan for Commerce & Investment) also congratulated **The Searle Company** on this big achievement in his tweet dated December 2, 2020.

Keeping Pakistan Healthy



ASIAMONEY

The Searle Company Limited
2021 Most Outstanding Company in Pakistan Healthcare Sector

In keeping with our tradition of providing you with the best healthcare, we are proud to accept Asiamoney's award for the "Most Outstanding Company in Pakistan Healthcare Sector" for the second time. Our dedication and commitment to Pakistan remains unparalleled and we promise to keep providing our citizens with the best medical services and medicines.

SEARLE

RING THE BELL - PSX GONG CEREMONY TO CONGRATULATE SEARLE - THE ONLY PHARMACEUTICAL COMPANY INCLUDED IN THE FORBES 'ASIA'S BEST UNDER A BILLION' LIST

Karachi, December 21, 2020 – Pakistan Stock Exchange holds a Gong Ceremony to recognize the tremendous achievement of the only listed pharmaceutical company that appeared in the Forbes 'Asia's Best Under a Billion' list. Syed Nadeem Ahmed CEO – The Searle Company Limited graced the stage and shared his thoughts and plans for the way forward. PSX distributed a memento to Searle to boost morale even more.



Progress lies not in enhancing what is, but in advancing toward what will be.

Khaili Gibran

IT IS A MOMENT OF CELEBRATION TO BE RECOGNIZED BY **PAKISTAN PHARMACEUTICAL MANUFACTURER ASSOCIATION WITH AN EXPORT AWARD PESA 2021**



PPMA Pakistan Pharmaceutical Manufacturer Association
PESA 1st Pharma Export Summit & Awards 2021
September 29, 2021, Islamabad

WINNER
The Searle Company Limited

SEARLE HIGH FLYERS CONFERENCE 2019-20

The tradition of celebrating the achievements of high flyers continues. The management and sales team gathered together to honor the high flyers and their achievements in the year 2020-21.

The High Flyers conference events were held in Karachi, Hyderabad, Multan, Lahore and Islamabad. They were attended by over 2000 members of the field force. The group MD along with the management of Searle and IBL attended the events.

This year the highlight of the conference was motorbikes given to each high flyer.



CARDIOVASCULAR RISK REDUCTION IN DIABETES

Titans Team organized a symposia on “Cardiovascular Risk Reduction in Diabetes” in Karachi.

Speaker was Dr. Fawad Farooq, leading cardiologist of Pakistan with expert panel comprising of Prof. Zaman Sheikh (Endocrinology), Prof. Muhammad Ishaq (Cardiology) and Prof. Qaiser Jamal (Internal Medicine).

Over 100 GPs were present. The audience and GPs were apprised about the topic in detail and afterwards, a Q&A session followed.



HEAL- PUBLIC AWARENESS PLATFORM

Citing the lack of awareness in the general public about the most common conditions prevalent in Pakistan, Titans launched an initiative by the name of HEAL on facebook. The idea is to provide patient-centric awareness content to the general population on a wide variety of topics, such as, hypertension, diabetes, depression, anxiety, dehydration etc. via this platform.

<https://www.facebook.com/healstudios/>

ECOTEC READY TO USE CAMPAIGN

- Rolled out throughout Pakistan highlighting the ease of use of Ecotec sachet
- Its milky taste makes it palatable for infants & adults
- Symposiums, ward presentations & a one-on-one presentation were conducted to highlight & establish that it is a ready to use application
- In-chamber demonstration with healthcare professionals was done during the campaign



VENTEK’S “PLANT FOR PAKISTAN”

- Ventek’s campaign of “Plant for Pakistan” was celebrated throughout the country
- Doctors were engaged in all big hospitals for the plantation drive



SEARLE'S COLLABORATIVE VENTURE

- Under the umbrella of PEDITRAL's initiative of "Rehydration for Everyone"(RFE) ,we have signed a memorandum of understanding (MoU) with DoctHERs which will ensure access of quality medicine & healthcare facilities for the unserved rural population in Pakistan
- The collaboration will not only provide us access to underserved market and stay-at-home female doctors but will also contribute to uplifting the health status of the population living in the remotest of villages



PEDITRAL BRAND OF THE YEAR

Peditral was awarded Pakistan's most preferred brand in the category of "Prepared Oral Rehydration Fluid"



VIRDI LAUNCH

- Searle is enhancing the quality of lives of millions throughout Pakistan and around the world through medicinal efforts
- We have extended our product range & have launched Virdi (azithromycin) at an affordable rate
- Zonal launches were conducted along with the field force



OSTEGEM SYRUP LAUNCHED

A unique calcium supplement Ostegem Syrup was launched nationwide in the month of February by the Empire group. The successful events took place in the 3 big cities of Karachi, Multan and Lahore



STEP TRIAL

NAPA- It is an academic engagement platform for highlighting the benefits of Tramal Plus over conventional NSAIDs. We have been engaging our customers physically as well as virtually to convince them to prescribe to the safest option i.e Tramal Plus in treating moderate to severe pain.

STEP Trial

Results:

- Total number of 310 subjects were enrolled, Tramal Plus® tablets for the duration of 2 weeks (14 days)
- None reported respiratory depression
- 7 subjects (2.3%) reported mild drowsiness
- Only 5 (1.7%) subjects reported moderate drowsiness.

Conclusion:

- Reduced incidence of A/E (as compared to Tramadol alone), improved tolerability with no serious adverse events.

Tramal Plus

VITA-TALK AND NAPA

Academia programs Vita-Talk and NAPA were hosted by ROSE Business Division at the beautiful valley of Gilgit in the month of June. Through this program, renowned Orthopedics and Gynecologists were engaged.



IRON DEFICIENCY: PAKISTANI PERSPECTIVE

Exceeders team organized multi-city symposia on iron deficiency and iron deficiency anemia.

Iron deficiency anemia (IDA) is widespread in Pakistan, specifically in women. These events helped prescribers to gain latest knowledge about the disease and treatment options for IDA.

Program was presided over by leading gynecologists and attended by over 500 physicians, GPs and gynecologists.



SEARLE ORTHOPEDIC FORUM (SOF)

- Vibrant team created a Searle Orthopedic Forum for the education of doctors who were dealing with orthopedic pain management. They developed a comprehensive campaign on Rotec regarding Acute Kidney Injury as a global healthcare crisis and its relationship with NSAIDs having prolonged half-life
- SOF imparted education through a series of well-planned ward presentation, RTDs and CMEs



NUBEROL-LITERACY WEEK CELEBRATION

- Spread awareness regarding the irrational use of NSAIDs at different institutes and GPs clinics
- Gave the patients awareness about how to prevent muscle spasm and what precautionary measure should be taken to get relief from muscle stiffness



SEARLE GASTRO FORUM

Discussions held on advancements in the treatment of Acid Peptic Disease.



2021 SPL CRICKET CHAMPS - QALANDARS



A PLEASURABLE FAREWELL TO OUR SENIORS OF F-319

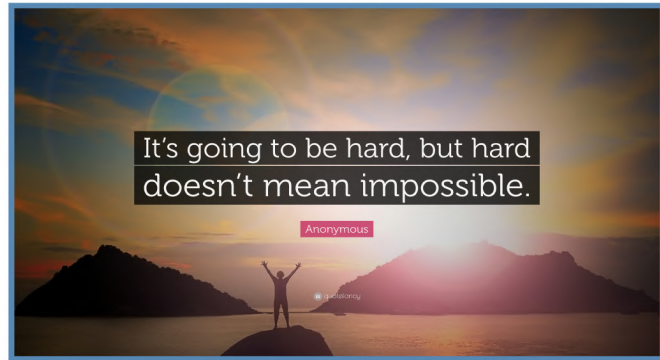
We regard their contribution and entrepreneurial role for the success of the organization!!



TOGETHER WE CELEBRATE 2021 INDEPENDENCE DAY



TOGETHER WE CHERISH OUR SUCCESS 2021 YEARLY CLOSING - MORE POWER TO US



INDEPENDENCE DAY CELEBRATIONS AT OBS

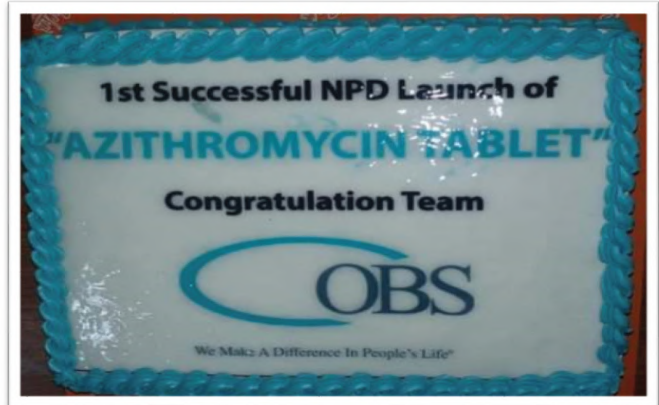
We, at OBS Pakistan celebrate being one nation, on the Independence day, every year, that makes us passionate three hundred and sixty five days a year. The event itself was a signature example of what teams can create when they collaborate like one nation.

PAKISTAN ZINDABAD!



NEW PRODUCT LAUNCH

At OBS, each day, our TEAM comes to work with the enthusiasm to make a positive contribution in their own other people's lives not only by means of work but also through development, promoting a sense of purpose and spreading happiness



REVAMPED OBS SITE PLANT BUILDING - NOW SEARLE PAKISTAN LTD.



ANNUAL SALES CONFERENCE AFGHANISTAN

The year 2020-21 is marked as another big year for Global Business Division in which TSCL became the second largest pharmaceutical company in Afghanistan. This achievement was solemnized with an Annual Sales Conference in June 2021 arranged in Tashkent, Uzbekistan. The theme of the conference was Excelerate Towards No 1. In this formal event, head office management, high achievers from field force and business partners from Afghanistan joined for grand celebration.



High achievers were rewarded with star awards, deserving team members promoted and contribution of business partners was recognized in a four days conference. The event was exciting and memorable. The team committed to become No.1 Pharmaceutical Company in Afghanistan by 2025.



Continuous Medical Education program with Key Opinion Leaders (KOL) from Afghanistan was held in Tashkent, Uzbekistan in Jun 2021. The topic of the session was "Taking a deeper look into Infectious Diseases and Digestive Disorders". All the KOL appreciated the efforts of TSCL for organizing such an event internationally amid pandemic.



AFGHAN PRIDE

The COVID-19 pandemic is the greatest challenge for medical fraternity across the world as well as in Afghanistan. Medical community is the frontline warrior against Covid-19 pandemic. TSCL Afghanistan recognizes the services of medical fraternity with an activity named as AFGHAN PRIDE which was highly appreciated.



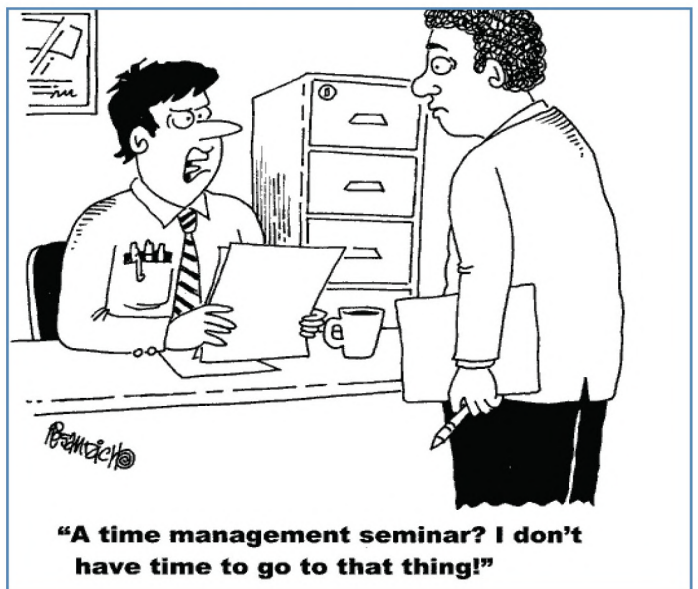
NEW PRODUCT LAUNCHED

SEAPRIDE (ITOPRIDE) & LUXAVE (LACTULOSE) are among the successfully launched new products across Afghanistan. Both the products are a good addition to Gastro Portfolio and Team received an overwhelming response from leading doctors throughout the country.

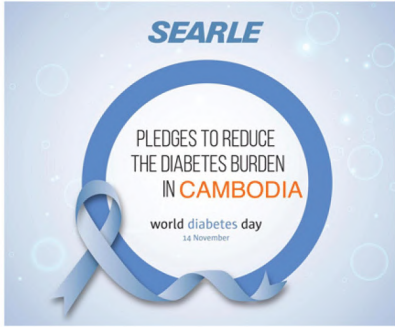


WOMEN'S DAY CELEBRATION

8th March, is designated worldwide as Women's Day. TSCL celebrated this day in key healthcare institutions in Afghanistan where seminars were arranged. Leading gynecologists were also individually engaged.



CELERATING WORLD DIABETES DAY IN CAMBODIA



PARTICIPATED IN CAMBODIA CARDIOMETABOLIC CONFERENCE



TEAM TRAINING SESSIONS DURING COVID



PARTICIPATED IN CAMBODIA ANESTHESIA CONFERENCE



CUSTOMER ENGAGEMENT ACTIVITIES



WEBINAR WITH LEADING KOLS FOCUSED ON RANCARD, XAROBAN & BYSCARD

វេជ្ជបណ្ឌិត **SEARLE**

Speaker
LIV Chinh, M.D
Secretary General of Cambodian Heart Association (CHA) Cardiologist, department of cardiology, Calmette Hospital Lecturer at the University of Health Sciences
TOPIC Update of management Stable angina

Chairman
Prof. SOK Chour, M.D
FACC, FAPCC, FAPSC, FACC, FSCAI, FESC President of Cambodian Heart Association (CHA), Head of Cardiology Unit at Calmette Hospital, Professor of cardiology at the University of Health Sciences

SUM Satha, MD, FACE
Chief of International Medicine Unit, Calmette Hospital Lecturer at the University of Health Sciences
TOPIC What is the role of established therapies in modern management of diabetes?

For Webinar **zoom** **DATE** July 17th 2021, Sat **TIME** 02:00pm - 04:00pm

Xaroban **RancardXR** **Byscard** **EMSYN** **Jentimet**

WEBINAR WITH LEADING KOLS FOCUSED ON EMSYN, JENTINMET & ZENBAR

SEARLE

Speaker
Assist. Prof. TOUCH KHUN, MD
Chief of Cambodia-Korea Diabetes Center, Deputy Director of Cambodia-China Friendship Preah Kosamak Hospital Vice President of Cambodia Diabetes Association

Chairman
Prof. SENG SEREY, MD
Vice President of Cambodia Diabetes Association International University Health Science University Phnom Penh, Cambodia

Speaker
CHEA VIDEM, MD
Endocrinologist at Cambodia-Korea Diabetes center, Preah Kosamak Hospital

Topic
The Role of DPP-4 Inhibitors in the Treatment of Type 2 Diabetes Mellitus

Topic
Diagnosis and management of diabetic neuropathy

For more Information

zoom **Zenbar** **Jentimet** **Jentin**

Date: 14th August 2021, Saturday
Time: 2:00 PM – 4:00 PM

TEAM TRAINING SESSIONS DURING COVID KENYA



MYANMAR TEAM MEMBERS PRESENTED NEW YEAR GIFTS



SEARLE Myanmar Team members presented New Year Gifts to the KOLs and Business partners in Myanmar during the month of December-2020. Acknowledging their long standing and continual trust and confidence in Searle Products being promoted throughout Myanmar.



SRI LANKA



Sri Lanka is located in the South-Eastern part of India and is a naturally beautiful country inhabited by many wildlife species. It is one of the SAARC countries where the pharmaceutical market is dominated by South Asian companies.

Its pharmaceutical market size is around USD 625 million in 2021. Currently, there are more than 470 registered pharmaceutical companies and 7-10 local manufacturing companies which operate in Sri Lanka.

Searle with its 39 SKUs, is growing 34% faster than the market growth rate of 11% organically and has improved its ranking from 94th to 26th in the last 6 years, making it the 2nd largest among Pakistani companies on IMS MAT Q2, 2021 in Sri Lankan Rupee. Among brands, NSIT (Sitagliptin) rose from 14th position to 5th position and VAPTOR has risen from its 10th position to 6th position in an intense competition from India, Bangladesh, and Pakistan itself in just a span of 3 years whereas other brands are among the top 10 tiers in their respective categories.

SRI LANKA TEAM – OUTBOUND TEAM BUILDING ACTIVITY



SRI LANKA TEAM – DISTRIBUTION OF COVID PROTECTIVE ESSENTIALS



SRI LANKA TEAM – MEETING ON INTRODUCTION OF SEARLE IN EASTERN PART OF THE ISLAND



MAURITIUS

Searle has its presence in government and market-based tenders and generates reasonable revenue with plans to have our own marketing operation soon.



MALDIVES

After regulatory changes in Maldives since 2017, this territory has become the challenge for Pakistani Companies and no registration product was evident since then. In the recent past, with the help of a new distributor, we successfully entered this market with new products and now it has become a commercial operation for us.



FRENCH WEST AFRICA

This region comprises of 12 countries, having French Colonies namely; Senegal, Ivory Coast, Cameroon, Mali, Burkina Faso etc. This region has the market worth of €1 Billion and there are very few companies from Pakistan with a success to launch products. However, it is still a big opportunity for Searle to explore and in the recent past, Searle successfully passed the inspections of Ivory Coast and Senegal and attained GMP for its three manufacturing facilities. We are now able to foresee a kick-start in Senegal, Ivory Coast and Cameroon this year after a handful amount of product registrations.



VIETNAM TEAM TRAINING SESSION



ACTIVITY ON WORLD HEART DAY WITH THE KOLS



VIETNAMESE LUNAR NEW YEAR (TET) CELEBRATION ACTIVITY WITH KOLS



PARTICIPATION IN CHEST DISEASE CONFERENCE



PEDITRAL CUSTOMER ACTIVITY



INTEGRITY
IS DOING THE
RIGHT THING.
EVEN WHEN
NO ONE IS
WATCHING.

C.S. LEWIS

MEDICAL AFFAIRS ACTIVITIES (2020-2021)

Despite the limitations due to COVID-19, this year remained eventful for the medical department where safety awareness programs, medical trainings, clinical research projects & analytical testings were conducted. Details are as follows:

PHARMACOVIGILANCE CAMPAIGN | SEARLE SAFETY AWARENESS FOR EVERYONE (SAFE)

Since 2018, DRAP has been more stringently emphasizing a system in place for drug surveillance (Pharmacovigilance system) in every pharmaceutical company. This system should be capable for systematic collection & evaluation of safety data. To meet the requirement of DRAP, The Searle PV team has launched an awareness campaign SAFE encompassing all the stakeholders i.e., Students, Healthcare Professionals & Pharmaceutical Industry. Different sessions have been conducted at Sindh University, Jamshoro and various Tertiary care hospitals.



TRAINING ON NEW PRODUCT LAUNCHES

Every year, Searle introduces new medicines for the medical community and patient care. The Medical Affairs Department actively participates in the process of preparing and delivering medical & scientific content with the latest available data. Medical trainings during the events of the product launches have been the hallmark of these launch events.



RESEARCH METHODOLOGY WORKSHOP LUMS JAMSHORO & CIVIL HOSPITAL, KARACHI

To nurture and facilitate the research skills in the medical fraternity, Medical Affairs Department has taken initiative to arrange the workshop on research methodology with the title "Basics of Study Designs & Synopsis Writing" in August 2019. Despite COVID 19 challenges, Medical Affairs has managed two research methodology workshops in LUMS, Hyderabad and Civil Hospital, Karachi.



BASIC MEDICAL TRAINING

The Basic Medical Training (BMT) is the core activity of Medical Affairs to train and enhance the knowledge of new inductees in the Searle sales/field force team. The BMT is planned on a monthly basis of the respective marketing team. In this regard BMT of Marketing Team Tulip has been conducted by Medical Affairs team lead by Dr Ghazal in south and Dr. Rana Fareed in Central & North.



BIOEQUIVALENCE STUDIES

Bioequivalence (BE) study is required to show whether a generic copy product can be interchangeable with the brand innovator product. Searle has successfully conducted a bioequivalence study on product Lamnet in collaboration with The International Center for Chemical and Biological Sciences (ICCBS) in the month of November 2020. There are three more studies in line at different stages.

MEDICAL SERVICES - OBS PAKISTAN LIMITED

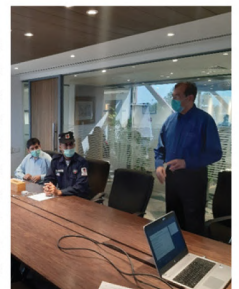
Amongst several of the seamless core functions of medical care, some stand out as more unique. A few of those are noted in the narrative below.

1- Meeting Compliance Standards: Third-Party Due Diligence

As per compliance requirements for conduction of transparent and risk-free business for our foreign principals a successful internal and third-party due diligence (including DPSS) was successfully concluded amidst restraining challenges posed by Covid.

2- Taking Patient Safety to the Next Level

As a sequel to an additional pharmacovigilance compliance requirement, two new SoPs were created viz: Pharmacovigilance Business Continuity Plan and Handling of Telephone Calls for Suicidal/Homicidal Ideation. The relevant OBS stakeholders were trained accordingly. Trainings included the reception staff, as well as the guards for providing an after-office hour coverage through a telephone service for handling the reporting of an adverse event/other information by our consumers and end users.



3- Developing KOLs: Arranged International Seminar/Conferences Webcasts/Webinars/Symposiums

Key Opinion Leaders (KOLs) hold conspicuous and pivotal positions in terms of delivering safe and efficacious medicine to patients. Educating and updating them on the potential products becomes our foremost responsibility. OBS Medical Department interfaces to connect HCPs with international opinion leaders via conferences and speaker programs conducted mainly by MSD (Merck and Co.), Vifor Pharma and Santen through webinars in a Covid safe environment. Some of the events offered in the current fiscal year are highlighted below:

- Webcast on 'How has the Pandemic changed HAP/VAP?' (MSD).
- 7th ISCR Symposium on 'Pharmacovigilance 2020; Adapting to new age patient safety' (MSD).
- AFFIRM-HF; Specialist Development Program, Asia Chapter (Vifor)
- 2 Days Virtual Ferinject Engagement Summit (Vifor)
- Managing Iron deficiency in Heart Failure patients with IV Ferric Carboxymaltose (Vifor).
- Live Life; Reimagining Anemia Management (Vifor).

NEW PRODUCT LAUNCH 2020-2021 PAKISTAN BUSINESS



NEW PRODUCT LAUNCH 2020-2021 GLOBAL BUSINESS



ENTRANCE OF SEARLE IN MOST EMERGING PORTFOLIO

Emerging portfolio in pharmaceuticals is a collection of niche oncology molecules, Biotech or biosimilar molecules, nanotech and liposomal products etc. Searle open their account through generic biosimilar monoclonal antibodies (MAB's) which are imported from EMEA approved company mAbXiences, Argentina (A CHEMO group company, Spain). Two MAB's namely Tuximab (Rituximab) and Cizumab (Bevacizumab) will be imported and available in market within couple of months.

Tuximab is mainly indicated alone or with other medications to treat various types of non-Hodgkin's lymphoma (NHL; a type of cancer that begins in a type of white blood cells that normally fights infection), Chronic Lymphocytic Leukemia (CLL), Rheumatoid Arthritis (RA), Granulomatosis With Polyangiitis (GPA), Microscopic Polyangiitis (MPA) and Pemphigus Vulgaris.

Cizumab is indicated for the first-line treatment of unresectable, locally advanced, recurrent or metastatic non-squamous non-small cell lung cancer in combination with carboplatin and paclitaxel.



CENTURY OF NEW PRODUCT REGISTRATION IN CAMBODIA

The harder you work for something, the greater you will feel at achievement

Cambodia is one of the countries from ASEAN region and has typical labelling and registration requirements. The year of 2021 marked the accomplishment of getting 100+ registrations in Cambodia. This has been achieved in 5 years time.



100 PLUS REGISTRATION

SEARLE STARTED GCC COUNTRIES

We started the exports of Paracetamol Infusion to Oman, one of the toughest regions in regulatory requirement. Our partner, The Philex Pharmaceutical is situated in Salalah Industrial Zone-Oman and is specialized in manufacturing and packing of multiple types of pharmaceutical dosage forms covering a wide range of therapeutics. As an extension and to enrich the offering in pharmaceutical market, Philex is planning to establish a new injectable dosage form manufacturing unit in Salalah-Oman in collaboration with the Pakistan's largest producer of pharmaceutical products. With stringent guidelines of documentation for registration, special packaging arabic artwork design and development also has been a critical pathway of getting the product entry in OMAN. TSCL manages all hurdles swiftly to entertain our customers in OMAN.



HITTING 37 BILLION MARKET WITH LATEST MOLECULE VONOPRAZAN

Vonoprazan; PCAB is a novel orally active molecule that binds and inhibits H+K+-ATPase at the final step in the acid secretory pathway in gastric parietal cells. The product claims to have an efficient and faster onset of action than PPI's with better safety profile.

REGISTRATION & LAUNCH OF VIRDI TABLET 250MG & 500MG (AZITHROMYCIN)

In COVID-19 pandemic, symptomatic treatment has been adopted by healthcare professionals. In this regard, Azithromycin plays a vital role and becomes the first choice of treatment to eradicate upper respiratory tract infection. Business Development & Regulatory Department executed the development and launch of the product within a short span of 3 months in the critical time of Covid-19 crises.

APPROVAL OF THE BLOOD BAG, A LIFE SAVING MEDICAL DEVICE

To overcome market shortages of blood bags in pandemic situation BD, RA got approval of blood bags and also ensured its availability freely in the local market. There was a huge gap in the market of blood bags which are life saving medical devices. KAWASUMI blood bags are developed through Japanese Technology imported from Thailand.



MANUFACTURING LICENSE OF HEALTH AND OVER-THE-COUNTER (H&OTC) PRODUCTS PLANT

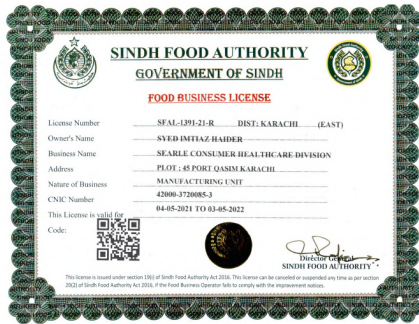
One more facility was added in SEARLE manufacturing capabilities. This H&OTC plant is state-of-the-art and also has a dedicated Probiotic section.

The inspection/audit has been carried out by officials of DRAP and due to our built-in quality by design system we cleared the inspection in due time.



SEARLE CONSUMER PLANT GOT LICENSE FROM SINDH FOOD AUTHORITY

Covering ethical and legal boundaries by getting approval from provincial and federal bodies. Our consumer facility has got approval from Sindh Food Authority and the products manufactured in aforesaid facility also have PSQCA Approval.



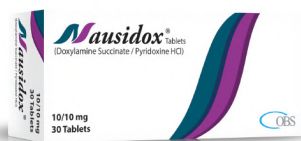
RENEWAL OF DRUG MANUFACTURING LICENSES FROM GOVT. AUTHORITIES

FOUR PLANTS



OPERATION IN MYANMAR BY SEARLE PAKISTAN (FORMERLY OBS)

We got the registration of two products ANDREX (testosterone) & NAUSIDOX (Doxylamine Succinate + Pyridoxine) and started export operations in Myanmar for the first time from SPL plant (Formerly OBS Pakistan (Pvt.) Limited). ANDREX soft gel capsule is a cold chain product and is supplied to Myanmar keeping its transport protocols intact.



DEVELOPING GLOBAL PARTNERS

Livzon Mabpharm Inc ("Livzon") is a subsidiary company of Livzon Group, and mainly focuses on R&D of mAbs, fusion proteins, recombinant protein.

Livzon and Searle collaborate for the Phase-III clinical trial of a booster dose of V-01 to defeat COVID-19 together in Pakistan.

Among the many new COVID-19 vaccine projects being developed around the world, V-01 has many potential advantages such as strong safety profile, high neutralizing antibody titer in vivo, long durability, and easy to scale up for manufacturing.



SEARLE HOLLOW FIBER HEMODIALYZER

There are about 20 million patients suffering from kidney diseases in Pakistan and these numbers are growing each year rapidly. The Searle Company Limited understands the need and demand of dialysis patients and ensures the availability for their customers. The Searle Company Limited has introduced Searle Hollow Fiber Hemodialyzer suitable for the rescue and treatment of hemodia filtration treatment of patients with acute and chronic renal failure caused by various reasons.

Product Features

- New PES formula, enhanced anticoagulant performance with Gamma sterilized
- Excellent clearance rate of middle & large molecules
- Safety PP material, no BPA
- Optimized membrane wall design, enhanced diffusion effect



SEARLE HEMODIALYSIS BLOOD TUBING SET

Searle Hemodialysis Blood Tubing Set for Hemodialysis is designed specifically to connect patient with an external system that extracts blood of the patient to the dialyzer and reverts patient's blood from the dialyzer. Searle Hemodialysis Blood Tubing Set features many practical improvements over other competitor brands to guarantee much safer and easier to use.

Product Features

- Medical grade PVC tubing minimizes side effect to health
- All components are manufactured in original and monitored consistently
- Sterilization: E.O.Gas. and gamma ray
- CE and FDA approved
- A variety of models are available for most brands of hemodialysis machines in operation worldwide

LOCALIZATION OF CEREALS - PREP UP

Prep Up cereals were previously imported in finished form through Belgium. From now on, we are able to do filling and pouch packaging in our area permitting to import bulk finished products in a bag of 25-50 kg. The filling of our Halal certified product from Belgium follows the same quality of design standards of TSCL.



REGULATORY AT A GLANCE CROSSING 4 DIGITS

We have achieved one of the biggest milestones by crossing **1000+ registrations** and increasing the company assets of registration by reaching to four digit numbers.



SEARLE NUTRITION

WOMEN'S DAY CELEBRATION AMIDST COVID-19

8th March 2021: On Women's Day this year, Searle Nutrition not only celebrated with leading Gynaecologists of the country but also carried on the practice to acknowledge women by celebrating it differently in a leading Super Store. The Nutrition Ambassador directly interacted with female customers and presented them with a card and souvenir which brought in smiles behind the masks.

A Unique and High-Quality Nutritional Supplement imported from Switzerland in finished form, for Pregnant and Lactating Mothers



DARE TO INNOVATE – IBLHC & IBA MOU

- IBL HealthCare signed an MOU with IBA Karachi at the G & T Auditorium, IBA Main Campus on December 30, 2020. The ceremony was attended by IBL Group's Managing Director (MD), Mr. S. Nadeem Ahmed and CEO IBLHC, Mr. Mufti Zia-ul-Islam. IBA was represented by Dean of the School of Business Studies (SBS) and Associate Professor Marketing, Dr. Wajid H. Rizvi and Chairperson and Assistant Professor Marketing, Dr. Farah Naz Baig.
- The agreement aims to strengthen and promote industry-academia linkages. Both organizations have congruent learning goals and have partnered to enable each other through their unique strengths in becoming an integral force in the knowledge economy of Pakistan.



PRESERVING ELDERHOOD

- At IBLHC, we believe there has never been a more important time to address age-related nutritional health needs. We apply our extensive food science knowledge, research and innovation to help the world age better – with better health and quality of life.
- On 1st October and every day that we could, we celebrated older persons – for their dreams, deeds and determination that created the world we enjoy today.
- Doctors across Pakistan wrote and shared thank you notes with their parents to appreciate their struggle through the years and tears for them.
- This event was powered by Resource Optimum, a complete advanced nutrition for elderly.



IBL GUL BAHAR - LAUNCH EVENT OF IMPACT

- For the first time ever in Pakistan, IBL HealthCare introduced a nutritional solution for perioperative surgery patients, Oral IMPACT Powder, a product of Nestlé Health Science
- The launch event was conducted in Skardu, Gilgit Badistan on October 11, 2020
- 30 top surgeons from Pakistan participated in the event and appreciated the efforts of IBLHC for bringing a nutritional solution for surgery patients which helps in reducing post-operative infections and complications

IBA Institute of Business Administration Karachi

IBL HEALTHCARE
A SEARLE Subsidiary



LAUNCH EVENT OF URISOLIN

- IBLHC launched Urisolin (Tamsulosin HCL) for patients with Benign Prostatic Hyperplasia.
- Urisolin (Tamsulosin HCL) is in the form of Capsugel® Vcaps® Plus capsules which can optimize capsule disintegration with the ability to release contents independent of pH and ionic strength of the test media.
- Launch event was conducted in March at Nishat Hotel, Lahore.



LAUNCH EVENT OF CONIFA

For the first time Urology segment was launched under the umbrella of Searle and IBL Healthcare, with the brand CONIFA launched at Nishat Hotel, Lahore. It is a medicine for OAB syndrome, and we tapped many renowned urologists and gynecologists across Pakistan with a unique theme of “Confident Me”. The idea behind this product is to promote confidence amongst related patients, having a shame taboo for Overactive Bladder.



14 AUGUST CELEBRATIONS

A cake-cutting ceremony was held with general physicians at different wards and government hospitals to celebrate Independence Day.



ARZOO-E-NISA

IBL Healthcare conducted a campaign Arzoo-e-Nisa on Women’s day 2021. Women of 1970s generation were asked to share their thoughts about when they were younger and what problems they faced as young women in this society and what difference they see when they see doctors’ daughters practicing a respectable profession. Around 5000 doctors were contacted digitally, while 100 doctors were approached directly. A follow-up activity was conducted in which souvenirs were distributed.



EXCURSION AT GORAKH HILLS

Gorakh Hill is a popular hill station located in Sindh and is a common tourist spot. Leading gynecologists of Larkana, were invited on a one-day excursion at Gorakh Hills that consisted of fun activities, breakfast and lunch and a night stay with bonfire and local folk music. The trip included a customer engagement activity followed by CME on nutrition (Enfamama) and overactive bladder (Conifa). The doctors really liked the activity, enjoyed this excursion whole-heartedly.



ASHRAFI BAG CAMPAIGN

The Ashrafi Bag Campaign was initiated to deliver the idea that Enfa is a treasure and is considered to be gold standard. Bags were distributed, and each consisted of 17 coin chocolates.



FACTORY VISIT

At Searle, our top most priority is manufacturing high-quality products to keep the trust of our consumers and brand custodians intact. A factory visit was planned by M. Ghiyasuddin and his team for the brand custodians to strengthen their trust and ensure that the manufacturing processes take place under proper supervision without any compromise on the quality of the product.



COMPASSION (SHUKRIYA MASIHA)

Compassion "Shukriya Masiha" campaign was launched by IBL Healthcare to pay gratitude to the doctors who have worked tirelessly throughout the pandemic by putting themselves and their families at risk. These doctors honored their oath and choose humanity over the war of survival



LAUNCH EVENT OF SEAPRIDE

Seapride was launched under the umbrella of IBL Healthcare Ltd. at Nathiagali. The trade campaign had an exciting twist where instead of trade letters, we distributed trade boxes that were full of candies. A total of 7000 boxes were made available to the chemists and a follow-up activity was held with doctors where grapes were distributed with the theme of Optimizing Gastric Motility.



DOST CONNECT

Dost Connect was the follow-up campaign for the Luxave launch. Leading chemists all over Pakistan were invited to lunch/dinner for a customer engagement activity and order generation was discussed in a delightful manner.



LUXAVE LAUNCH

With great success from the SEAPRIDE launch, the IBL Healthcare team gathered again at Hotel One Lahore for the launch of LUXAVE Lactulose Syrup aimed for treating constipation and hepatic encephalopathy. Team Stallion's dedication and unique initiatives have achieved more than 5000 units every month since the launch.



PICNIC WITH DOCTORS

Customer engaging activity was initiated at Turtle Beach, Karachi. The activity continued throughout the day in which 50 GPs from Hyderabad and Karachi along with their families were invited. The day started off with breakfast followed by other engaging activities and lunch. This off-site event engaged and excited the participants. Doctors, their families and the teams enjoyed the excellent facilities, meals and other recreational activities.



ADVANTAGE

A campaign by the name of ADVANTAGE was designed to present the token of thanks to chemists in the COVID scenario without whom the dispensing of the products wouldn't have been possible. It was a 3-day campaign in which our team members wore caps and bands with the title "ADVANTAGE". Different buntingings were placed on different spots. Almost 5000 chemists were tapped by our team during this campaign who were briefed about IBL Healthcare Pharmaceutical division with great quality and affordability.



ANNUAL SALES CONFERENCE ASC'20

IBL Healthcare continued its legacy of hosting annual sales conferences every year. This year, however, it was done with a twist: it was conducted digitally on Zoom due to the pandemic. It was the first ever industry digital connect which was attended by employees from all over Pakistan. It was a vision-sharing conference in which the group gathered on the digital platform with a purpose of discussing the achievements of previous years and setting future goals for the new year.



PEDNUTRITION PROGRAM

The Pednutrition program was an awareness campaign for healthcare professionals where they were given international journals.



ENFA SOCIAL DISTANCING

IBL Healthcare launched the Enfa Social Distancing Campaign to shed light on the importance of social distancing in times like these. An anti-covid kit was distributed, which consisted of gloves, face masks, hand sanitizers and a face shield.



DEFENCE DAY ACTIVITY

The Immunity Campaign emphasized the importance of strengthening the defense of the body. Beta-Glucan, an important ingredient of Enfagrow, was highlighted as a natural immunity booster.



MISSION 2 BILLION

The purpose of Mission 2 Billion was to gear up the team and share strategies that will allow us to achieve the milestone of 2 billion sales. The strategy included ideas and tactics to be used to achieve the goal.



NURSE CONNECTION

IBL Healthcare launched the Nurse Connection campaign in Karachi to highlight the hard work of nurses and encourage them. A nurse of the month was selected every month and a certificate was given along with a gift. The nurse of the month ceremony also included a training session for all the nurses.



CONSUMER CAMPAIGN

The consumer campaign revolved around mother bloggers. The bloggers were invited and educated about Enfagrow. Later, they conducted a competition on their respective platforms about Enfa recipe recreation. The best recipe recreation got a chance to win prizes.



14 AUGUST CELEBRATIONS (TRADE)

A cake-cutting ceremony was held at different wards with general physicians in government hospitals to celebrate Independence Day.



CONFIDENT ME-CONIFA

IBL Healthcare conducted the 'Confident Me- Conifa' campaign where leading gynecologists were invited and taught exercises for daily routine. Furthermore, kegel exercises were also taught so they could advise their patients for urinary continence.



OPHTHALMOLOGY DIVISION

Ophthalmology group of IBL HealthCare has a diverse portfolio which includes consumer products as well as pharma products. We have a range of contact lenses and solutions from Bausch & Lomb in our consumer segment. Furthermore in the pharma division, we manage Glaucoma, Dry Eye and Age Related Macular Degeneration through Santen and Bausch & Lomb portfolio.

For more details about products please email: Muhammad.Sabeeh@iblhc.com

INNOVATORS IN OPHTHALMOLOGY: LAUNCH OF SINGLE DOSE UNITS

In December 2020, IBL HealthCare launched Bausch & Lomb's renowned products Artelac Advanced and Artelac Nighttime Gel in Pakistan. Artelac Advanced is available in Single Dose Units (Minims) which is the first time it was launched in Ophthalmology in Pakistan. The launch took place at Pearl Continental Hotel Malam Jabba with the entire team present.



TRAIN THE TRAINER

Bausch and Lomb planned the "Train the Trainer" program for leading Ophthalmologists of Pakistan on the topic of Dry Eye Management. Dr. Tasindi, a leading ophthalmologist from Turkey, gave a virtual training to 25 top Ophthalmologists of Pakistan.



COSOPT NO. 1 BRAND IN ANTI-GLAUCOMA MARKET

Santen's research brand Cosopt is the number one brand by value in Anti-Glaucoma Market. "We pledge to provide continuous benefit and comfort for the patients all over Pakistan". (IMS MAT Q3,2021)

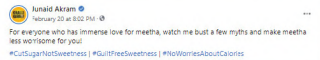
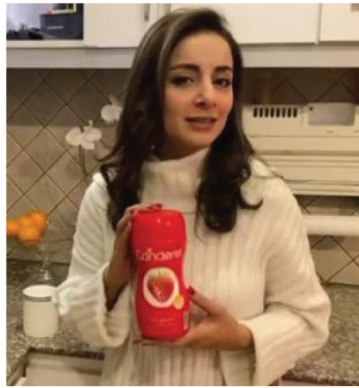


**SEARLE
CONSUMER**

CANDEREL PR CAMPAIGN

In an effort to increase market size, Canderel initiated a PR campaign to generate category awareness. Among the many, we approached the following influencers for the job:

- Lifestyle Bloggers
- Fitness Influencers
- Celebrities
- Food Bloggers



LAUNCH PROTIEX SANITIZER

IBLHC launched Protix Sanitizer due to rising demand of sanitizers amid COVID 19 in November, 2020. It has been launched in 60ml and 250ml sizes in two refreshing fragrances of Aqua and Lemon using a WHO approved formulation.



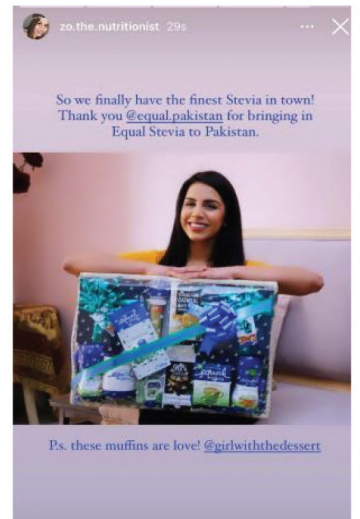
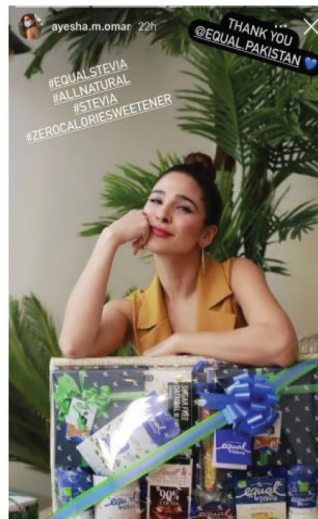
LAUNCH SEARLE VITAMINE WATER CARBONATED

IBL Healthcare strengthened its consumer portfolio by launching Searle Vitamine Water in Carbonated Soft Drink (CSD) category in July, 2021.



EQUAL STEVIA LAUNCH

In December 2020, Equal was further expanded with the introduction of Stevia variants. Internationally Stevia is one of the fastest growing natural sweeteners.



ARTELAC SYMPOSIUMS

Followed by the “Train the Trainer” Program, IBL HealthCare and Bausch & Lomb conducted symposiums in Karachi, Lahore, Islamabad, Peshawar, Multan, Faisalabad, Sahiwal, etc. along with the leading names in Ophthalmology including Prof. Moeen Yaqeen, Prof. Rao Rashad Qamar, Prof. Afzal Bodla, Prof. Daud Khan and others.



**BAUSCH & LOMB SOLUTION DESK:
DO YOU FACE PROBLEMS WHILE WEARING CONTACT LENSES?**

Nationwide activations were done during Ramadan in which our BAs guided the customers about Bausch and Lomb Lenses and Solution range. All the major optic stores nationwide were targeted.



**SAFETY FOR OPHTHALMOLOGY HEROES:
SANTEN BREATH SHIELD**

In collaboration with Santen Japan and Ophthalmological Society of Pakistan, we distributed Breath Shield to ophthalmologists all over Pakistan. This shield helps protect ophthalmologists from contracting Covid from patients.



**WORLD GLAUCOMA WEEK 21:
WORLD IS BRIGHT SAVE YOUR SIGHT**

Like every other country, Pakistan also celebrated World Glaucoma Week nationwide. IBL HealthCare along with a Santen actively participated in awareness walks and other activities at major cities.



MID-YEAR TEAM BUILDING ACTIVITY



Bright Idea Competition

Detailing Competition



Recognition & Awards

YEAR REVIEW – FROM THE LENS OF TEAM MARKETING



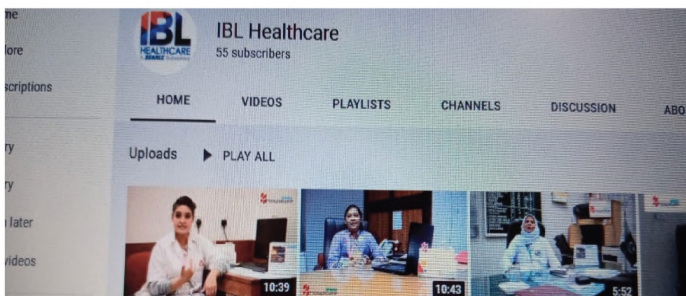
PEN TYPE CANNULA LAUNCH

Successfully launched Pen Type IV Cannula from the platform of IBL Healthcare following print media advertisement.



CUSTOMER ENGAGEMENT ACTIVITIES

- Honoring the paramedic staff by celebrating the World Nurses day and Eid-ul-fitr activity with them.
- Recording their interviews and running one week social media campaign of Nursing Day.



RAMZAN ACTIVITY

Ramzan activity of distributing date boxes, ja-e-namaz to customers.



NEW PARTNERS ON BOARD



Topwin Medical Products is a professional manufacturer of disposable medical gauze, non-woven and bandage products with almost 40 years history. They have established a standard quality management system and have ISO 13485 certificate.

YEAR REVIEW – FROM THE LENS OF TEAM MARKETING



HD DOUBLE LUMEN CATHETERS LAUNCH

Soft Launch of Hemodialysis Double Lumen catheters. Covering print media advertisement in PULSE International Newsletter, Team training via Zoom Meetings, gifting to targeted customers.



DIABETES DAY ACTIVITY

On World Diabetes Day an online E-com activity was done to engage our E-Com partners and creating awareness about diabetes via social media platforms (Facebook, Instagram, LinkedIn).



WORLD KIDNEY DAY CAMPAIGN

World Kidney Day Campaign was run on social media platforms of Searle and IBL Healthcare onboarding all the leading nephrologists of Pakistan.



NEW PARTNERS ON BOARD

Ares Medikal Sanayi Ticaret Limited Şirketi founded in 2004, located in Turkey. Ares Medikal is the leader company in his region about exporting medical products to many countries. Ares medikal has CE and ISO13485 certificates and follows all international quality rules.



Suzhou ZOEY Medical Devices Co.,Ltd. is a manufacturer of Hollow Fiber Hemodialyzer with well-equipped testing facilities and strong technical force. The products are extensively used in Hemodialysis and other industries and products are widely recognized and trusted by users and can meet continuously changing economic and social needs.

BIOTEQUE CORPORATION is a leading medical device manufacturer in Taiwan, specializing in medical disposables for use in hemodialysis access, endovascular treatment and other field. It was founded in 1991 and went public in 2002 in Taipei's Stock Exchange Market.



Kawasumi Laboratories, Inc. was founded in 1957, as Japan's first manufacturer of disposable blood collection and transfusion sets made by plastic for medical use. Since then, as a pioneer in the field of disposable medical devices in Japan, we have developed various kinds of medical devices such as artificial kidney (dialyzer) which Japan had relied on importing in earlier times.

IBL TRIVIA Answers:

1. OpCos	2. PIPE
3. Markitt	4. Port Qasim, Karachi
5. The Healthcare Shop	6. Finance
7. 37170101	8. b. Distribution
9. b. Oil & Gas	10. b. 104
11. c. Malaysia	12. d. Flagyl
13. b. Candle holder	14. b. Lemon-Orange-Lychee
15. c. LED lighting solutions & retail	16. a. SAP
17. c. Antonio	18. a. Karachi-Lahore-Islamabad
19. a. IBL Healthcare	20. c. Orange & Grey
21. a. Information Technology	22. d. 1993
23. c. Extor	24. d. IBL Healthcare Limited
25. d. OBS SITE plant	



DEFERA LAUNCH

Successfully launched Defera for the patients of Thalassemia from the platform of IBL Healthcare.



WORLD THALASSEMIA DAY ACTIVITY

Customer building activity onboarding leading Hematologists nationwide.



Your **HealthCare Shop** is now online

Benefits of Purchasing from The Official Store

- Free delivery all over Pakistan
- Satisfied Customer Service
- 100% Authentic Products
- Secure Payments

DELIVERY ALL ACROSS PAKISTAN

HealthCare Shop

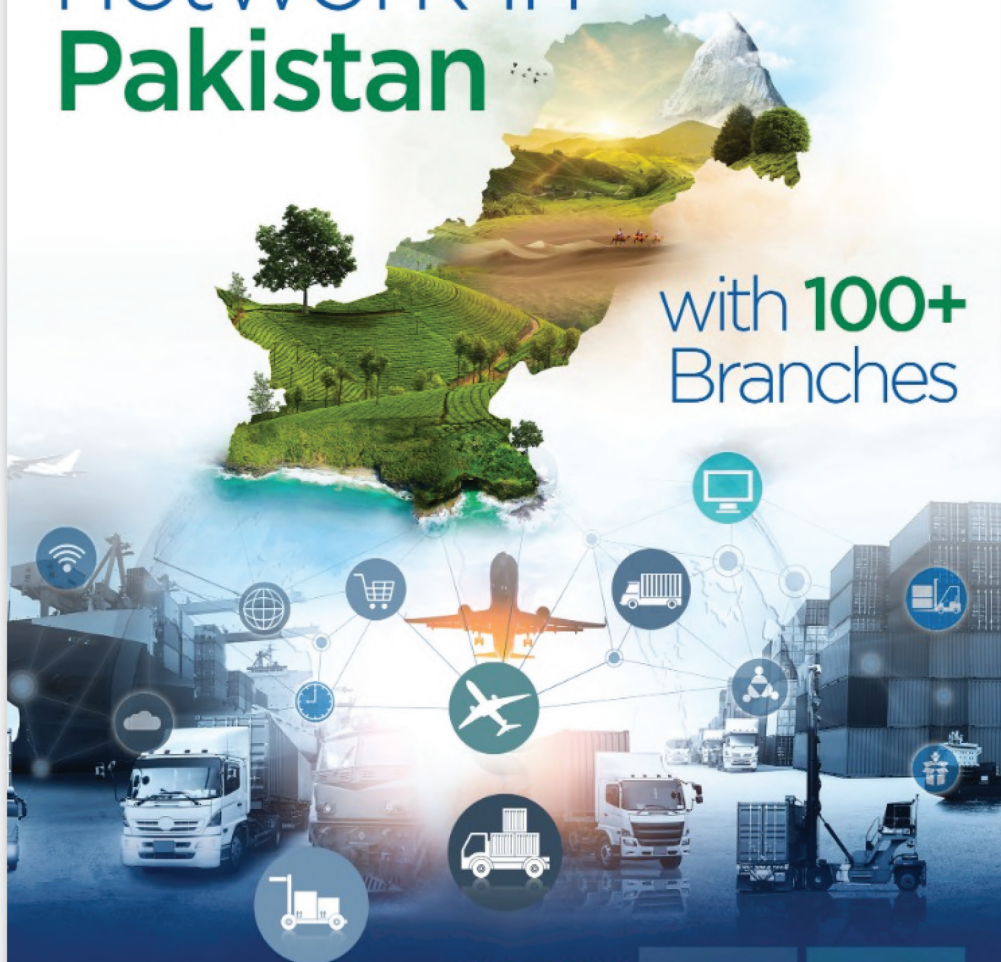
IBL HEALTHCARE SHOP ONLINE AND GET EXCLUSIVE DISCOUNTS AND GIFTS

www.hcshop.com.pk

The **largest** distribution network in **Pakistan**



with **100+** Branches



Our values
Partnership, Integrity,
Passion, Excellence

What makes us first choice in distribution services?

Our 100+ sales offices and warehouses	Temperature maintained facilities and fleet
1500+ sales and distribution personnel	Widespread coverage in 1300+ towns and cities
	Web based sales system

IBL ANNUAL HIGH-FLYER CONFERENCE 2020-21

The IBL Annual Sales Conference was held in Lahore in October 2020. It honored the high-flyers of 2019-20 who, through their hard work and commitment, made IBL Operations proud. The “Dosti Jee Jaan Se” theme was strongly upheld through our values and work principles, as we reached out to different members of society to provide them with the best services.



LEARNING SESSIONS FOR SENIOR-LEVEL STAFF

Amidst the Performance Appraisal 2020-21 exercise, Group HR arranged a learning session for senior-level staff of **IBL Operations, United Brands and IBL Logistics**. The focus of the session was to share how to conduct the most essential ingredient of appraisal, that is to create conversations between the line manager and subordinate(s). Through a 2.5 hour recorded video session titled ‘**Connect: The Neuroscience of Quality Conversations**’ by renowned facilitator ‘Rahila Narejo’, the audience learned interesting ways to improve the quality of appraisal discussions to achieve desired results together.



TECHNICAL TRAININGS FOR SALES TEAM

IBL ensures to train its TSOs every quarter. The topic of the last Quarterly Training was Customer Relationship Management (CRM)



IBL QUARTERLY PRE-CYCLE MEETINGS

IBL Operations held Quarterly Pre-Cycle Meetings to ensure a crisp sale and in-market execution plan



RAMADAN & EID GREETINGS

IBL Operations has always believed in making celebrations special for their people. Like every year, this Ramadan they surprised their valuable customers with one of a kind Ramadan and Eid gift boxes.



HAMARI RAFTAAR HAMARI PEHCHAAN

IBL's call to its whole team to stay motivated and catch the quarter and the year-end targets to get included in the list of high-flyers



EMPLOYEE BIRTHDAY INITIATIVE

The organization values both professional and personal celebrations, its employees' birthdays being one of them. As of this year, IBL Operations made it a point to remember the birthdays of their Head Office Employees. The Chief Operating Officer, Mr. Rizwan Ahmad, presented employees with birthday cakes and presents to mark their special day.



IBL CATALYST TEAM

IBL team committed to move towards number one. Below are some IBL Catalyst Team achievers



TEAM IBL & KELLOGG'S – BUSINESS PARTNERSHIP

Team IBL's center zone celebrating 105% achievement on Kellogg's and Pringles.

Team IBL celebrated Independence Day by painting the market green with their exuberant displays.



DATA SIMS AVAILABILITY TO BOOKERS

Data SIMs were provided to all bookers of consumer and pharma related business line to enable them to send data directly from market. This would enable them to spend more time in market and focus on Sales. Mobile policy for bookers was revised to facilitate bookers and it was converted on BYOD and monthly rental basis.



EXEMPLARY IN-MARKET EXECUTION

IBL Team committed to conquer the market through exemplary in-market execution



TEAM IBL & MOLFIX – BUSINESS PARTNERSHIP

Hayat Kimya Pakistan CEO, Tolga Arslan (Turkish) visits One IBL Center for a discussion with Top Management of IBL Operations chaired by Mr. Rizwan Ahmed, COO-IBL Operations. Agenda was business expansion to further strengthen our Business Partnership with the Turkish Group.



TEAM IBL & L'OREAL – BUSINESS PARTNERSHIP

IBL wins Best Distributor Trophy for L'Oréal Business



CALIBUR

LAUNCH CEREMONY

IBL Home Brands Team had been researching different consumer categories for open spaces and developing different product prototypes. This year marked the launch of CALIBUR, the first IBL owned brand in the consumer category of Blades & Razors. CALIBUR is a razor brand for price conscious customers who want superior quality at an affordable price. Launch of CALIBUR marks yet another milestone for IBL Group and fuels excitement and energy to create more private labels in consumer categories.








A Product of The IBL Company
www.mycalibur.com

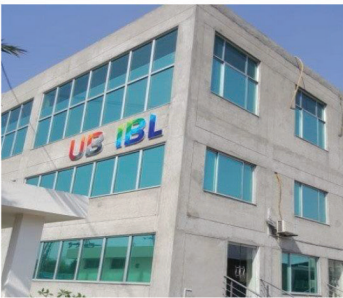
SAP IMPLEMENTATION AT UNITED BRANDS & IBL LOGISTICS



United Brands went live with SAP on 1st July 2021 as part of the IBL Group Initiative to make the ERP (Enterprise Resource Planning) platform as one for all organizations. Through its application, UB is now successfully incorporating the SAP system into their work procedures.



IBL Logistics team ensured that all warehousing standard practices are followed as per SOPs



FUTURE TECHNOLOGIES' LOCAL ASSEMBLY CREDENTIALS

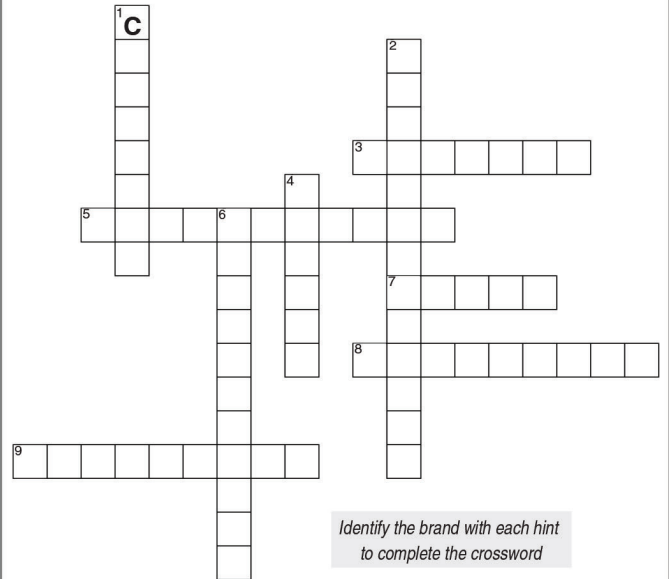


After a long, aspiring vision to build scalability and compete in the market that promises fascinating growth, we at Future Technology have evolved our capabilities from just the re-sellers to an entity with local assembly credentials. This was made possible through relentless efforts being put to pursue legal certifications and building team and infrastructure to pursue our vision of growth.

With this standard facility, made via efficient investments, we are now assembling 80% of our revenue generating products locally, while saving on the border taxes and enabling competitive pricing in the market to gain market shares at a faster pace.



CROSSWORD - BRANDS AT IBL



Identify the brand with each hint to complete the crossword

ACROSS

3. First IBL owned brand in consumer category of Blades & Razors
5. Helps in increasing the protein content of the diet
7. Sweetener with variants of plant based and sucralose
8. One of the most popular bed at Habit – shares the name with a pen brand
9. Highest selling cough syrup from Searle's range of products

DOWN

1. Has a tagline, "Share a new lifestyle!"
2. Carbonated yet healthy!
4. Used for maintaining eye pressure due to glaucoma
6. Indicated as a source of electrolytes, water, and calories – treats dehydration

WORD SEARCH - TEAM WORK

A	C	C	O	U	N	T	A	B	I	L	I	T	Y
C	P	H	A	R	D	W	O	R	K	I	N	G	O
O	P	F	A	I	R	N	E	S	S	E	T	Y	C
M	E	N	O	O	S	Y	N	E	R	G	Y	L	E
M	N	O	I	T	A	G	E	L	E	D	A	M	G
I	C	K	C	A	B	D	E	E	F	R	P	R	N
T	E	M	O	T	I	V	A	T	I	O	N	E	I
M	T	R	O	P	P	U	S	T	W	I	C	Y	M
E	L	I	T	R	L	N	Y	E	N	M	N	T	R
N	T	S	U	R	T	N	R	F	N	O	Y	Y	O
T	Y	E	N	I	D	E	A	S	M	A	E	W	F
Y	H	E	C	N	D	E	E	R	T	I	P	D	R
T	C	E	P	S	E	R	A	D	N	I	S	S	E
M	I	E	A	D	O	H	R	E	A	A	D	I	P

- | | | | |
|-------------|------------|----------------|---------|
| Support | Motivation | Accountability | Trust |
| Hardworking | Fairness | Performing | Ideas |
| Feedback | Synergy | Delegation | Clarity |
| Commitment | Empowered | Respect | Harmony |

Find out the correct answers on page no.42

I VALUE the VALUES

Guess the IBL Value in each statement

Hint: Every value will occur three times

Which one am I ?

1. I love being right even when no one is watching

2. I inspire others to adapt and take ownership

3. I thrive on feedback to extend the market benchmarks

4. I genuinely care and accommodate to others perspectives

5. I uphold making fair & impartial decisions and seek to create transparency

6. I get the courage to face setbacks with positivity and volunteer to lead and own initiatives

7. I create a high-energy workplace and take on challenges with a solution-oriented mind-set

8. I am action-oriented and continuously strive to add value while delivering quality work

9. I will advocate against decisions that negatively impact partners or even the society

10. I avoid conflict of interest and vouch to use all resources of Group responsibly

11. I take the responsibility to improve processes to maximize impact

12. I believe in synergy and build enduring relationships
internally & externally

Correct answers on page no.44

IBL-UNISYS ACHIEVEMENT IN FY20-21

In today's world, organizations need to be responsive to continuous, ongoing change. Achieving business continuity is much harder for organizations that have not embraced digital transformation. IBL-Unisys successfully managed to play its vital role in reshaping several customers into digitally transformed organizations from various sectors including Financial, Telecommunication, Manufacturing, Pharmaceutical, Education, Utility and Government sectors.

Following are the glimpses from our signing ceremony sessions with our prestigious customers:

AUVITRONICS SUCCESSFUL IMPLEMENTATION OF SAP HANA ON IBM POWER SOLUTION



SUCCESSFUL IMPLEMENTATION OF SAP HANA ON DELL INFRASTRUCTURE SOLUTION AT GETZ PHARMA



M3 TECHNOLOGIES PAKISTAN SUCCESSFUL BUSINESS CONTINUITY SOLUTION IMPLEMENTATION BASED ON CISCO AND DELL TECHNOLOGIES



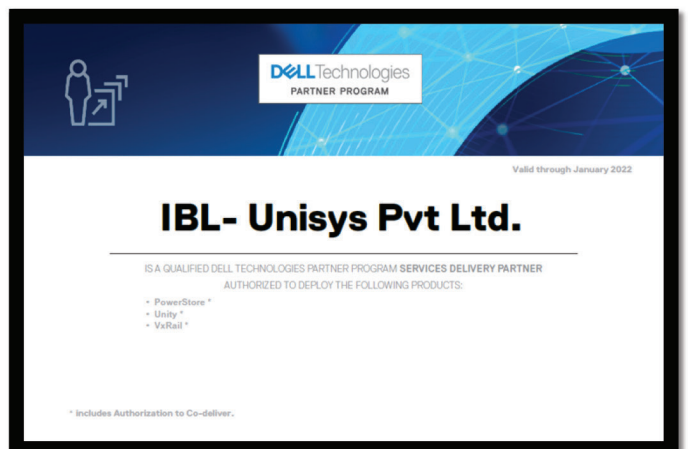
INDUS MOTORS SUCCESSFUL IMPLEMENTATION OF CISCO CAMPUS LAN REVAMP



IBL-UNISYS ACHIEVED A MILESTONE OF BECOMING 4 STAR CERTIFIED SERVICE PARTNER ENTERPRISE IT OF HUAWEI IN THE REGION



IBL-UNISYS BECAME THE ONLY CO-DELIVERY PARTNER IN PAKISTAN TO DEPLOY DELL TECHNOLOGIES ENTERPRISE SOLUTIONS I.E., DELLEMC POWERSTORE STORAGE, DELLEMC UNITY, AND DELLEMC VXRAIL SOLUTION



**DISTINGUISHED LEADERSHIP AWARD
PRESENTED TO IBL GROUP CEO
MR. SYED NADEEM AHMED**



**IBL-UNISYS CONDUCTED SEVERAL
TECHNOLOGY CENTRIC WEBINAR SESSIONS
FOR OUR PRESTIGIOUS CUSTOMERS
COVERING INFRASTRUCTURE SOLUTIONS
BASED ON THE FOLLOWING TECHNOLOGY
SOLUTIONS:**

- A- Dell EMC Power Store Storage
- B- VMware Cloud Foundation on VxRail
- C- Remote Workforce Solution
- D- Modular Infrastructure Solution
- E- Power Protect Cyber Recovery Solution
- F- CXO Round table session
- G- Citrix solutions
- H- Huawei Storage and Network solutions



**IBL-UNISYS CONDUCTED A PARTNER CENTRIC
DINNER SESSION; ALL TOP EXECUTIVES FROM
DIFFERENT PARTNER ORGANIZATIONS JOINED
US, DETAILS BELOW:**

- A- Dell Technologies Country General Manager
- B- Cisco Country General Manager
- C- IBM Partner Account Lead
- D- VMware Sales Manager
- E- Huawei Sales Manager
- F- Ingram Micro Country General Manager
- G- AWAN Distribution Director Sales
- H- S2 Consulting Director



SOLUTION – WORD SEARCH

A	C	C	O	U	N	T	A	B	I	L	I	T	Y
C	P	H	A	R	D	W	O	R	K	I	N	G	O
O	P	F	A	I	R	N	E	S	S	E	T	Y	C
M	E	N	O	S	Y	N	E	R	G	Y	L	E	
M	N	O	I	T	A	G	E	L	E	D	A	M	G
I	C	K	C	A	B	D	E	E	F	R	P	R	N
T	E	M	O	T	I	V	A	T	I	O	N	E	I
M	T	R	O	P	P	U	S	T	W	I	C	Y	M
E	L	I	T	R	L	N	Y	E	N	M	N	T	R
N	T	S	U	R	T	N	R	F	N	O	Y	Y	O
T	Y	E	N	I	D	E	A	S	M	A	E	W	F
Y	H	E	C	N	D	E	E	R	T	I	P	D	R
T	C	E	P	S	E	R	A	D	N	I	S	S	E
M	I	E	A	D	O	H	R	E	A	A	D	I	P

SOLUTION – CROSSWORD

SOLUTION – WORD SEARCH

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SOLUTION – CROSSWORD

TAKING CREATIVITY TO A WHOLE NEW LEVEL

Marked as one of the most historical product launches, our wedding packages were launched with a grand event (and theme) 'Shadmani.' The team put in their most creative ideas together and came up with a decorative wedding celebrations setup, and it was not just the setup but also their participation that took the whole place by storm.



ROSE TO THE OCCASION

Habitt teamed up with the Ikebana international society to organize a globally eminent flower exhibition. These artistic Japanese flower arrangements were curated by experts from the Ikebana society and were displayed in our exhibition, which was also honored by the Japanese consulate's esteemed leadership and our many enthusiastic visitors.



**FLOWER SHOW
"WHERE FLOWERS BLOOM, SO DOES HOPE" LADY BIRD JOHNSON**

As an organization that loves and promotes creativity, Habitt played its part in the promotion of flowers. A huge event was organized at Sea View where an amazing collection of flowers were displayed to the public.



SEAFOOD FESTIVAL FOR THE LOVE OF SEAFOOD

Trying new and creative ideas is in our genes, and this time we experimented with seafood. A beautifully designed setup alongside our outdoor furniture was prepared for the divine seafood collection that we put on display. The best seafood was made available in this activity to ensure our promise of quality was not compromised. Our customers loved the unique blend of seafood and shopping at Habitt.



THE BEST SALES FORCE IN THE MAKING

Knowing how vital it is to make sure a salesforce is working for the best, Habitt organized a comprehensive training program for its sales team. These training sessions served to provide the team with better communication skills and relevant expertise.



KORA KAGHAZ

Live for the whole month of August, the idea behind Kora Kag haz was to promote the essence of neutrals. It was a white on white, skin and beige themed campaign that grabbed a lot of attention for its aesthetically pleasing design



JACK BED FLAT 50%

The most happening campaign of this year so far was the launch of Jack Bed. We released this article with a mind-blowing discount rate, resulting in a record breaking footfall and sales number. With this master stroke, we not only went out of Jack Bed in stock but also witnessed a whopping number of sales on other items too.

Jack
King Size Bed

On Popular Demand
Back in-stores only

WAS ~~Rs. 49,900~~
NOW **Rs. 24,900**



“CHAMPIONS KEEP PLAYING UNTIL THEY GET IT RIGHT”

To live the spirit of international cricket in Pakistan, Habitt City organized a fun-filled screening event, where employees were invited along with their families. The PSL finale was screened live and refreshments were served.



PSL SCREENING



I VALUE the VALUES
ANSWERS

1. Integrity	7. Passion
2. Passion	8. Excellence
3. Excellence	9. Partnership
4. Partnership	10. Integrity
5. Integrity	11. Excellence
6. Passion	12. Partnership

**EXPLORING NEW AVENUES
MARKITT LAUNCH EVENT**

With our expertise developed in the retail sector, our entry in the grocery retail was remarkable by all means. Markitt was launched with an event that was worthy of its grandeur. The launch event marked the symbolic presence of our brand in grocery retail, and we were all set with a strong foothold in no time.

CALL & PICK / DELIVERY

Soon after the launch of Markitt, we broadcasted a call & pick service through which our customers can receive their ready to pick orders from a counter. This service was especially built to save time coupled with free delivery service in Karachi.



TOGETHER WE LEARN, TOGETHER WE GROW!

Management developed a well researched training program for the team, to help them do their job in the best way possible



UPDATES ON PROJECTS AT SEARLE RESEARCH AND DEVELOPMENT CENTER AT HEJ, ICCBS

SEARLE Research in the service of mankind

- Bioequivalence studies of generic drugs at CBSCR (Center for Bioequivalence Studies and Clinical Research), ICCBS (International Center for Chemical and Biological Sciences) DRAP has approved all 3 BE Studies of Searle molecules.
- BE Study of Lamnet 100mg Tab has been done successfully and now working on the next under study molecules.
- Biosimilar Analytical Testing working on upcoming Biomolecules of Searle Adalimumab and Etanercept their Characterizations of Material and NMR Test analysis of Heparin Sodium & Enoxaparin Sodium.
- Around 300 samples testing has been done from IAC (Industrial Analytical Center) HEJ, ICCBS and routine samples analysis are being continued.
- A successful event has also been organized by Searle at HEJ facility as Searle Medico Marketing activity for doctors.
- HEJ initiated Projects are all in process. Development of Herbal remedies for the treatment of (autoimmune diseases) Parkinson's Disease, Treatment of (Neurological Disorders) Epilepsy, Treatment of Cutaneous Leishmaniasis, Development of New anti-infectious agents Multi Drug Resistance and Drug repurposing.



IBA AND THE SEARLE COMPANY COLLABORATE TO ESTABLISH THE RASHID ABDULLA BEHAVIORAL LAB



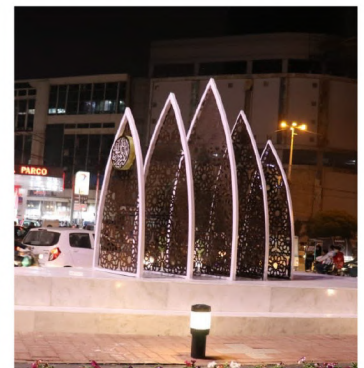
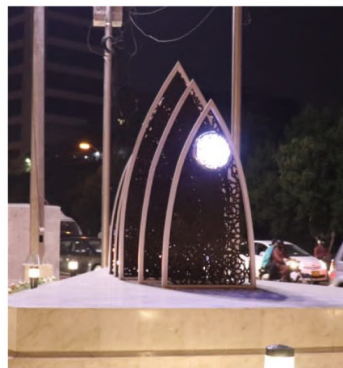
MOU SIGNING BETWEEN SEARLE AND BHAUDDIN ZAKARIYA UNIVERSITY, MULTAN

Multan, October 2020 - Bahauddin Zakariya University, Multan (BZU) has signed a Memorandum of Understanding (MoU) with The Searle Company Limited (TSCL) for research collaboration. The documents were duly endorsed with the signatures of Professor Dr. Mansoor Akbar Kundi - Vice Chancellor Bahauddin Zakariya University and Syed Nadeem Ahmed - CEO The Searle Company Limited.



PRESERVING HERITAGE

Searle strongly believes in its identity, and takes pride in our contribution towards preserving the rich heritage, arts, and culture for its future generation and has made conscious efforts to ensure its continuity and to enhance avenues for the livelihoods of traditional artisans and craftsmen. We have worked towards protecting and promoting our rich heritage through various developmental projects. Recently, Searle was honored to place a monument "Searle Triangle" at one of the busiest roundabouts near Governor House Karachi in loving memory of Mr. Rashid Abdullah.





IBL GROUP

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HABITT

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- [ig](https://www.instagram.com/habitthomestore/) www.instagram.com/habitthomestore/
- [yt](https://www.youtube.com/channel/UCikrWwDgnOUzJ5f5I3a1ziA) www.youtube.com/channel/UCikrWwDgnOUzJ5f5I3a1ziA

MARKITT

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- [ig](https://instagram.com/markittstore) https://instagram.com/markittstore



- ↗ **Searle:** www.searlecompany.com
- ↗ **IBL Health Care:** www.iblhc.com
- ↗ **IBL:** www.iblgrp.com
- ↗ **Habitt:** www.habitt.com
- ↗ **IBL Operations:** www.iblops.com
- ↗ **IBL Unisys:** www.ibl-unisys.com

Disclaimer:

The Newsletter pertains to inform the Group employees and do not carry significance for external customers. The Group does not carry any responsibility of any adverse event.