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At the heart of any successful organization, in any industry, are [Read This Inside](#)

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COVID-19 was declared as pandemic by WHO in March 2020, affecting most [Read This Inside](#)

Dear All

I would send warm wishes to everyone at IBL Group and its partners for a healthy and prosperous Financial year 2020-21.

The previous year started with new thoughts, goals and strategies, and while things were moving, unpleasant circumstances appeared globally. The year brought us unusual challenges; making the year Different, Difficult and Dangerous in all aspects of our lives. But on the flip side, it did bring in new horizon of learning with each passing day at all levels. The new normal kept appearing in many areas of lifestyle and taught people to be more resilient. Every Operating Company was thinking of new ways to make their targets meet. I am glad we focused on internal controls as that seemed to be the way to get through; stretching ourselves to be strategically creative and pull each other to move forward.

I am proud of our teams, where there was a shift of Group Management team in mid year, and a greater challenge of COVID-19 appeared, yet they remain committed and were motivated enough to give each other strength, hope and confidence.

To successfully move forward this year, I believe we need to implement better ideas of crisis management and innovation, along with greater connectivity & alignment, building more positive associations, practicing values and playing more on our strengths. We have the great blended experience and capabilities to overcome any difficulties, hence we should strive to make positive & successful decisions.

Let me emphasize, COVID-19 is not yet over, hence, everyone is requested to take all precautions for your well-being at all time.

Wishing everyone good health, success and happiness

Sincerely Yours,



Syed Nadeem Ahmed
Group Managing Director



Employee Appreciation Day

At the heart of any successful organization, in any industry, are its people who make it happen with their dedicated performance. To acknowledge the efforts of contributions of all employees at IBL Group, "Employee Appreciation Day" was celebrated on March 6, 2020.



Tokens of appreciation were kept on the workstations at Head Office, before the day could start. Factory staff were distributed, Field force and other outstation employee were couriered respectively to reach on time.



We were delighted that 5500+ employees were reached out, and we received a positive feedback, where the employees felt the acknowledgement we had intended.



Transformation to new Performance Management System: SAP Success Factors at IBL

With an objective of HR transformation, improving the employee experience and Managing Talent through Performance, Group HR & Group IT worked together with IBL Unisys Pakistan & Siemens Pakistan to implement SAP SuccessFactors Goals Management & Performance Management modules.

SAP SuccessFactors went live in early September 2019, providing 750+ employees enrolled on a cloud-based environment for managing Performance, allowing them to set, monitor and evaluate their mid and year end goals. Human Resource teams from all Group Companies played pivotal role in its successful implementation.

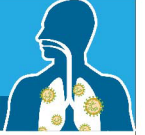
Our transformation to new Performance Management System on SAP Success Factors has completed one full year (FY2019-20); from Goal Management to Performance Management successfully. Numerous training sessions, trouble shooting and tweaks but all in all went through with extensive support and cooperation of every stakeholder involved.



COVID-19 Safety Precautions, Guidance and Testing at Workplaces

THE BEST WAY TO PREVENT ILLNESS IS TO AVOID ITS EXPOSURE

CoronaVirus (COVID-19)



احتیاطی تدابیر اپنانے سے کورونا وائرس کا خطرہ کم کیا جاسکتا ہے

- 1 AVOID CLOSE CONTACT**

Keep distance between yourself and others. ہاتھ ملانے اور باہر ضرورت لوگوں سے بچنے سے گریز کریں۔
- 2 COVER COUGHS AND SNEEZES**

Cover your mouth & nose with a tissue / inside of your elbow when you cough or sneeze & dispose used tissue. کھانسی یا چھینک آنے پر ناک اور منہ کو پیشانی یا آغوش سے چھانے اور استعمال کے بعد فوٹو کو مناسب طریقے سے خارج کریں۔
- 3 KEEP YOUR HANDS CLEAN**

Wash your hands for 20 seconds with soap & water or sanitizer. Avoid touching eye, nose & mouth. ہاتھوں کو صابن اور پانی سے 20 سیکنڈ تک دھوئیں یا گھرا ہوا صابن کے ساتھ ہاتھوں کو استعمال کریں، آغوش ناک اور منہ ہاتھ نہ لگائیں۔
- 4 STAY AT HOME**

Stay home if you are sick, except to get medical care. بیماری کی صورت میں گھر پر رہیں، صرف علاج کی غرض سے باہر جائیں۔
- 5 COVER YOUR FACE**

Wear a facemask at all times in public places. عوامی مقامات پر فیس ماسک کا لازمی استعمال کریں۔
- 6 CLEAN AND DISINFECT**

Clean and disinfect frequently touched surfaces daily this includes doorknobs, furniture, phones / mobile, computer & toilets with disinfectant solutions. روزمرہ استعمال کی اشیاء اور دروازوں کے پھول، فرنیچر، فون، موبائل، کمپیوٹر اور واش روم وغیرہ کو روزانہ کھلنے والی دھوئیں اور صابن کے ساتھ صاف کریں۔



COVID-19 was declared as pandemic by WHO in March 2020, affecting most of the countries globally. This brought in swift overnight changes at IBL Group workplaces as well. Work From Home (WFH) was the new norm of working wherever applicable. For employees who were attending work at manufacturing units, offices, warehouses and in field, SOPs were initiated without any delay. Moreover, for attendance, Face Recognition machines were installed, replacing the hand scan machines.

In a state of panic and discomfort, people needed physical and psychological care and safety, which became our priority. Information channels were open throughout the group. Searle Medical Department was available voluntarily to guide and answer any queries/ concerns for IBL Group employees.

Safety precautions guidelines were circulated at regular intervals and messages displayed at all workplaces. Moreover, temperature checks, antibodies IgG and IgM tests were conducted to screen employees and keeping the workplace safe.

We are still conscious and taking care for a healthy working environment and urge others to take all precautions.



All Head Offices at One IBL Centre

Searle and IBLHC Head Offices had also shifted completely to One IBL Centre (along with other Group OpCos.) by February 2020. This marked all OpCo Head Offices of IBL Group under One Roof, with the Corporate Office.

It was a smooth transition and entering a modern, well-lit, spacious office premises brought in a fresh feel and zeal amongst the employees.



OBS Pakistan Acquired by Searle

OBS Pakistan Pvt. LTD was acquired by Searle; taking over full-fledged responsibilities from July 2019. Searle Management proactively started managing its head office, manufacturing unit, partners and field force, making this transition period as smooth as possible. OBS now is a wholly owned subsidiary of Searle.

Here, we can proudly state that employees were given the psychological security, welcomed and retained i.e. no one was asked to leave.

Amidst the high tide of Covid-19 and subsequent adverse events, OBS Pakistan a subsidiary of Searle, has risen to the situation and has performed exceptionally well and recorded whopping 32% year on year growth and that too during these trying times. With eyes on prize, OBS Pakistan is all set to excel with the quantum leaps by ensuring the availability of high quality research products and highest standards of ethical pharmaceutical marketing.



CLAIM

Employees are the heart of any organization hence their development is our priority. Aligned with our commitment towards employee development, Group HR have taken a learning initiative in first quarter of FY19-20 named "CLAIM" which is an abbreviation of **Come, Learn, Apply, Implement & Manage Career**. CLAIM has learning sessions calendar circulated every month, comprising of different trainings planned on the basis of needs identified.

The BEST part of CLAIM is that all our trainers are internal and champions in their areas. They are the people who have passion for employee development and want to add value to IBL Group. A special Thank you to all the trainers for their efforts and taking time from their busy schedules to make CLAIM a Success.

When classroom trainings were suspended due to COVID-19, CLAIM encouraged learning through free online platforms and all employees were given the opportunities through email circulations with **Focus on Self Development**.

We are happy for everyone being on path to continuous improvement.

We are delighted, more people are getting themselves registered as Trainers, hence, do look forward to further diverse topics.



IT Conference at Dream World

IBL Group IT team had kicked in the New Year 2019-20 with 3 days IT Conference at Dream World Resort, Karachi. First day started off with a Motivational Speaker session by Saadi Insha "Maximize Your Potential" followed by team building activities. It indeed brought in great engagement and enthusiasm amongst IT team.



OneIBL

OneIBL project was initiated in Apr 2019, as a strategic objective to bring all businesses on a single ERP platform (i.e. SAP), to promote seamless system integration, business consolidation, resource rationalization and to bring economies of scale. As a result, IBL Holding, Nextar Pharma and SEARLE Consumer Plant and IBL Identity were added onto the SAP landscape. One IBL project shall conclude once all OpCos are onboarded on SAP.

Fusion

After the acquisition of OBS business, Project 'Fusion' was initiated to amalgamate OBS standards & processes under SEARLE and was successfully completed on July 1, 2020. This will pave way for higher productivity, accurate information, quick decision making, and improved controls.

Office 365



O365 Project was initiated in 2019 as a strategic move to migrate all users to cloud. As of Today, 400+ users (primarily SEARLE and Habitt) are migrated to new platform. O365 comes with enhanced security features, flexibility on scalability, better collaboration and zero capital expenditure. O365 shall continue to expand to other OpCos too.



The first phase of SAP Business Planning & Consolidation (SAP BPC) was completed on June 20, 2020, which is a stepping stone towards consolidated business management for the IBL Group. With the completion of Phase 1, TSCL can manage their budgets, P&L, Balance sheet & Cash flows on BPC in a much efficient manner. As we enter into next phases of implementation, business will be able to experience the full cycle of annual budgets preparation, budgetary controls management, and group financial consolidation.



A disaster recovery (DR) site is a facility an organization uses to recover and restore its technology infrastructure and operations when its primary data center becomes unavailable. Normally such a facility requires heavy upfront investment costing a couple of million dollars. We at IBL accomplished the setup of DR site on Amazon cloud, thereby saving immense capital investment and at the same time ensuring business continuity for the IBL Group. Our strategic objective is to have a ZERO infrastructure IT, which shall be concluded by migrating all our systems to cloud.

Microsoft Teams

In Covid times, timely and wide scale roll out of "Microsoft Teams" enabled all users to seamlessly connect with each other and carry out business as usual. As of today, 1000+ users have been on-boarded and almost 5000+ Virtual Meetings have been completed, and the success continues.



Jazz GSM contract for all OpCos

One of the greatest synergies for all OpCos of IBL Group, was forming the landmark agreement with Jazz. Under this 2 year contract, users from all OpCos are able to communicate at less than half the cost of their standard bills, but are also able to get subsidy on handsets, MiFi devices and data packages.

lenovo

Laptop Standardization

One of the greatest investment in technology happens in Laptops. It was essential to establish some standards across group, not just for uniformity but also to ease the IT service standards and bring economies of scale. Lenovo laptops were hence standardized across all OpCos with pre-included licensed Windows O/S, 4 years Warranty, exclusive principal support and negotiated at a very competitive price.



Lockdown Operations

One of the greatest and most unprecedented event in living history was COVID 2019, which still continues to disrupt some business activities. It was indeed a challenge to ensure business continuity despite a partially disconnected and decentralized ecosystem. Group IT ensured WFH operations, uninterrupted business, system availability, and onsite IT support at all critical times.

DEJAVU

Project Dejavu - "TechOps Document Management System"

A hierarchal document management system was launched in SEARLE with advanced access control to manage their SOPs across their multiple factories.

Once Again Listed In FORBES

“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

SEARLE
Research in the service of mankind

As per MSCI, Searle was top ranked listed entity of Pakistan with the highest performance growth of 52% in share prices.

01 Searle was ranked as the most outstanding company in Pakistan as per Asiamoney's Outstanding Companies Poll, 2018.

02 Searle was one of the only three companies, who are part of Forbes Asia's Best Under A Billion rankings in 2018.

03 Searle was included in Financial Times Stock Exchange Index, a London based index, for international investors to track their funds.

04

Searle's High Energy Affair - 4th Annual Sales Conference at Hilton Towers - Dubai, UAE

'Journey Of Performance And Efficiency Continues'

November 14 to 17, 2019: In the glittering opulence of the Hilton Towers Dubai, 450 strong Searle's high Achievers were gathered. Searle CEO Syed Nadeem Ahmed led from the front an elite gathering of frontline healthcare executives committed to raising the industry bar.



The raised spirits kept the place humming in harmony, Business Unit Heads, the Business Management Lead Team, Sales Managers, and Regional Managers cheered on their top performers who had earned the **"High-Flyers"** title.

Business Affiliates and Guests from various regions of the world added further weight to the proceedings with their presence.



Bilal Ashraf and Javeria Usmani emceed the proceedings, enabling a sound flow throughout the ceremony.

Searle as a Family - Ek Adara, Ek Gharana - came out vividly as individual success stories were told and applauded. Director Marketing Tahir Ahmed encapsulated the Searle journey from 2 Billion rupees to an astonishing 25 Billion rupees in just 10 years, overcoming difficulties and turning adversity to advantage with true entrepreneurial flair reflected in the 5 year CAGR of 16.78% which stood 4% higher than the industry average.



Syed Nadeem Ahmed, CEO of Searle received a standing ovation for his vision and exceptional leadership that has boosted Searle from the 8th largest pharmaceutical Company to the 2nd largest based on the number of units sold. His speech was inspirational; reminding all present that Searle's 4th position was just a milestone achieved enroute to attaining Searle's destiny of becoming No 1. He then gave away the MD's Trophy, Man of the Year Title and Best Sales Manager Award, and mementos to the distinguished guests.



The hilarious entertainment put together by the product management team featured issues ranging from typical behavior of medical information executive to some of the funniest responses of doctors and patients.

The conference concluded on a high note with the commitment to make Searle the number 1 pharmaceutical company of Pakistan.



Searle stood tall In COVID-19

The year 2019-20 has been a rough year but with Passion, Perseverance and Conscientiousness, Searle stood tall among all!

As the country braced with Covid-19 and related after-effects, Searle decided to act quickly and started producing and providing PPEs, Face Masks, Glass Shields, Sanitizers, Disinfectants, UV tools and other protective gears to help our valiant medical fraternity to fight the war against the menace of pandemic.

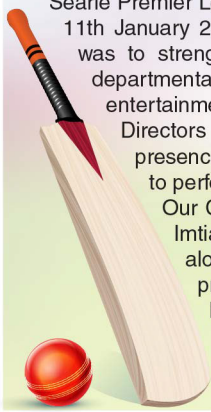
In addition to this, Searle Team created rigorous drive to create awareness among masses on Social Distancing, Wearing Face Masks and frequent Hand Washing, through thousands of printable and digital media tools. Searle and IBL team have risked their lives and ensured the availability of life saving drugs particularly Decadron that has shown to be effective in lowering the cytokine storm in Covid-19 patients.



Searle has the honor of importing first FDA approved low price Generic Remdesivir and provided to the critical patients at Cost. The initiative helped hundreds of life saved and thousands of patients recovered.

Searle had the pride of being the first company that moved to recognize the services of Healthcare Providers who have played Key role in Covid-19 Patients Management and paid them tribute. The Tribute involved certifications and recognitions of their services as the First line of defense against Covid-19. The recognition and acknowledgements nevertheless, still continue.

CRICKET GALA 2020



Searle Premier League (SPL) Cricket Tournament was held on 11th January 2020. A very well-organized event. The event was to strengthen teambuilding amongst inter and intra departmental level and to provide and encourage healthy entertainment among our people.

Directors and GMs also glorified the event with their presence throughout the day, supporting all the teams to perform their best.

Our Chief Officer Technical Operations (COTO) Dr Imtiaz Haider and Site Director Mr. Nisar Qureshi along with SLT and Organizing Committee presented the trophy to Shafi ullah, Deputy Manager Stability and Validation, from team Searle Sultans. Other awards such as man of the match, man of series etc. were also presented at Searle SITE Plant.



Quality Audits 2019-20

Successful Quality Audits during the fiscal Year 2019-2020 F-319 Team Came up with flying colors without any exception:

- Philippine
- Kenya
- Sudan



Role Elevation of Key Leads of Searle

- Mr. Nisar Ahmed Qureshi acquired an elevated position and responsibility as Director Production – All Plants
- Mr. Ejaz Ahmed acquired an elevated position and responsibility as Director Quality Operations for Lahore Plant and ensure Quality Compliance for all toll sites in Central & North region.
- Mr. S. M. Imran, Director Quality Operations will be responsible for all Plants in Karachi and ensure Quality Compliance for all toll sites in South region.



Mehfil e Milad 2019-20

Mehfil e Milad was held at F-319 Plant on December 06, 2019: Factory was beautifully decorated with different colorful lights and bunting. Staff enthusiastically attended the event. Different renowned Naatkuwa were invited along with employees to present Naat Rasool SAW in front of the audience.



Directors and GMs along with SLT also were present to grace the event. This holy gathering was also followed by Hajj draw & distribution of Long Service Awards for entitled team members. This peaceful, spiritual and blessed ceremony was concluded with a simple but tasty dinner and distribution of sweets.



TIPS TO KEEP YOUR WORKSTATION CLEAN AND LET PRODUCTIVITY RULE!

- Use A file Tray and avoid untidy paper pile ups
- Sanitize
- Keep Clutter at Minimum
- Give Personal Items a Designated Spot
- Do not Eat at Your Desk
- Keep the Wires Tidy

Annual Grand Picnic was arranged for Searle SITE Plant employees on November 17, 2019, at Hawks Bay Beach, Karachi. Like every year, this awaited event brought in excitement on faces. Employees enjoyed the whole day at the beach with excellent facilities, meals and other recreational activities.

*Picnic
2019-20*

The off-site event, as anticipated gave immense engagement opportunity and created happiness amongst the team.



Celebrating 73rd Independence Day of Pakistan - 14th August at F-319



SEARLE Adds Two More Manufacturing Facilities in 2019-20

Besides upgradation of Karachi & Lahore Plants, two more manufacturing facilities were included in Searle during FY2019-20; OBS & Searle Consumer Plants



Karachi SITE, Nextar & Lahore Plants received another approval for export, from Francophone region – Senegal National Pharmaceutical Regulatory Authority in February 2020

Safety Fire Drill at F-319



OBS manufacturing facility was built by MSD, USA, licensed in 1976. In addition to general section, this facility also has dedicated hormonal production capacity.

Annual Target Achievement and Celebration by Plant Team at F-319



Another manufacturing facility was added "Searle Consumer Plant" approved by Sindh Food Authority.

- Along with Canderel, produced first batch of Equal sucralose sweetner
- First batch of Cereals produced locally, which were previously imported



Searle IV Plant has a large volume manufacturing facility for lifesaving Intravenous (IV) Fluids and Medical Disposables, having unique Blow-Fill-Seal Technology.

- Launched two immensely in-need high quality products for pharmaceutical market in 2019-20

THOUGHT PROVOKING QUESTIONS

What will be your greatest success?

What is the best Rs. 5000 you have ever spent?

SearleBEL is a manufacturing facility in Belgium; an on-going project to cater escalating need of HOTC products. User required specifications has been completed with Factory Acceptance Testing (FAT). Various machineries will be installed at Searle BEL.



Regulatory & Business Development SEARLE & IBLHC LAUNCHES



CSR INITIATIVES

Bemsivir Injection:

In recent pandemic situation of COVID-19, Searle comes up with a drug; Remdesivir Injection registered under emergency use authorization for the treatment of critically hospitalized patients. The drug is imported from US-FDA approved manufacturer: Beximco-Bangladesh. Searle supplied this product to patients on cost basis.



Defera Tablet:

Defera (Deferasirox) is an orphan drug, which is used for the patients of Thalassemia. Searle developed, manufactured and supplied these medicines free of cost to thalassemia patients (AMTF - Afzal Memorial Thalassemia Foundation).



Regulatory & Business Development

SEARIMS (Searle Regulatory Information and Management System) is an end-to-end Regulatory Document Management System exclusively designed to enable Regulatory team within a life sciences organization to seamlessly create, capture, manage, organize, connect, deliver and archive regulatory data, dossiers & artworks in a compliant, efficient and instinctive manner. It will also provide dynamic reporting of all regulatory developments and milestones on single click.

SEARIMS

SEARLE REGULATORY INFORMATION & MANAGEMENT SYSTEM

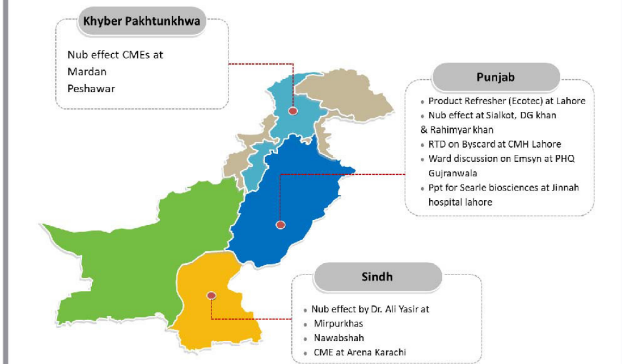
Mining Documents From 1976 to date	Organizing More than 1,100 Applications & Dossier	Coding & Storage In 350 Archive Box	Physical Record Room OBS Site Plant
Archiving Scanning & Uploading 1 M papers	Storage Online & physically 1,600 Dossiers & Artwork	Documents of more than 20 Countries	Trail of more than 500 Approved Artworks

Regulatory Excellence



Clinical Research by Medical Affairs Nub Effect CMEs (Across Pakistan)

As the ongoing CME activities start from year Oct 2018 on the Nuberol study "NUB-EFFECT" conducted by the medical managers of TSCL (Searle) across Pakistan. In continuation, the recent CMEs were conducted in 2019 – 20 as well, at Leading Institute of Karachi by Dr. Ghazal Bukhari and Lahore & Kasur by Dr. Rana Fareed.



Medical Liaison Activities across Pakistan



Pharmacovigilance | A changing Landscape

Pakistan (Drug Regulatory Authority of Pakistan, DRAP) has become a full member of WHO programme for international Drug Monitoring, Uppsala in year 2018. This programme is dedicated to achieve the safer use of medicines for patients everywhere through a Science Known as PHARMACOVIGILANCE. Ambition of each member country is to make world a better place for patients & their communities.

Since 2018, DRAP has been more stringently emphasizing that every national pharmaceutical company must have in place a system for drug surveillance (Pharmacovigilance system) capable for systematic collection & evaluation of safety data.

Searle's Journey towards Patients Safety

Patient safety is both a goal & a practice. We, at Searle, believe that patient safety is one of our core business principle. Our goal is to MAKE MEDICATION USE SAFER TOGETHER.

"Safety First" is "Safety Always"

SEARLE

PHARMACOVIGILANCE

All AEs should be reported **IMMEDIATELY** or within **One Calendar Day** to Searle Pharmacovigilance via following details.

(92-21) 35674321, (09-21) 35674593

pv@searlecompany.com

Searle Pharmacovigilance Philosophy

We at Searle believe that Patient safety is one of our core business principles. The aim of Pharmacovigilance is to promote public health by identifying, evaluating and minimizing safety issues in all possible ways. All of our medicines undergo thorough safety monitoring and evaluation processes at every stage of a medicine's lifecycle.

Searle encourages consumers, health care professionals to report any discomforts/adverse events experienced, after consuming or administering any Searle's product.

PHARMACOVIGILANCE UNIT, Ministry of Health, Islamabad, Pakistan. The Searle Company Building, 11st Floor, 11, G. Road, Avenue, Shalimar, Lower, Karachi. For more details, please refer to the Searle website: www.searle.com.pk

Let's Make Medication Use Safer Together

Our Growth Milestones

At Searle journey of Pharmacovigilance is marked with successes and challenges. Our PV team started as a 1-man unit and today growing to become a strong team. The team is constantly monitoring for adverse events (AEs) reported locally by healthcare professionals to ensure patients safety. One of the achievements which we are proud of is having intact Pharmacovigilance (PV) system in the Searle Company including mechanism for reporting to regulatory authority (DRAP) AE form & In-house built PV database for collection & archiving of data.

TSCL PV awareness brochure, highlighting the key elements to remember. Furthermore, the PV Unit of Medical Affairs department has taken initiative to expand the awareness trainings on Pharmacovigilance among Searle employees at every level from lower to upper management of every organizational department.

Lets Makes Medicine Safer: An Initiative by Medical Affairs Pharmacovigilance Unit Pharmacovigilance Awareness Sessions

The first Pharmacovigilance awareness session was conducted HCP at AKAR Hospital and Jinnah University for Women also in Searle Head office Karachi with BUH & BMs of the Searle Marketing Department, Followed by the PV session with Searle Lahore Plant & OBS Plant Karachi.



Continue Medical Education By Medical Affairs

Product presentations with HCPs conducted by Dr. Fareed Rana & Dr. Ghazal Bukhari



Basic Medical Training Pharmacovigilance & Selling Skills for new Inductees

The Basic Medical Training (BMT) is the core activity of Medical Affairs to train and enhance the knowledge of new inducting Searle sales/field force team. The BMT is planned on Monthly basis with the mutual understanding of the respective marketing team. In this regard, in the month of September BMT of Marketing Team Tulip has been conducted by Dr Ghazal, & Dr Fareed Rana in Karachi, Lahore, Islamabad & Multan. Following are the glimpses of the sessions.



Medical Liaison Activities across Pakistan Research Methodology Workshop LUMS Jamshoro | August 2019

The Searle Clinical Research unit initiated the Research workshops for the scientific image of the organization and KOL development that support or involve in the Investigator Initiative Study (IIS). The first Research workshop on "Synopsis writing" was conducted at Liaquat University Jamshoro.

AUG
8
Thursday

**BASICS OF STUDY DESIGNS
&
SYNOPSIS WRITING**



"Make your supervisor to better understand your research thinking"

SEARLE

Nextar plant visit with Chinese researchers 14th Sep 2019

Nextar is the Purpose Built Biological Plant in Pakistan. Searle has acquired Nextar Pharma (Pvt) Limited for rDNA manufacturing. Recently a Chinese delegation along with HEJ representative on 14th September also visited our plant & facilities. The Medical affairs team facilitated the delegation during this visit.



GLOBAL BUSINESS

SLENDO 2019, Colombo-Sri Lanka

GBD participated in SLENDO (Sri Lanka Endocrine) Conference in August 2019. Doctors from Afghanistan, Myanmar & Cambodia were invited. Searle also put up a stall at the Conference.

Later, GBD also organized International Heart & Metabolic Forum (IHMF) in Colombo in collaboration with SLENDO. More than 200 doctors from Sri Lanka, Afghanistan, Myanmar & Cambodia attended this event.



IDF 2019, Busan-South Korea

GBD participated in IDF in December 2019. 80 doctors from Pakistan, Sri Lanka, Myanmar, Cambodia & Laos were invited in the Conference.



GBD also organized International Heart & Metabolic Forum in Seoul which was attended by approximately 100 doctors.



Afghanistan

Scientific Symposium on “Management of Cardiometabolic & Digestive Disease: Perspective and Current Trends” with Key Opinion Leaders of Afghanistan held at Bangkok, Thailand in December 2019



International Symposium with Key Therapeutic Expert of Afghanistan on topic of “Addressing Cardiometabolic Health Issues: An Evolving Landscape” held at Istanbul, Turkey in September 2019



Strategic Business meeting with Business partner and field force of Afghanistan held at Murree in June 2020



Embarking on the Journey of Success with Another Milestone

Searle Expands its footprint to Gulf & Francophone Region

Searle Global team joins the list of first few Pakistani pharmaceutical companies, exporting their products to GCC (Gulf Cooperation Council) countries. The entry in GCC was phased out starting from Sultanate of Oman. Products are commercialized and registration & development is in process.

The Global, Regulatory & Technical team also bank approvals to export its products to French Speaking Countries with 3 manufacturing sites; SITE F-319, Lahore plant and Nextar (Biotech) been granted GMP approvals from authorities of these French African countries.



Launch of CLARIZA

Team Oncology Care launched Clariza under the umbrella of Searle Biosciences (SBS), at IBL Branch Offices (major cities) and with doctors all over Pakistan in September 2019



Team Hepatology Initial Field Force Training (IFF-T)

Team Oncology Care launched Clariza under the umbrella of Searle Biosciences, at IBL Branch Offices (major cities) and with doctors all over Pakistan in September 2019



THOUGHT PROVOKING QUESTION

What makes you reach actual happiness?

SBS Participation in World Congress of Gastroenterology 2019 Istanbul, Turkey

The WGO, focuses on the improvement of standards in training, education, and the practice of Gastroenterology, Hepatology and other related disciplines worldwide, with a focus on low-resource nations. Searle Biosciences participated along with health care professionals in the field of Gastroenterology and Hepatology.



Launching Ceremony of NI-Grow+ at Hotel Ramada Plaza, Karachi

- The Searle Company Limited realized the need of a high quality growing up formula for 3 years and above in the market. Keeping this in view the Searle Nutrition Division launched NI-Grow+ in Pakistan in the month of July 2019.
- NI-Grow+ is one of the quality brands of NI Formula Family for growing children from 3 years+ and caters to all nutritional requirements of young children during their physical and mental development phase.



THE SHREDDER

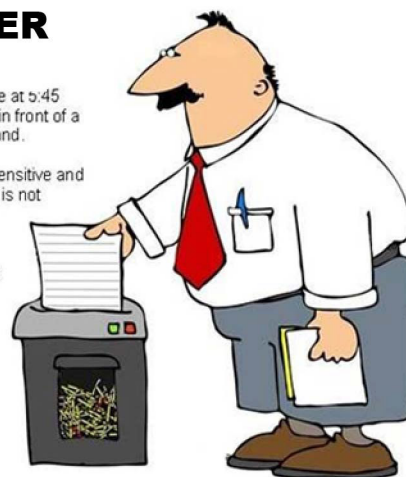
A young engineer was leaving the office at 5:45 p.m. when he found the CEO standing in front of a shredder with a piece of paper in his hand.

"Listen," said the CEO, "this is a very sensitive and important document, and my secretary is not here. Can you make this thing work?"

"Certainly," said the young engineer. He turned on the machine, inserted the paper, and pressed the start button.

"Excellent, excellent!" said the CEO as his paper disappeared inside the machine, "I just need one copy."

Lesson: Never, never, ever assume that your boss knows what he's doing.



2019 Annual Sales Meeting

IBL Healthcare conducted Annual Sales Meeting 2019 in Karachi and Islamabad with the theme "Transform to Outperform". All field force and head office staff participated in the event. It was a high voltage event filled with celebrations, performance reward and vision 2019-20 sharing. The zealous event ended on a commitment to surpass all previous performances and achieve highest sales in the year 2019-20.



Bausch + Lomb Symposium 2019

A foreign speaker symposium for Bausch and Lomb was organized at 3 locations (Karachi, Lahore & Islamabad) on the launch of its product UltraTM contact lens. Sessions mainly focused on latest innovation in lens brought in through Bausch + Lomb's new product UltraTM contact lens.

IBL Healthcare Marketing and Sales team took commitment from all the participating business partners for effective sales of best in class portfolio of Bausch+Lomb.



Nestle Health Sciences Covid Care & Control- Online Symposium

June 18, 2020: A session was organized for healthcare professionals to learn from the best practices. The experts shared their experiences which were being beneficial regarding nutritional management of patients infected with COVID-19.



Engagement with Healthcare professionals during COVID-19



40th Karophth Annual Congress of Ophthalmology

August 23-25, 2019 in Karachi: IBLHC participated in 40th Karophth Annual Congress of Ophthalmology. It was the 1st National Conference on medical Education in ophthalmology and 1st National symposium on Retinoblastoma. In this event, recent advances in Ophthalmology was discussed.



CONTINUOUS IMPROVEMENT IS BETTER THAN DELAYED PERFECTION.

IBLHC Academic Exchange Forum

September 7, 2019 in Karachi: In collaboration with HEJ, ICCBS and LEJ Research center, Karachi University, with the focus to give perspective to Pediatricians, Gynecologists, Family Physicians and Nutritionists on latest development in the field of nutrition.

Session had interactive presentations and was also live broadcasted at AIMS Institute, Hyderabad.

IBLHC is committed to work together with HCPs as their partners in extending the benefits of their quality products to patients, improving the state of healthcare in Pakistan.



Training Course on Organic Growth

Exclusive In-house one day training session was conducted by Mr. Muhammad Ghiyasuddin, D&GM IBLHC, for all the Marketing and Sales Team.



Webinars On Covid-19

During this time of COVID-19, IBL HealthCare played an integral role in medical education and arranged live WEBINARS through their social media pages

<p>Prevention from COVID-19 in Children Dr. Haseeb Jambati 2:00 PM - 3:00 PM Thursday, 11/14/2020</p>	<p>Covid and Immunity Dr. Arshad ul-Haq Qazi 2:00 PM - 3:00 PM Thursday, 11/14/2020</p>	<p>Strengthening Immune System During Recurrence of COVID-19 Moti Khan 2:00 PM - 3:00 PM Thursday, 11/14/2020</p>	<p>Nutrition management for critically ill patients infected with COVID-19 Prof. Saadiah Akram Fali 2:00 PM - 3:00 PM Thursday, 11/14/2020</p>
<p>Gastrointestinal Awareness Dr. Sajid Ali Mirza 3:00 PM - 4:00 PM Thursday, 11/14/2020</p>	<p>Nutrition for children and pregnant women in the COVID-19 pandemic situation Dr. Sana Afsar 3:00 PM - 4:00 PM Thursday, 11/14/2020</p>	<p>Best Practices in the Management of COVID-19 and Why Forward Dr. Aziz Baig 3:00 PM - 4:00 PM Thursday, 11/14/2020</p>	
<p>Every File is not Corona, Nutrition values in children Prof. Jaisal Akber 3:00 PM - 4:00 PM Thursday, 11/14/2020</p>	<p>Nutrition for Healthy Immune System during COVID-19 Prof. Dr. Azeed Akram 3:00 PM - 4:00 PM Thursday, 11/14/2020</p>		

Infagrow A+
E-COM INTEGRATION



International Nurses Day

2020 is designated as the Year of the Nurse and the Midwife by the World Health Organization in recognition of their contributions

Thank you for giving your best in the worst

nurse connections

Dear Doctor, Nestlé Health Science complete range is available at following channels for direct delivery at home. Do inform your patients in need.

DVAGO **dawaai**

Nestlé HealthScience

BAUSCH+LOMB
See better. Live better.

ECOMERCE INTEGRATION
dawaai daraz

IBL HEALTHCARE

equal[®] Sucralose

launch in Pakistan

The growth in the global Health & Fitness trend continues unabated. Pakistanis, too, are getting more and more conscious. In parallel the GoP is discouraging imports. Thus, there is a need for a premium, international brand. To address this, Equal, zero calorie sweetener was launched in August 2020, in key urban centers. Equal is available in more than 15 countries.



SEARLE

**Equally Sweet,
Equally Fit**

World's leading
Zero Calorie
Sweetener

**NOW IN
PAKISTAN**

Canderel[®]

Relaunch, April 2020

Conforming to the International brand identity, Canderel Pakistan also adopted the new pack design, in April 2020. This was combined with an improved formulation of the Cook & Bake range, with better fill-levels; an all new 60g Jar; and improved packaging of sachets. Canderel Pakistan continues to build on its International equity, providing Pakistani consumers with a world-class low-calorie sweetener.

Before
Relaunch



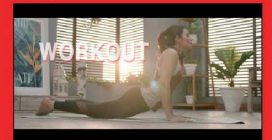
CANDEREL[®]

Relaunch Range



Canderel Advertising Campaign, Summer 2020

To coincide with the Canderel Relaunch in April 2020, an advertising campaign focusing on the Cook & Bake range, specially jars. A TV commercial was aired in May and June, along with a poster and merchandizing drive, and point-of-sale materials.



<https://www.youtube.com/watch?v=90azXNKsJ0E&list=PLb-channel=CanderelPakistan>





Hospicare and ARAB HEALTH CONFERENCE DUBAI 2020

Arab Health is a healthcare conference and trade show in Middle East. It took place in Dubai in the month of January 2020. Manufacturers and Principals from all over the world attend this conference and set their booths for displaying their product range. Team Critical Care attended the esteemed conference and conducted meetings with Principals worldwide for the purpose of maintaining relations with existing customers and onboarding new principals and business ideas.



PSA CONFERENCE IN PAKISTAN 2019

Team Hospicare participated in the PSA Conference which took place in Pearl Continental Hotel, Lahore. The Leading anesthesiologists from all over Pakistan attended the conference and the CME held under the umbrella of this conference.



6 + 3 = 9
but so does 5 + 4.
The way you do things is not always the only way to do them.
Respect other people's Way of Thinking.

PRODUCT LAUNCH

Hospicare team extended the portfolio Medeco disposables and introduced the Pen Type IV Cannula to cater the needs of healthcare professionals including hospitals & institutes.



ANNUAL ACTIVITIES LOG

Winner's Con Bangkok



NURSING DAY ACTIVITY



growth

Everything will work out exactly how and when it is suppose to, regardless of how and when you may want it to. Let your faith in the journey be stronger than your doubts and fears. Be patient with yourself and your growth, knowing that good things always take time. Give yourself time and space to try things and explore different paths. You will get there one day, so don't forget to enjoy the journey too.

- Nikki Banas

CRITICAL CARE SEARLE
CARE

ARAB HEALTH CONFERENCE DUBAI 2020

Arab Health is a healthcare conference and trade show in Middle East. It took place in Dubai in the month of January 2020. Manufacturers and Principals from all over the world attend this conference and set their booths for displaying their product range. Team Critical Care attended the esteemed conference and conducted meetings with Principals worldwide for the purpose of maintaining relations with existing customers and onboarding new principals and business ideas.



12th BIENNIAL INTERNATIONAL CONFERENCE OF PAKISTAN SOCIETY OF NEPHROLOGY 2019

Critical Care team participated in 12th Biennial Conference of Pakistan Society of Nephrology (PSN) 2019 held at Lahore and introduced their newly launched Hemodialysis disposables in the segment of nephrology. The Leading nephrologists from all over of Pakistan attended the conference and the CME held under the umbrella of Nephrology conference.

Pakistan Society of Nephrology seeks to advance and promote the science of Renal Medicine. The biennial Conference remains the highlight of Pakistan Society of Nephrology's academic calendar. This Conference has great tradition of Examining innovative concepts and networking with international societies.



SUCCESSFUL PRODUCT LAUNCH

Critical Care team extended the portfolio of Hemodialysis disposables by adding Hemodialysis Double Lumen Catheter Kits.

SEARLE

Hemodialysis Double lumen Catheter Kits



NEW PARTNERS ON BOARD



BAIN MEDICAL EQUIPMENT

Bain Medical Equipment (Guangzhou) Co., Ltd is China's largest and innovative blood purification products manufacturer. The main production facilities are situated in Guangzhou Economic & Technological Development Zone. Since 2003, Bain Medical has focused on becoming a global healthcare provider for blood purification equipment and related disposable products.

Presently Bain Medical specializes in manufacturing and distributing hemodialyzer, tubing sets for hemodialysis, disposable, A. V. fistula needle sets, hemodialysis machine, dialysis kit and aggregates, all with leading technologies in the industry.



GIANT MEDICAL EQUIPMENT

GIANT MEDICAL

Giant Medical Equipment (Guangzhou) Co., Ltd. - a professional manufacturer is dedicated to high classification medical products such as Central Venous Catheter Kits (CVC), Hemodialysis Catheter Kits (HC), Peripheral Inserted Central Venous Catheter Kits (PICC), Enteral Feeding Tubes, Needleless Adapters, as well as Tracheobronchial tube kits.

5 WAYS TO CREATE A POSITIVE WORKPLACE

1

GIVE BENEFIT OF DOUBT
(Don't read into other people's action)

3

SPEAK WELL OF OTHERS
(And if you have nothing nice to say - Shut up!)

4

LOOK AT WHAT WORKS (There is always something good in every situation - find it)

2

PRACTICE GENEROSITY OF SPIRIT
(Don't wait for someone else to share or help - do it first)

SHOW APPRECIATION
(Say thank you more often)

5

WORLD KIDNEY DAY (WKD) MARCH 12, 2020 ACTIVITIES

12th March is celebrated as World Kidney Day worldwide. Critical Care team joined hands with the kidney patients and on boarded leading nephrologists nationwide to run a one-month social media awareness campaign by the slogan of "YOUR KIDNEYS ARE VITAL" and recorded health awareness message and chronic kidney diseases awareness walk specific for the patients of Renal failure.

Nephrologists Engagement Activity



SOCIAL MEDIA CHRONIC KIDNEY DISEASES AWARENESS ACTIVITY



KIDNEY DAY AWARENESS WALK



DIALYSIS UNIT PATIENT EMPATHETIC ACTIVITY



“Being positive won't guarantee you'll succeed. But being negative will guarantee you won't.”

Jon Gordon



MDD and ARAB HEALTH CONFERENCE DUBAI 2020

Arab Health is a healthcare conference and trade show in Middle East. It took place in Dubai in the month of January 2020. Manufacturers and Principals from all over the world attend this conference and set their booths for displaying their product range. MDD attended the esteemed conference and conducted meetings with Principals worldwide for the purpose of maintaining relations with existing customers and onboarding new principals and business ideas.



CONFERENCE IN PAKISTAN AND PRINCIPAL'S VISIT

Safe blood transfusion practices workshop sponsored by Wego Blood Bags held in Islamabad.



ONE OF THE MOST SINCERE FORMS OF RESPECT IS ACTUALLY LISTENING TO WHAT ANOTHER HAS TO SAY.

NEW PRODUCT LAUNCH

Launching of Wego Blood bags from the platform of IBL HealthCare Medical Disposable Division



NEW PARTNERS ON BOARD

WEGO 威高
连锁透析中心

Shandong Weigao Group Medical Polymer Co., Ltd.

The Weigao Group was established in 1988, and has since become a top medical supplies manufacturer in China with a workforce of over 10000; principally involved in the research and development ("R&D"), production and sales of branded disposable medical devices.

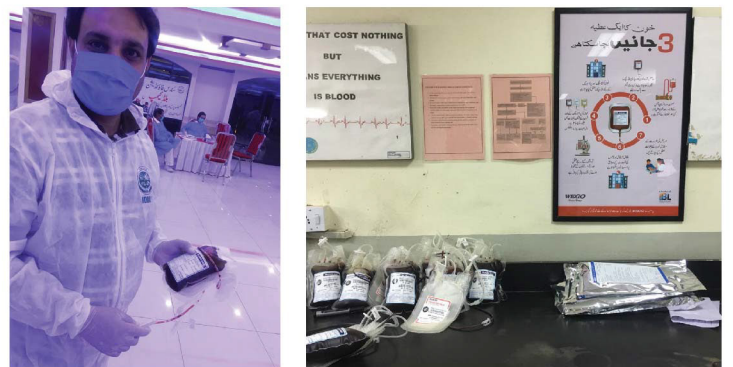
The Blood bag is one of Weigao Group's most experienced production lines, which has been manufacturing since its foundation in 1992. Weigao Group has since introduced certified blood bags, production and quality control to market complete with CE marks, ISO9001, ISO13485 and GMP certificates.

ACTIVITIES

Thalassemia Day Activity



Blood Donation Day awareness Activity





COVID Safety Kit to Friends of IBL

COVID-19 has brought new challenges with it. IBL Operations geared itself up to face biggest challenge of the year. Not only IBL's field team continued operations with all safety protocols in place but also kept distributing safety kits in market to ensure essential medical supplies keep reaching the consumers with all safety protocols.



Ramadan & Eid Greetings with Friends of IBL

IBL Operations has always strived to keep obliging its valuable customers in-market. Be it Eid or other festivities, we always remember our customers and use every opportunity to build superior relationship with trade. Likewise, this Ramadan as well we distributed Special Ramadan & Eid Greetings gift boxes.



Eid Kay Rung, Azadi Kay Sang

Independence Day is the time to celebrate the efforts our great leaders did to give us this great homeland. IBL Operations celebrated this grand day with its dedicated customers in market by obliging them with a special token of appreciation along with wishes for Eid-ul-Azha



Friends of IBL celebrate Winters with a Special Combo Gift

IBL Operations celebrated winters with its customers in market with a special winter gift in the form of an IBL Branded Mug and an instant Yakhni Pack in January'2020



Special Gift for IBL TSOs & Suppliers by SEARLE

COVID-19 posed a first of its kind challenge for all the field team. IBL Operations made its highest-ever achievement amidst highest-ever challenge. SEARLE obliged the effort of IBL's valuable TSOs and Suppliers with a Special Gift in May'2020



Sales Call Kit for our Front-liners

IBL Operations strongly believe in taking care of its front-liners, our valuable TSOs. Due to constant in-market activity the TSO bags and shoes face a wear and tear. For the same purpose New TSO Bags, shoes and product detailers were given to all TSOs in February'2020



High Flyers Abroad Trip

All the High Flyers of IBL Operations gathered in Dubai in a specially organized abroad trip in December'2019. This included city tours of Dubai and Abu Dhabi



IBL unstoppable to achieve 100 branches across Pakistan

IBL Operations has been constantly moving ahead to a vision of largest distribution network. Established 100 branch network, new branches and sub-branches have been established. IBL's 98th branch has been inaugurated in Mughalpura, Lahore in July'20 whereas sub-branches in Besham, Buner, Mansehra, Mian Channu, Bhalwal and Phool Nagar have been established in the previous months.



OBS Launch

The excitement multiplied across IBL Operations team with the launch of OBS in October'2019. All main branches had a special Launch Ceremony on OBS Launch Day in IBL Operations.



Breakthrough Performance

Manager Trainings are always a part of Yearly Training Calendar at IBL Operations. All the Managers of IBL Operations were gathered under one roof and a full day training session on how to ensure breakthrough performance was conducted by Mr. Arif Pyrali in July'2019.



Lets Decorate Our Own World

Lets Decorate Our Own World was the theme of IBL Operations in 2019-20 and all trainings revolved around creating the best merchandise across every field force member. All TSOs across all zones were gathered for Special Merchandising Trainings on how to always keep a check on their displays across their designated shop universe.



Supplier Trainings

Supplier Trainings are a Quarterly Feature at IBL Operations initiated jointly by Head Office Team, HR and Head of Sales in the field. All suppliers spread across the length and breadth of the country receive their trainings according to their annual training calendar.

Objective of these trainings was to reinforce and inculcate the Standard Operating Procedures in a fun way. There were discussions, queries, role plays in the session followed by a reflection on IBL Values.



The IBL Manager

People management is the real art, therefore it is essential to train our people managers continuously on their management styles. Development sessions were conducted in January 2020 in Karachi & Lahore by Shahzad Shafiq from Searle on "How to be an effective Manager". Session had enriching experiential exercises on self analysis of management style, coupled with fun learning activities.



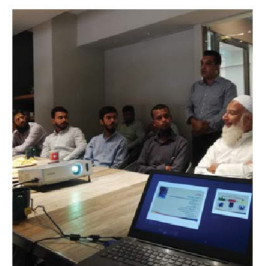
United Brands: L'oreal Plan Presentations

United Brands held a special meeting for L'oreal's Plan Presentations in which all front-liners along with senior management of both IBL Operations and L'oreal were present to share their vision.



Essential Selling Skills

Field force is our front line soldiers who are in field facing all the difficulties and are real driving force of any business. As they are essential to business, their development is essential to us. Highlights of a sales training on "Essential Selling Skills" conducted by Nadir Shah from United Brands.



IBL Logistics

IBL Logistics team has been working day in and day out to ensure all warehouses remain overhauled and that all stocks are kept as per agreed SOPs.



IBL Annual Sales Conference 2018-19

IBL Annual Sales Conference was held in Lahore in October, 2019 to grace the achievers of 2018-19. It was an evening full of vigor, energy and passion when all achievers of IBL gathered under one roof.

5 Ways to wellbeing

...here are 5 things that you can do in your everyday life to help YOU feel good

- CONNECT...**
Speak to someone new or call an old friend
- GIVE...**
Offer a helping hand or smile at someone to brighten their day
- BE ACTIVE...**
Use the stairs instead of the lift, walk more
- KEEP LEARNING...**
Rediscover an old interest or take on a new responsibility at work
- TAKE NOTICE...**
...of the world around you, appreciate the changing seasons



CISCO Transform Your Business Event

IBL-Unisys organized an event named "Transform your Business" to address the opportunities accessible through Cisco's Next Generation Technologies, such as Intent-Based Networking, Cutting-Edge Converged Infrastructure Solution and Robust Application Performance Monitoring for intuitive Customer Experience which allow our customers to deliver consistently flawless digital experiences.



CISCO Meraki Event

IBL-Unisys and Ingram Micro in collaboration with Cisco hosted a Cisco Meraki Event at the Pearl Continental Hotel in Karachi, focusing on Cisco Security, Cisco Meraki enablement & live demos. Thanks to the Ingram Micro team for your support in making this event a success.



Won Auvitronics SAP Hana Contract

IBL-Unisys has been awarded a contract for Design, Supply and Commissioning of SAP HANA Hardware on POWER solution.



Dell Technologies and VMware Unified Workspace Event



IBM Workshop

IBL-Unisys had an amazing Workshop with IBM on SAP HANA Enablement so that we can help our customers to modernize their current infrastructure and make the transition to SAP S/4HANA on IBM Power Systems.




DELL EMC Event

DELL EMC Bedrock of Modern IT requires Modern Servers Event. The event focused on technological advancements for Dell SAP HANA. The stunning success of the event reflects how IBL-Unisys is strongly aligned with Dell EMC and has distinguished itself as a top partner, exemplifying the expertise and innovation in delivering transformative solutions.



EMPLOYEE WELL BEING

Start a To Do list: At the end of each day, go over your list and write up one for the next day, when your thoughts are down on paper, you'll find it easier to not think about work.





Excellence

- Takes ownership of current role and beyond
- Delivers quality work
- Strives for continuous improvement



Contract Award Ceremony with Adamjee Enterprises for Dell SAP HANA

Team IBL-Unisys had an exciting day with our customer Adamjee Enterprises at the Contract Award Ceremony for Dell SAP HANA Infrastructure.



Pakistan's 1st Artificial Intelligence Summit

IBL-Unisys and Dell Technologies are honored to sponsor Pakistan's 1st Artificial Intelligence Summit 2019, organized by Total Communications, in support with the Ministry of Information Technology, Government of Pakistan and P@SHA. The summit focused on the latest and exciting innovations in all areas of Artificial Intelligence and Machine Learning research which offers a unique opportunity for the participants across the country to meet, network, and perceive scientific innovations.



PrintPak 2019 Event

At Print Pak 2019 IBL-Unisys and Xerox showcased industry-leading digital press and integrated end-to-end solutions, it was a highly engaging event filled with exciting discussions on the latest technology and software solutions of Xerox.



Power Boot Camp on Storage (Kuala Lumpur)

Our growth mindset culture begins with valuing learning over knowing. Recently, the IBL-Unisys team attended Power Boot Camp on Storage, HCI, and Data Protection conducted in Kuala Lumpur by Dell Technologies for their Partners.



Dell Technology Services Enablement Session

Dell Technology Services team conducted a Services Enablement Session at IBL-Unisys Karachi Office. It was a highly engaging session filled with informative discussions on deploying new services and technologies as quickly as possible – with confidence.



Executive Networking Dinner

IBL-Unisys in collaboration with Dell Technologies hosted an EXECUTIVE NETWORKING DINNER. The event was held on a Cruise at DA Marina Club. Team IBL-Unisys spent their time acknowledging a great year of development & welcome a new year of energy, growth & success.



EUC Partner Bootcamp (Thailand)

IBL-Unisys team attended EUC Partner Bootcamp in Thailand organized by VMware and EZY.



Transaction Monitoring System Go-Live (Sindh Bank)

IBL-Unisys Kicked-off New Year with the Go-Live of Transaction Monitoring System based on SAS (Anti-Money Laundering Solution) at Sindh Bank Limited.



Innovative Solution Partner of the Year Award 2019

IBL-Unisys honored and proud to receive the Innovative Solution Partner Award 2019 presented by Ingram Micro and Cisco.



Partnership

- Collaborates selflessly
- Behaves respectfully
- Seeks to create value for IBL Group, its partners and society



IBL-Unisys partnered with IBM to deploy SAP HANA Hardware on IBM Power Solution at Auvitronics Limited



1LINK becomes the first FSI (Financial Service Institution) to implement CISCO ACI technology for Software Defined Network Solution implemented by IBL-Unisys



Digital Workspace Partner of the Year Award 2019

IBL-Unisys honored and proud to receive the Digital Workspace Partner of the Year Award 2019 presented by VMware.



EMPLOYEE WELL BEING

if you're staring at a screen all day, getting up and getting away from your desk is a necessity when it comes to **AVOIDING FATIGUE**. So, always ensure you make an effort to move around regularly

Independence Day Celebrations

Celebration of Independence day with the vision "One team, One Goal"



Women's Day Celebration

Celebration of International Women's Day through a DVC and celebration at all offices and branches.

Habitt
March 6 · 🌐

This Women's Day, let's honour all the women whose countless efforts, skill, and hard work goes unnoticed. We at Habitt aim to celebrate all the wonderful personalities who have been doing marvels in their respective fields.

#habitt #womensday #internationalwomensday #habithomestore #womenempowerment #genderequity #strengthofhabitt

Ever-highest sales

Ever-highest sale and footfall in the month of December 2019.



INTEGRITY

IBL
Creates transparency
Acts fairly & honestly

Successful Marketing & PR Campaigns

Wedding campaign slogan that became a massive hit. Based on a concrete insight.

Jo bhi Habitt
jaisa bana raha
hai, wo bas
bana raha hai

Asaan Installments
0% Interest
Get Bed as low as
Rs.2,920/mo*

Expansion to the Capital City

Habitt stepped in to the twin cities with the launch of its first store on PWD Road, Islamabad.



Successful Marketing & PR Campaigns

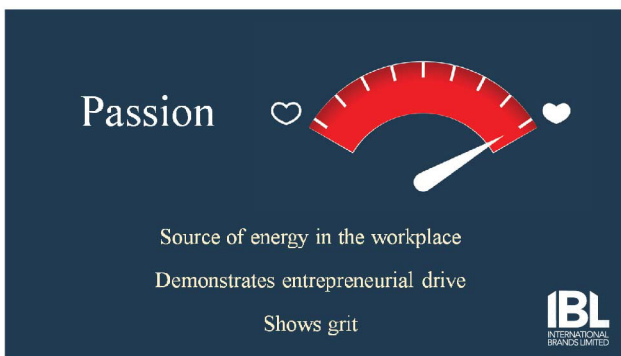
Décor and Furnishing partnership with a series of top-notch anchors and celebrities of Pakistan including Samina Pirzada, Aisha Omer, Dr. Shaista Lodhi and more!



#ShoaibAkhtar #cricketer #fastestbowler
Shoaib Akhtar | How the Son of a Watchman Became a Superstar | Part I | Rewind With Samina Peerzada

Successful Marketing & PR Campaigns

An initiative loved across the nation! During the rain, Habitt opened its doors to the ones who were affected and the initiative went viral and received national level recognition and appreciation from media and public figures.



**WHAT IT TAKES TO BE A GREAT EMPLOYEE:
THE PARABLE OF THE ORANGES**

There was a young man who had ambitions to work for a company because it paid very well and was very prestigious. He prepared his résumé and had several interviews. Eventually, he was given an entry-level position. Then he turned his ambition to his next goal—a supervisor position that would afford him even greater prestige and more pay. So he completed the tasks he was given. He came in early on mornings and stayed late so the boss would see him putting in long hours.

After five years a supervisor position became available. But, to the young man's great dismay, another employee, who had only worked for the company for six months, was given the promotion. The young man was very angry, and he went to his boss and demanded an explanation. "Would you go to the store and buy some oranges? My wife needs them."

The young man agreed and went to the store. When he returned, the boss asked, "What kind of oranges did you buy?"

"I don't know," the young man answered. "You just said to buy oranges, and these are oranges. Here they are."

"How much did they cost?" the boss asked.

"Well, I'm not sure," was the reply. "You gave me \$30. Here is your receipt, and here is your change."

"Thank you," said the boss. "Now, please have a seat and pay careful attention."

Then the boss called in the employee who had received the promotion and asked him to do the same job. He readily agreed and went to the store.

When he returned, the boss asked, "What kind of oranges did you buy?"

"Well," he replied, "the store had many varieties—there were navel oranges, Valencia oranges, blood oranges, tangerines, and many others, and I didn't know which kind to buy. But I remembered you said your wife needed the oranges, so I called her. She said she was having a party and that she was going to make orange juice. So I asked the grocer which of all these oranges would make the best orange juice. He said the Valencia orange was full of very sweet juice, so that's what I bought. I dropped them by your home on my way back to the office. Your wife was very pleased."

"How much did they cost?" the boss asked.

"Well, that was another problem. I didn't know how many to buy, so I once again called your wife and asked her how many guests she was expecting. She said 20. I asked the grocer how many oranges would be needed to make juice for 20 people, and it was a lot. So, I asked the grocer if he could give me a quantity discount, and he did! These oranges normally cost 75 cents each, but I paid only 50 cents. Here is your change and the receipt."

The boss smiled and said, "Thank you; you may go."

He looked over at the young man who had been watching. The young man stood up, slumped his shoulders and said, "I see what you mean," as he walked dejectedly out of the office.

What was the difference between these two young men? They were both asked to buy oranges, and they did. You might say that one went the extra mile, or one was more efficient, or one paid more attention to detail. But the most important difference had to do with real intent rather than just going through the motions. The first young man was motivated by money, position, and prestige. The second young man was driven by an intense desire to please his employer and an inner commitment to be the best employee he could possibly be—and the outcome was obvious. □ (Excerpt from: "Living with a Purpose: The Importance of 'Real Intent,'" Randall L. Ridd)

Courtesy: Forbes.com – Contributor: Amy Rees Anderson



UDPL

KEY HIGHLIGHTS DURING FY20

During the year FY 20, despite challenges that Agriculture sector has faced due to locusts, floods and Covid-19, UDP has continued to improve its brand image by strengthening its brand portfolio with high quality products which provides the best solution to the farming community and agriculture sector of the Country.



Company's R & D department is continuously engaged in searching new molecules. In the same spirit, during the year the Company has launched unique formulations, namely 'Golden Starter', 'Chloric Zinc' & Golden Potash for better agricultural productivity playing vital role in enhancing of crops yield and economies for farmers.



TRAINING ACTIVITIES FOR HIGH PROFILE DEALERS



FARMERS TRAINING ACTIVITIES BY UDPL



In addition to strengthening product portfolio, the Company is willing to expand its horizon by joining hands with global industry partners. The company is already an associate partner to FMC, one of world's leading Agriculture Pesticide, has also joined hands with Arysta Life Sciences in 2020, and initiated toll filling assignments through its production facility.

FERTILIZER BRANDS



PESTICIDE BRANDS

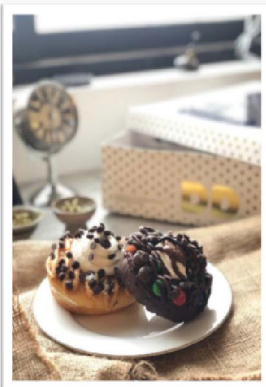




Dunkin Donuts Team Pakistan won the Donut Innovation Challenge award at the strategy planning meeting 2020, Dubai. The award was about recently done new product innovations. Dunkin Donut teams across the world participated and amongst all the team Dunkin Donut Team Pakistan won the award worth \$5000. We are proud of them, keep shining and keep rising like this.

The challenge was about the best dressed donut and most popular donut.

Every Dunkin licensee was invited to participate by simply submitting 2 designs for their best "dressed" donut and 2 designs for your most popular donut.



NEW PRODUCT LAUNCHES

Philly's Cheese Steak Sandwich
February 2020



Launch of Alfredo and Arabiata
Pasta March 2020



Launch of Dessert Shake
Vanilla Caramel Brownie &
Strawberry Cheesecake
September 2020



Dunkin Donuts recently launched two new shakes in their cold beverage line

Launch of Lindt & Kit Kat Shake
Launch of Hot Chocolate Shake
Launch of Premium Chocolate Range December 2020



Strawberry Cheesecake

Our Berry Cheesy Shake is your scrumptious Strawberry cheesecake, blended with Strawberries, puree and cream cheese, served in a huge wholesome mug topped with deliciously frothy cream! This shake is perfect treat for the one who is looking for wholesome strawberry cheesecake.



Vanilla Caramel Brownie Shake

Choco Brownie Shake, featuring chunks of gooey chocolate brownies blended with cream, milk, Caramel, bittersweet cocoa powder, and topped with sweet, strong caramel, is a delectable concoction you don't want to miss.

NEW OUTLETS OPENINGS

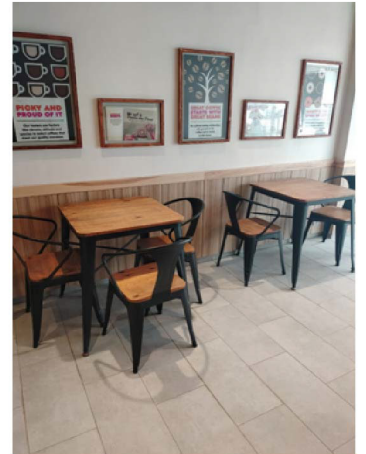
Garden March, 2020

Garden store is located in the center of Garden, area is surrounded by top local and international brands.



Kharadar Feb, 2020

Kharadar store is located in densely populated area of Karachi. Shop is surrounded by commercial and resident population.



Hascol January, 2020

Hascol store was launched to cater the station traffic as this is highest sales pump on Shahrah-e-Faisal



Malir Cantt Feb, 2020

Malir Cantt is design on 360 design guidelines, carefully implementing all the elements of design guidelines.



TRAININGS DURING THE YEAR

PRODUCT INFORMATION | TEAM BUILDING | CUSTOMER SERVICE



CELEBRATIONS - SPECIAL DONUTS

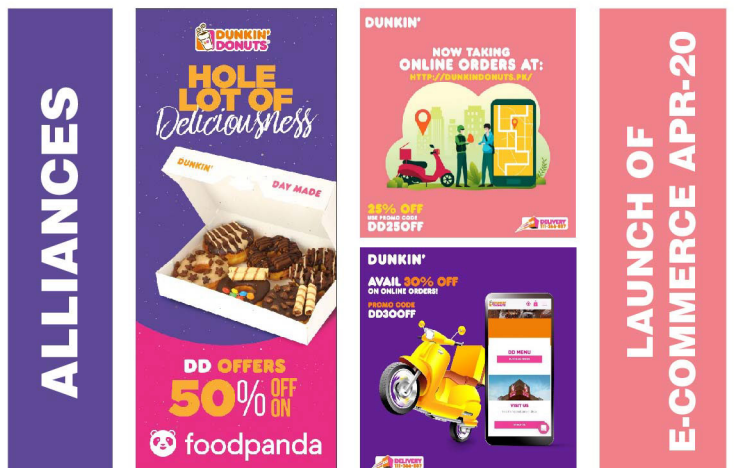


CELEBRATIONS - PACKAGING

VALENTINE PACKAGING | PAKISTAN DAY PACKAGING | PAKISTAN DAY PACKAGING



CELEBRATIONS - DEALS



IFL - DUNKIN' DONUTS

CSR ACTIVITY



CUSTOMER ENGAGEMENTS

DONUT EATING COMPETITION DEC-20



SPIN THE WHEEL AUG-19



DONUT TOWER ACTIVITY JAN-20



CSR ACTIVITIES

Continuing Commitment, Being Responsible and Giving Back to Society

Searle developed its Corporate Social Responsibility (CSR) when the group originated. Disclosing environmental and social impact, we are proud to state that we were one of the pioneers in Pakistan.

HEJ Centre for Research and Development

SEARLE Research in the service of mankind

A state-of-the-art Research and Development (R&D) Center at the ICCBS Technology Park & Technology Incubation Center, at the University of Karachi established since 2017. This enables Searle to explore more technical and scientific projects in several dimensions such as pharmaceuticals, bio-pharmaceuticals and clinical research. This is the first time in the history of Pakistan that a pharmaceutical company has set up a dedicated research center with a leading institution.

Searle initiated Projects at HEJ

- Bioequivalence studies of generic drugs at CBSCR (Center for Bioequivalence Studies and Clinical Research), ICCBS DRAP has approved all three BE Studies
- Biosimilar Analytical Testing
- All Stability Testing of following products are completed NP-poetin(Erythropoietin)& Nexfil 300mcg (Filgrastim) & Enoprin (Enoxaprin).
- Testing of commercial batches of Erythropoietin completed of NP-poetin
- HEJ initiated Projects are all in process



Searle Roundabout

We strongly believe that our past is our identity, and we take pride in our contribution towards preserving heritage.

This monument was placed at one of the busiest roundabout near Governor House Karachi, placed and maintained by Searle.



The Citizen Foundation

We are committed to improve on our status as a socially responsible organization, and have translated this into deeds through supporting The Citizen's Foundation (TCF); an organization devoted to providing education for the less privileged across Pakistan. TCF aims to add a new purpose-built school every week.



AKAR Hospital

The Searle Company has further broaden its horizon for suffering humanity by taking the responsibility of managing Abdul Khaliq Abdul Razzaq (AKAR) hospital with sincerity and responsibility. The renovated hospital is now offering free diagnosis, OPD clinics, surgeries and even medicines for the unaffordable class of the community.

Recently adopted and managed by Searle, the AKAR hospital is located in an underprivileged area of Karachi, and offers free diagnosis, OPD clinics, surgeries and even medicines for the unaffordable class of the community. Almost 400 patients are treated every day in OPD, whereas 100 patients are admitted for different issues.



Plant for the Planet – Searle’s Plantation drive

Plantation activity done in August-2020 in all leading hospitals of Pakistan. Renowned Chest Consultants with team planted trees under the campaign “Plant for the Planet” for a cleaner and greener Pakistan intended for better breathing.



Hunar Foundation

IBL Group also supports another non-profit organization “The Hunar Foundation (THF)” that was established in 2008 with the commitment of generating social change by creating a “Skilled Pakistan”.

THF aims to address the challenges of livelihood for the youth by providing quality vocational training of international standards. We provide skills and training of various trades through our one-year courses followed by internships in the industry or commercial organizations.



The GREEN Initiative

INVESTING IN OUR COMMUNITY



Is one of IBL Group’s Initiative in Pakistan aimed at dealing with climate change, by designing and implementing sustainable models that engage relevant stakeholders including government authorities, communities and other organizations that are working towards this objective. Initial objectives include plantation of ecologically suitable trees and revitalization of public parks, setting up and standardizing sustainable and eco-friendly systems for recycling of sewerage water, building awareness towards climate change and protection of the environment, involvement and ownership of the projects undertaken.

Tree Plantation at Gharo:

Currently 15500 Babur Trees tagged and are being watered and protected at Gharo. In October 2022 the net worth of these trees is estimated at Rs10, 850,000. The height of these trees vary from 6 feet to 9 feet.

Tree Plantation at Karachi:

Green Initiative has been carrying tree plantation at Hill Park, Jheel Park and at schools & Parks with collaboration of DMC Central. To support DMC Central, Green Initiative has repaired one of their water tankers, provided 8 Dumpers of sweet soil, two dumpers of Manure and 50000 Plastic pouches for saplings. Till date the plantation numbers reflects: 542 trees at Rizwan Park, 300 Trees at Zeeshan Park, 152 trees at Col. Sher Khan Park and 45 trees at a local school by Boy Scouts.

Ongoing Projects includes construction of Sewage Tank to enhance sewage water at Hill Park, Landscaping of Hill Park and Beautification of Hill Park Slopes.





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↗ **Searle:** <https://searlecompany.com/>

↗ **IBL:** www.iblgrp.com

↗ **IBL Operations:** www.iblops.com

↗ **IBL Unisys:** www.ibl-unisys.com

↗ **IBL Health Care:** www.iblhc.com

↗ **Habitt:** www.habitt.com

↗ **Dunkin Donuts:** www.dunkindonuts.pk

↗ **UDPL:** www.udpl.com.pk

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