





Issue # 4



In this issue

-  Insights on successful events, launches, workshops and more that embrace **excellence**
-  Spotlight on employees' corner that showcases their expertise and celebrate their **passion**
-  RA Foundation updates and the CSR projects exemplifying with commitment to **integrity**
-  Fostering sense of **partnership** amongst colleagues with fun activities, trivia & puzzles to engage

Message by Group MD

Syed Nadeem Ahmed

My Dear Champions of IBL Group,

I am delighted to note, HR department is publishing 4th issue of IBL Voice annual newsletter (internal) of IBL Group. I am sure many of you have already set targets for the year 2023-24. These may include “earn a new position, take up a new responsibility, save money, improve ranking,” indeed, each of us has a variety of targets. The key point is that these targets must help us achieve our ideal lives. Targets that are easily achieved don’t get us very close to where we should be, and they don’t lead to a fulfilling life. I believe the same holds true for our business.

We all have experienced, that last year was a tough year, and tough times teach you great lessons. Our target is to be unrivalled in our competitiveness, and I want each of you to firmly resolve to achieve it. You may think that your individual goals are impossible—it may seem as if you will need to increase your abilities tenfold to succeed—but I believe this approach is the right one, that is the way we can beat tough times and get success in the years to come.

We cannot reach maximum speed to enhance our competitiveness unless we aim so high that our target seems unattainable. To reach our destination as quickly as possible, improvements need to be made one on top of another. I encourage everyone to celebrate daily

improvements with your colleagues, and day by day you will draw a little closer to your target. With properly set goals, you will be able to look back and see that you have made solid progress, and this progress will eventually generate steady outcomes.

Last year along with tough times, also brought some great news for the Group, we have entered in GCC & CIS regions; Searle products got registration in Canada, Health & OTC facility registered by USFDA. Bio-similar production started, acquired largest IV manufacturing facility & WHO pre-qualified Lab. We launched various retail & food concepts like Ghalib, Chai Chatt, Biryani Nagar, Fryitt & more to come. IBL distribution business expanded to new territories and planning to go beyond Pakistan. Asiamoney declared Searle as a best performing company in healthcare sector of Pakistan, third time. Despite of challenges being a responsible business house, contribution to the society (CSR) is continuous as core value of the group.

My dear Champions, if you would have been reluctant to set ambitious targets, group would have never been achieved such milestones. Reflecting on the past is important, but if we are always looking back, then we won’t be able to move



forward. Ultimately, the only thing we can change is the future. To get even one step closer to our ambitious vision to become No.1 in all the business we do in IBL Group, we should focus on the road ahead and approach the improvements that need to be made with a sense of urgency.

I have high expectations for each and every one of you over the coming year, and I look forward to seeing your aggressive and bold efforts to achieve your ambitious targets.

Always remember, tough times teach you great lessons.

Regards,

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



It's bright early morning and Kazim is sitting at the edge of his bed. Wondering what will happen next... Despite the fair weather, Kazim feels a cloud hover and surround him. Despite being absolutely awake he seems lost in a dream state, like he has woken up to a different world. First the Plague, then unimaginable uncertainties ranging from political turmoil to the harsh reality of inflation. As global markets readjust evermore rapidly; an evolving social and commercial landscape emerges.

Sitting next to Kazim is Ahmad. Who as a dreamer craves adventure and is looking at the world as if it were an apple, ripe to be picked. Where Kazim sees a fog which no one can peer through, Ahmad perceives the same uncertainties as a blank slate, an empty piece of paper where he can write a melodious symphony to mesmerize one and all in a reverie of harmonic discovery.

A colleague recently asked about what we can do to bring about a positive change in society. My reply was that as professionals we must fulfill our responsibilities first. If we can evolve with the times, we can ensure that we are not left behind during this age of disruption. Commercially, disruption means dynamic improvements in the value-chain to serve (the ultimate) customers' unillustrated (vital) needs.

For disruption to work, one needs to be brave enough to rewrite the laws of

existing value-chains to achieve greater gains for your customer. For an organization as old and experienced as the IBL Group, rewriting laws may seem daunting. Or does it? IBL through the vision of its founder and the hard work and commitment of its team has challenged the status quo across multiple industries from FMCG to Pharmaceuticals, Cellular to Cigarettes. Today I invite all of us to be brave again for we are Ahmad. Let us be courageous in the fight against uncertainty and frustration. Let us learn to dream again and rebuild our world.

A few years ago, we began a discussion around evolving IBL's distribution business to become asset-lite, agile and fundamentally digital. However, at that time such a dynamic disruption seemed too fantastic to execute. Today as we make brisk adjustments to keep the business progressing with growth, it is imperative for us to take a step back and look at the big picture. The possibilities we see are undeniably spectacular.

Over the next 12 months, IBL Operations is set to in-sha-Allah become Pakistan's First, Largest (in geography) and Best Digital Distributor of Pakistan. Once successfully executed, we would have set the foundation for IBL Operations to once again contest to become Pakistan's Largest Distributor (in volume).

By the grace of Allah, IBL has delivered

unimaginable results before, and we expect nothing less from ourselves and our colleagues in the future. This change will not be easy, just as everything worthwhile. The Digital Transformation at IBL Operations is the first step towards a new Disruptive IBL Group. We will be strengthening our organizational backbone using the latest technologies from SAP through the implementation of S4 Hanna. Furthermore, we also have our eyes on Logistics, Retail and surely, Healthcare.

Like Ahmad, let's dream big while keeping our heads down, working hard with focus and discipline. Please join me in this prayer and pledge, ***'May Allah be with us and grant us the ability to perform at our best, do good and become the benchmark of an exemplary organization where great people work together, creating value for Customers, Partners and Country.'***

Thank you. IBL & Pakistan, Zindabad!

Munis Abdullah - CEO

Welcome to Issue No. 4

We are delighted to extend a warm welcome to you as we present the newest edition of our company's newsletter. It is our pleasure to have you on board as part of our ever-growing community.

In this issue, we bring you a collection of insightful articles, exciting updates, and exclusive content that we believe will elevate your interest and keep you informed about the latest developments and initiatives in our organization. Whether you're a long-time supporter or a recent addition to our readership, we are committed to delivering valuable and engaging content that adds value to your professional journey.

We value your feedback and encourage you to reach out with your thoughts, suggestions, or ideas for future topics you'd like us to explore. Our mission is to provide you with the most relevant and compelling information, and your input plays a crucial role in achieving that goal.

Thank you for your continued support and trust in our company. We look forward to serving you with high-quality content, fostering a sense of community, and sharing our passion for innovation and progress.

Enjoy reading this newsletter, and stay tuned for more exciting updates from us in the future!

LET'S TAKE A PERSPECTIVE ABOUT JOB SATISFACTION!

In pursuit of career growth and fulfillment, understanding what truly motivates professionals like you is important.

Think through this quick self-assessment question and may share opinions amongst your colleagues too for carrying out a constructive discussion



What aspects of your job do you find the most rewarding (besides raise & praise)?

- (a) Achieving goals and targets
- (b) Learning and Upskilling (Personal growth)
- (c) Helping or facilitating others
- (d) Problem-solving tasks or challenges
- (e) Autonomy to create or improvise
- (f) Varying/ Diversity in work
- (g) Work-life balance

Employee Appreciation Day

The company marked Employee Appreciation Day with yet another heartwarming celebration. Employees exchanged heartfelt compliments, fostering a culture of gratitude and camaraderie. This special day served as a reminder of the value each team member brings to the organization. The genuine words of praise and encouragement created a positive and uplifting atmosphere throughout the workplace.

Compliments flowed freely. "You are talented." "You matter." "You are appreciated." "I am glad I work with you." "You make a difference" etc.



Field Force Programs

Employees cannot become more productive in every sense of the word unless are provided with continuous on-the-job training.

-Gregory Balestrero

At Searle Excellence Academy (SEA), we are trying to enable empowering success through learning and development, where skills are nurtured, excellence is cultivated, and opportunities become abundant to grow in the career.

We have a firm belief that efficient sales training may benefit both individuals and businesses in a variety of ways, including better sales results, more staff motivation, stronger customer relationships, improved teamwork, and a competitive edge in the market.

Pharma, Healthcare, Distribution, Logistics **3002** participants (FF) with **29290** hours in FY23

Searle Excellence Academy (SEA), in continuation with its training journey successfully conducted programs in five capacities this year, to enhance the efficiency and effectiveness of the Searle field force:

- 44 sessions of customized **Selling Skills** program for new hires of Pharma & healthcare Excel In Selling
- 31 sessions of **Excel In Selling** refreshers for First line managers for awareness and correct evaluation of training imparted to their representatives
- 14 sessions of **Searle Strategic Sales Process (3SP)** for our Future Leaders (Senior Medical Information Specialists)
- 13 sessions of **On-Job-Coaching** with Regional Managers, an In-Chamber Performance Effectiveness Program was launched to develop First Line (regional) Managers' coaching skills and how a manager can help a medical representative be more effective in his job.

The fifth and most exciting was **Talent Hunt Program** held not only for Pharma & Healthcare sector but also for Distribution & Logistics Sales Force. *Details continued on page 5*



On-Job Coaching Programs | In-Chamber Performance Effectiveness



Talent Hunt Program

Talent Hunt Program for the Sales Force (**TSCL, SPL, IBLHC, IBL Ops**) was matured this year with a two-pronged approach. This Quest just does not have identification but a step further, i.e. to train them for the next level role.

Sales representatives get opportunity to not only get evaluated for a fast-track program but also learn to be first-line manager. An environment is created that nurtures and showcase desired skills and abilities of employees within our organization.

By providing a platform for employees to shine, we envision a continuous growth, recognition, and empowerment culture, where every individual's unique talents and potential are celebrated and leveraged to drive innovation and productivity.

In-house 3-day classroom session was conducted with **60** participants, training them on managerial soft skills, coaching mechanisms, personality development and selling in distribution, while rest of the sessions were conducted online with skills based training (sales process & medical know-how (refresher) and follow-up coaching skills. An assessment was conducted in the end to certify them for completing the Program and ready for the next level.

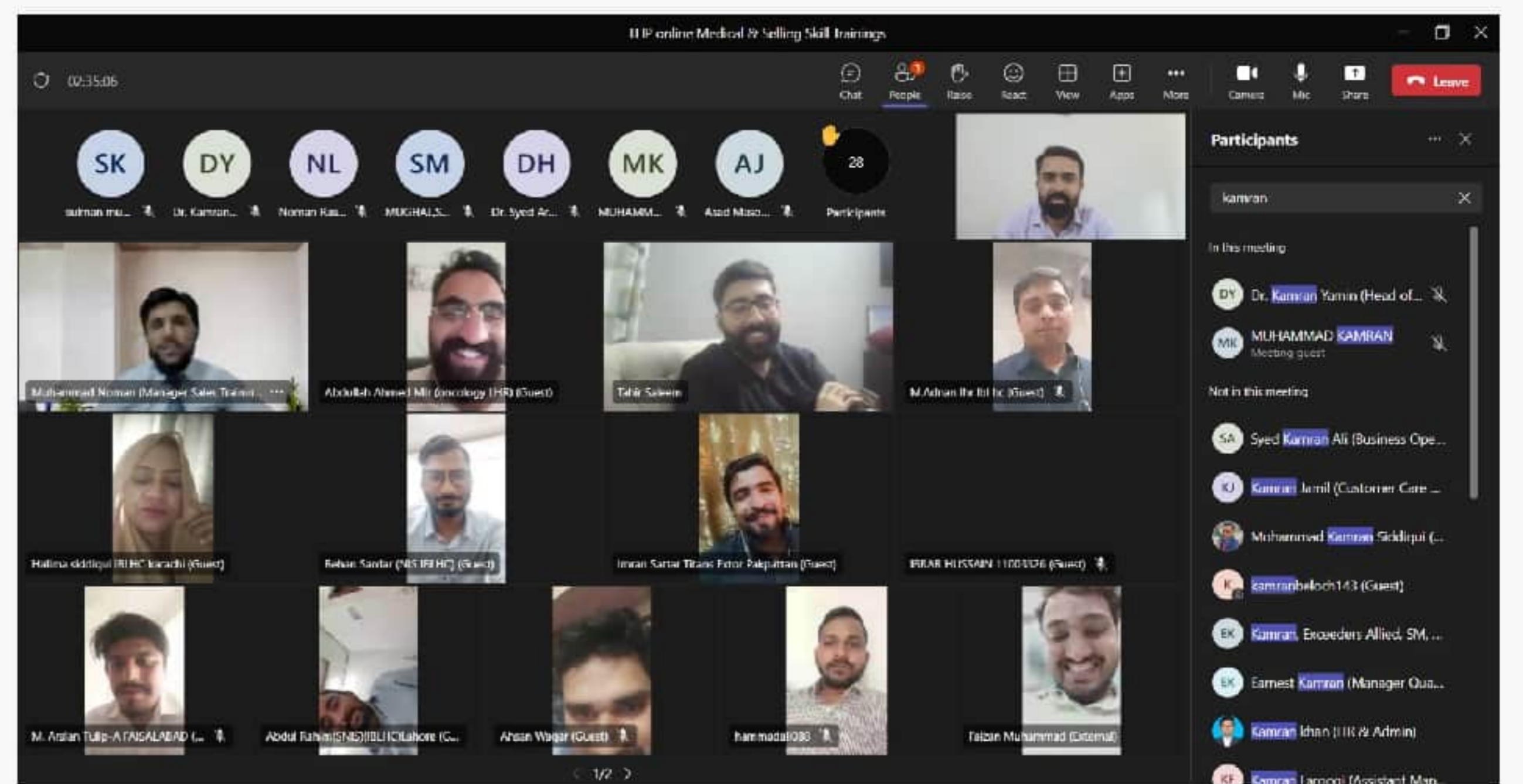
Success of the program can be reviewed where **18** participants have already been promoted and absorbed in different teams, with a developed skillset. Next few are in pipeline, and the HR Team is already geared up for the 3rd batch roll-out in the upcoming year.



Besides the Talent Hunt Program, Distribution and Logistics Branches and Field Force had training programs and refreshers on:

- **Order Making** • **Merchandising**
- **Execution** • **MS Excel (Data Management)**

Total **668** employees participated in these sessions during the year.



CLAIM 2022-2023 – Come, Learn, Apply, Implement, and Manage Career

We take immense pride in announcing that during this year, our in-house monthly learning initiative brought forth new trainers along with some regular enthusiasts. These trainers, each with their distinct and adaptable teaching methodologies, conducted engaging and dynamic sessions. Our overarching goal was to offer training that catered to the learning needs of individuals across all tiers of our organization. In the span of 2022-23, we successfully conducted sessions, engaging approximately **555** employees. Together, we accumulated an impressive total of over **2,089** hours of training. Noteworthy to mention, all these enriching and perceptive sessions were hosted at our Head Office.

The notable trainers who contributed significantly this year were Dr. Kamran Yamin, Dr. Syed Sarwar, Muhammad Sajid, Tahir Ahmed, Shahzad Shafiq, Salman Hameed, Shahzad Lakhpaty, Ahsanuddin Abbasi, Umer Masood, Sabeen Jawed and Zohair Siddiqui.

We extend our heartfelt gratitude to all our employees; the attendees and the trainers alike who participated voluntarily to learn from each other, regardless on which side they were on. This year as well, we eagerly anticipate the introduction of fresh faces/ minds with diverse subjects in the times ahead. These sessions undeniably exemplify our collective ability to support one another in our journey of sustained growth and development. **For our people, by our people!**



LEGO Friday

Play can continue to work its magic throughout all stages of life and the playful state provides feeling of energized focus, insightful reasoning, increase the quality of social interactions and thrives all sorts of creativity endeavors.

Keeping the multifold benefits in view, we were delighted to bring in series of sessions for employees “Lego Friday – Play for Professionals” (inspired by Lego Serious Play). Every Friday, at Head Office, different groups were engaged in a constructive environment with some tools contributing to create shared understanding in a hands-on environment. A general compliment we received that it was a different learning experience and we met more people at IBL. Besides their feedback, we were just overwhelmed with people smiling, their positivity, their interactions, facilitating each other and some out-of-the-box ideas.

During play, IBL Values were reiterated with demonstration of individual and team creativity, innovation, problem solving, reflecting their aspirations, sharing a team-bonding experience and presenting their ideas for improvements at workplace and community at large. Over all they were engaged and shared happy time together.

Total sessions – 20

Total participants - 306



Celebrating the Successes of Job Crafting Initiative

This one-of-a-kind initiative had its bumps but overall a satisfying process, where we saw people engaged in what they desired to do and however they wanted to pursue it. The employee had the opportunity to enhance their work experience with the autonomy to choose, discuss and chalk-out a plan for their learning and do more.

Today, we are proud to announce the successful completion of our first Job Crafting Exercise with 87% of the cases executed for all Office Based employees. Employees from most of the departments within OpCos participated, aiming for not just for upskilling or cross-sectional exposure but cross-functional learning as well.

Thank you everyone who had reached out from: Supply Chain, Business Development, Medical Affairs, Pharma Marketing, Pharma Distribution Division, HR, Finance, Regulatory, Production, Internal Audit, Branch Operations

It was indeed encouraging for us as well. With an appreciating and positive feedback, we are geared up again for the next round.

Start thinking of the areas where YOU want to explore, challenge yourself and learn. An email will be shared soon!



S/4HANA Conversion and Migration (Brownfield) from ECC

This process involves transitioning an existing SAP ECC (ERP Central Component) system to SAP S/4HANA. The brownfield approach aims to minimize disruption by building upon your current system's foundation. It includes migrating data, transforming customizations, and adapting processes to align with the capabilities of SAP S/4HANA. This method allows organizations to retain their existing business logic and historical data while taking advantage of the advanced features and benefits offered by SAP S/4HANA's in-memory and intelligent technologies.



Embracing Digital Transformation

The progressive IT team members join in to attend a gathering of industry leaders, innovators, and experts who come together to explore and unlock the potential of SAP technologies. It's a day filled with inspiring speeches, interactive sessions to learn new things and networking opportunities.

Embracing digital transformation, together!
#SAPDiscoveryDay #sap
#digitaltransformation #networking



SAP Budget Automation

The SAP Budget Automation Portal is a comprehensive financial management tool designed to streamline and enhance the budgeting process for businesses. It integrates features such as SALES forecasts, currency revaluation impact analysis on Gross Profit, Sales, and Landed Cost (Cost of Goods Sold - COGS), as well as expense management for Profit and Loss (P&L) statements. This portal enables businesses to efficiently forecast sales, evaluate currency revaluation effects on profitability metrics, and manage costs across various aspects of their operations, ultimately facilitating more accurate and informed budgeting decisions.



Introduction of Master Data Governance

The Master Data Governance (MDG) solution for all SAP modules serves the purpose of comprehensive master data cleansing and management. It introduces the concept of a Maker and Checker system, where End Users (EU) initiate changes, which are then reviewed by a Power User (PU) for approval. Finally, the Business Partner (BP) provides the final approval. This structured approach ensures accuracy and reliability in master data updates. The MDG system employs a three-tier approval hierarchy, allowing for different levels of review and authorization. A well-defined workflow orchestrates the entire process, ensuring seamless and controlled data modification while upholding data quality and compliance standards.



For Segregation of Duties Portal

The Segregation of Duties (SOD) Portal is a specialized platform that facilitates effective access management within an organization. It encompasses an 'Admin Panel' for configuring user roles, permissions, and access privileges. Additionally, it features a 'Revoke Panel' to swiftly remove or modify access when necessary. The portal also maintains a detailed record of SOD activities, presenting a comprehensive 'SOD History' that tracks changes and access modifications. Furthermore, it incorporates a structured 'Workflow for Approvals,' ensuring that any access changes undergo proper authorization channels before implementation. This centralized solution enhances security by preventing conflicts of interest and unauthorized access, ultimately promoting better compliance and governance practices.



Having integrity at work means you:

- 1 Are reliable and dependable (i.e., you show up to work on time)
- 2 Are trustworthy, especially with classified information and high-risk tasks
- 3 Practice and encourage open communications with your coworkers and managers
- 4 Are respectful, honest, and patient with your coworkers, managers, and customers
- 5 Have a strong work ethic and strive to produce high-quality work consistently
- 6 Are responsible for your actions, especially when you make a mistake
- 7 Make sound decisions, even under high-stress situations
- 8 Are equipped to provide high-quality service to your customers

Organizations with integrity keep high-value customers, reduce employee turnover, improve productivity, and make smart decisions.



Most Outstanding Company in Pakistan in Pharmaceutical Sector

Searle Company Limited, holds the privilege of being the Only Pakistani Pharmaceutical Company awarded as a “Most Outstanding Company in Pakistan Healthcare Sector” for the third time in ASIA MONEY

Our Dedication and commitment to Pakistan remains unparalleled and Searle promises to keep providing its customers with the best medical services and medicines.

Leading Pakistan Globally

The Searle Company Limited proudly announces a significant milestone of being the First Pakistani Pharmaceutical Company to get the approval for its manufacturing facility from the Ministry of Health, Sultanate of Oman (A member of the Gulf Cooperation Council, GCC).

This approval will allow Searle to further enhance its global footprint and raise the bar of the Pakistani pharmaceutical industry in the GCC region.

“Essentials Of Modern Marketing” (EOMM), amongst 25 eminent enterprises.

This pioneering book is a collaborative effort of Prof. Philip Kotler, Kotler Impact Inc., Naqeebz, and prominent Pakistani academics, stands as a groundbreaking exploration of Pakistan's business scene. Also known to be world's first marketing book around market-specific success stories.

Thank you, Kotler Impact, and Naqeebz for providing the opportunity to showcase Searle's successful marketing journey and celebrate this remarkable feat.

FYI: The Book can be ordered online at <https://eomm.naqeebz.com>

Searle as a Successful Company Case Study Published in Kotler Impact & Partner's Book



We are delighted to share, The Searle Company Limited has been unveiled as a dynamic Pakistani enterprise through its Case Study, chosen to be published in Kotler Impact & Partner's Book

Searle Corporate Video

Presenting The Searle Company Limited's Corporate Video Link reflecting the amazing journey of Searle with recent achievement, recognitions and playing a part not just in corporate but also being socially responsible serving the community.



Click above to access the video, or scan the QR code at the end of Searle's Case Study, presented in the Kotler's EOMM Book (Pakistan Edition).

Global Business

SEARLE Global Business is all set to expand further into the Global arena. Global Business Division has a vision and is committed to excel in the regions of South Asia, South-East Asia, GCC, East Africa, Central Africa, Francophone Africa, and Central America.

Searle proudly stands as the 2nd Largest Pharmaceutical Exporter from Pakistan and crossed the PKR 3.20 billion mark in 2022-23 and a CAGR of 24.39% in last 05 years. (as per Pakistan Export Data).



Mr. Moujood-Ul-Hassan (COO Global Business) received the award in PESA 2023, Islamabad from Mr. Mian Muhammad Shehbaz Sharif (Honorable Prime Minister Islamic Republic of Pakistan).



Searle Global Business celebrates the achieved milestone with Recognition Award Ceremony at Head Office on being the First Pakistani Pharmaceutical Company to get the approval for its manufacturing facility from the Ministry of Health, Sultanate of Oman (A member of the Gulf Cooperation Council, GCC).



Annual Sales Conference 2023 – SEARLE GBD

Searle Global's Annual Sales Conference & Budget Meeting ignites the spirit of REV-UP TO RISE in Bangkok, Thailand



Arab Health 2023 – Searle GBD

SEARLE's Global Business Division participated in Arab Health Exhibition held from 30 Jan - 02 Feb 2023 at Dubai World Trade Center, UAE.



EASD 2022 (Sweden)

SEARLE's Global Business Division participated in 58th EASD held from 19-23 Sept 2022 in Stockholm, Sweden. Distinguished group of Endocrinologists from Cambodia participated in this esteemed conference.



IDF 2022 – Lisbon Portugal (4th IHMF Session)

SEARLE's Global Business Division participated in IDF 2022 & organized its 4th International Heart & Metabolic Forum (IHMF) in Lisbon, Portugal on 5th December 2022. Distinguished group of Endocrinologists, Cardiologists & Physicians from Cambodia, Myanmar, Sri Lanka and Kenya participated in this esteemed conference.



Searle Afghanistan

International CME held in Tehran, Iran in March 2023 on strategic brands Extor, JentinMet, and Vocinti. Searle provided a platform for healthcare professionals to exchange knowledge and insights on the latest advancements related to these strategic brands. By bringing together specialists from different fields, the sessions aimed to foster collaboration and enhance patient care.



Knowledge Exchange on Latest Advancements in Medical Field

Exchange of knowledge, ideas and insights with healthcare professionals on the latest advancements in medical field to improve patient outcomes, based on their experiences.



Session conducted on brand OstegeM - Step Up For Your Bone Health



Session conducted on brand Olesta - Approaches in Managing Hypertension & Reducing Cardiovascular Risk



Session conducted on brand Valbit - The New Frontier for Heart Failure treatment



Session conducted on brand Emsyn - Met Emerging Type 2 Diabetes Mellitus Treatments: Novel Therapy SGLT2i

A Step towards Digital Marketing – Online Quiz

A Step towards digital marketing, Searle GBD executed the Online Quiz Activity in Afghanistan.

Doctors were asked to solve case-based scenarios via the QR code scanner. Awards were given to the winners.



International Health Days

A significant aspect of celebrating international health days, is to raise awareness about global, regional health issues and challenges.



Team Kandabar wearing World Diabetes Day 2023 Badges



Patient getting attention of International Health Days Poster

10 Unique Hacks For Personal Growth

Embrace radical honesty:
Transparent self-reflection.

Laugh at adversity:
Humor fosters resilience.

Seek disconfirming evidence:
Challenge personal biases.

Pursue intentional discomfort:
Grow through challenges.

Question societal norms:
Foster independent thinking.

Prioritize deep connections:
Nourish emotional well-being.

Cultivate joyful rebellion:
Embrace unconventional paths.

Embrace curiosity daily:
Ignite continuous learning.

Practice reverse mentoring:
Gain diverse insights.

Redefine personal metrics:
Focus on values.





World Osteoporosis Day – 20th October 2022



World Osteoporosis Day – 20th October 2022

Ramadan Activity

Searle executed the activity on the very first day of Ramadan by distributing gift pack to leading consultants across the country.



Searle Cambodia

Searle Cambodia had an eventful year with successful launches and active customer engagement, including international conferences, local conferences, RTDs, team training and more.



CME Session in Cambodia



New Product Launch in Cambodia

SEARLE's 7th Anniversary in CAMBODIA

SEARLE Cambodia organized a team building event to celebrate its 7th Anniversary in the country. It was a wonderful activity specifically planned to celebrate the success of past 7 years & setting the vision for the year to come. This event created a very strong bond with the team.



Local CME with KOLs Cambodia

Searle organized a Local CME with KOLs and their families at a scenic destination in Cambodia. It was a very well-organized event in which we presented several products to KOLs.



SEARLE GLOBAL BUSINESS DIVISION is excited to share the memorable moments from our highly successful

Kick Off – Meeting
Vision 2025

Phnom Penh, Cambodia

18th May 2023

Kick Off Meeting – Vision 2025 Ignites Excitement for a Bright Future



Searle Kenya

Celebration with the Kenya Distributor. It was a great year for Kenya where 10 New Products were launched.



Local CME with KOLs Kenya

SEARLE Kenya organized a Local CME program on Nubin Injection with top KOLs practicing in various hospitals within the Nairobi city. In this CME, Chief Anesthesiologist of Nairobi Hospital Dr. Gerald Muniz led the scientific session regarding Pre & Post-Operative Pain Management



Team Meeting & Field Work - Kenya



Participation in Local Conference – KDSG 2023:

SEARLE Kenya actively participated in The 8th ANNUAL KDSG SCIENTIFIC CONFERENCE organized by Kenya Diabetes Study Group from 7th – 10th June 2023 in Nairobi, Kenya.



Searle Uganda

SEARLE has launched its own Sales & Marketing Team in Uganda. Under guidance & supervision of Sr. BM Mr. Naeem-ur-Rehman, SEARLE is establishing its strong footprint in the country. With the addition of specialized products, we are confident that Uganda will be a leading operation in GBD's portfolio. In the first year, several new products were



successfully launched, customer engagement activities were performed including CMEs, RTDs, Team Trainings and more.



Meeting with Uganda Distributor



Local CME with KOLs Uganda

SEARLE Uganda organized a Local CME session with the title of “The Link Between Diabetes, Heart Disease and Stroke”. It was a very well-organized event in which we presented our products Jentinmet and Spiromide to more than 18 KOLs of IRAN UGANDA Hospital.



Local CME with KOLs Uganda

SEARLE Uganda organized a Local CME session with the title of “Post-Operative Prophylaxis and Pain Management” It was a very well-organized event in which we presented our product Nubin Injection to more than 25 KOLs of MULAGO REFERERAL HOSPITAL.



Local CME with KOLs Uganda

SEARLE Uganda organized a Local CME session with the title of “Diabetes Management / Pain Management” It was a very well-organized event in which we presented our products Jentin-met and Nubin Injection to more than 10 KOLs of Entebbe Hospital.



LAOS Activities



Local CME with KOLs



LAOS



Team LAOS



Team LAOS



Meeting with Rwanda Distributor



Field Working Rwanda



Team Meeting Rwanda

Searle Vietnam



Tet Gift Activities



Training Session



Spiromide Ward Lecture VIETNAM

Searle Iraq



Participation in 2nd Pak-Iraq Fair in March 2023 / Distributor Meetings



Searle Myanmar

SEARLE Myanmar Team members presented New Year Gifts to the KOLs and Business partners in Myanmar during the month of December-2022.



SEARLE Myanmar New Product Launch & Training for Nubin Inj. in March 2023.



SEARLE Myanmar Team members Nuberol Re-launch training in January 2023.

Ward Presentations and RTDs



Searle Srilanka



Employee Recognition Ceremony

Annual Employee Recognition Award Ceremony in Sri Lanka held in October 2022. This award ceremony was focused to recognize people who generated most prescriptions in the market through a prescription audit.



World Diabetes Day, celebration in Sri Lanka in November 2022



Annual Sessions of Neuropsychiatry College of Sri Lanka Feb 2023

Team Building Activity

Team Building Activity, conducted in the month of September 2022 in Sri Lanka for employee encouragement and development.



New Team Induction in Sri Lanka

Induction of New Team for Searle Pakistan Limited (SPL) in Sri Lanka for Neuropsychiatry Products in October 2022.



Searle Senegal

The addition of Sengal, one of the important countries in Searle Exports, Global business, inaugurated its operation in June 2023.



Independence Day Celebration at The Plant

Celebrating independence day every year provides an opportunity for reflection and self-assessment as a nation. We enjoy this day celebrating together under one roof



Successful Quamed Audit & ISO 9001:2015 Audit October 2022



Highest Production Achievement - 2.0804 M Units

Through streamlined processes and strategic optimization, we achieved a remarkable production milestone, surpassing our previous records by producing 2.0804 million units in December 2022 and significantly increasing the supply of essential drugs to meet the growing global demand



New Warehouse Facility

Our new warehouse facility that is equipped with cutting-edge technology and designed to meet the stringent demands of the F 319 site. Our packaging warehouse is committed to ensuring the safety, integrity, and efficiency of pharmaceutical products, contributing to the betterment of healthcare of Pakistan.

It is the high-rise project and can cater 1100 Pallet locations



GMP Inspections

GMP audits helps ensure quality system & continues to meet the requirements of the latest cGMP, ISO9001 and ISO 13485 standards and commitments made to regulatory bodies.

Concluded with successful GMP inspection conducted by azerbaijan team in May 2023.



Celebrating successful GMP inspection for Oman



Health And Safety Awareness Programs



Pledging to prioritize safety



CPR training - equipping individuals with life-saving skills.



Safety mock drills for protection of self and others during earthquake and its aftermath.



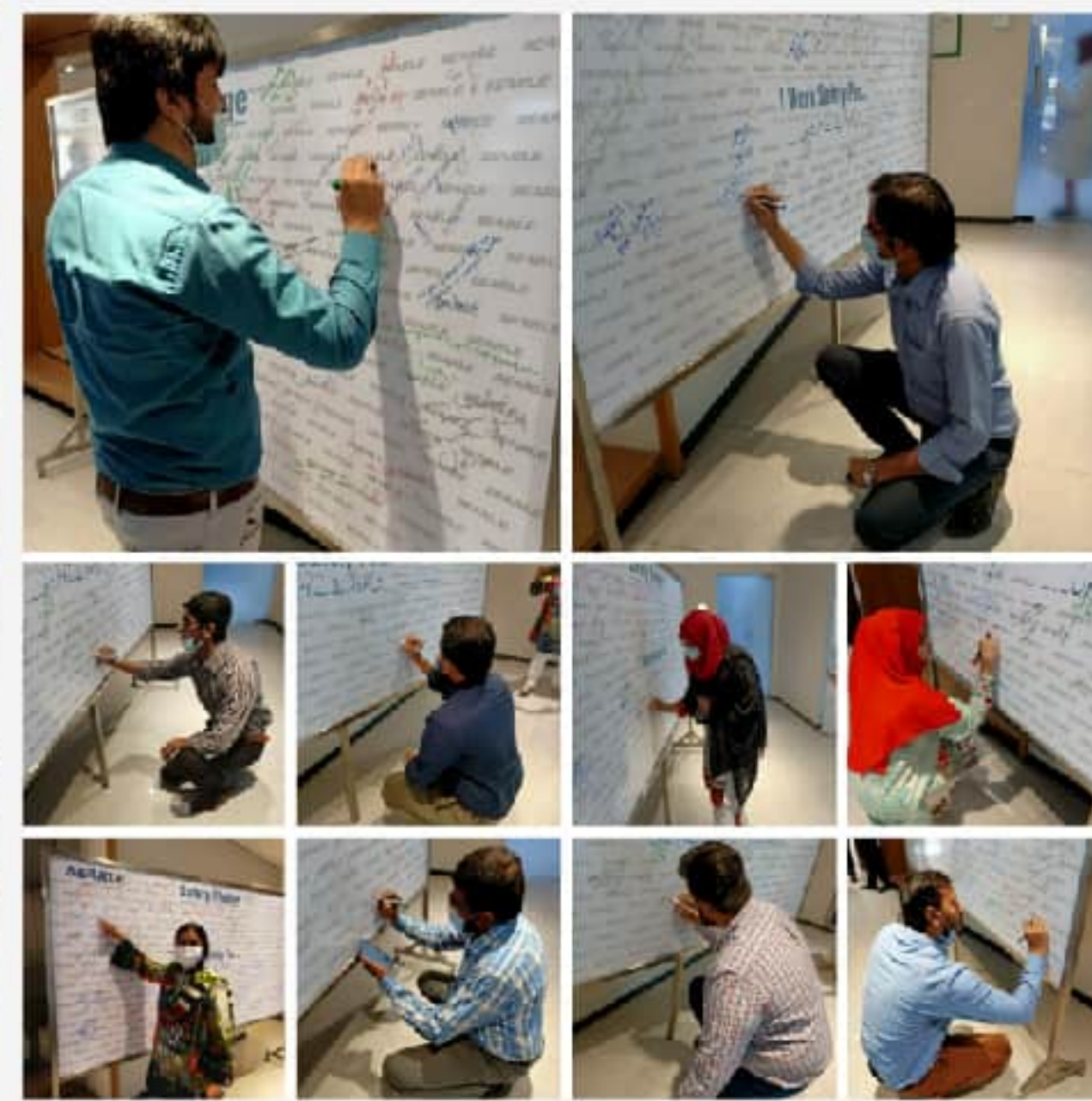
Fire Fighting Day



Fire Fighting Training from 3rd party for Portable Fire Extinguishers



Fire Fighting Training from 3rd party for HSE Program - I Work Safely for... fire Hydrant system



SEARLE ZERO ACCIDENT PROMOTION (ZAP)

What are you doing to safe today? *1616*

What did you see? *External Engineering Technicians is working on the roof side of process validation Dept. with old Net any tool can be fall off.*

What did you do immediately? *Informed HSE & fill ZAP.*

Safe	Act	Condition
Onsafe	Act	Condition

Where did the incident occur? *Process Validation Dept.*

Date Occurred? *29/8/22*

What are the next steps / actions to complete? *Engineering Dept / HSE should check safety conditions when External Technicians do Maintenance Activity.*

By Whom? *Saima Jafar*

When by? *Saiman Hamza*

Observer's Name: *Saima Jafar* / Manager's Name: *Saiman Hamza*

Manager has read ZAP Card and added to actions if required:

Actions have been completed or added to an action tracker:

<input checked="" type="checkbox"/> Behavioural	<input type="checkbox"/> Housekeeping	<input type="checkbox"/> Tools & Equipment	<input type="checkbox"/> PPE
<input checked="" type="checkbox"/> Environmental	<input checked="" type="checkbox"/> Procedures	<input type="checkbox"/> Site/Building	<input type="checkbox"/> Other

Zero Accident Promotion (ZAP) Reporting System

Safety Culture Day Celebrated at TSCL Plant



Training session on Occupational Health & Mindfulness: How to Achieve Well-being @Workplace



World Environment Day - 5 June

Plantation activity to promote healthy environment.



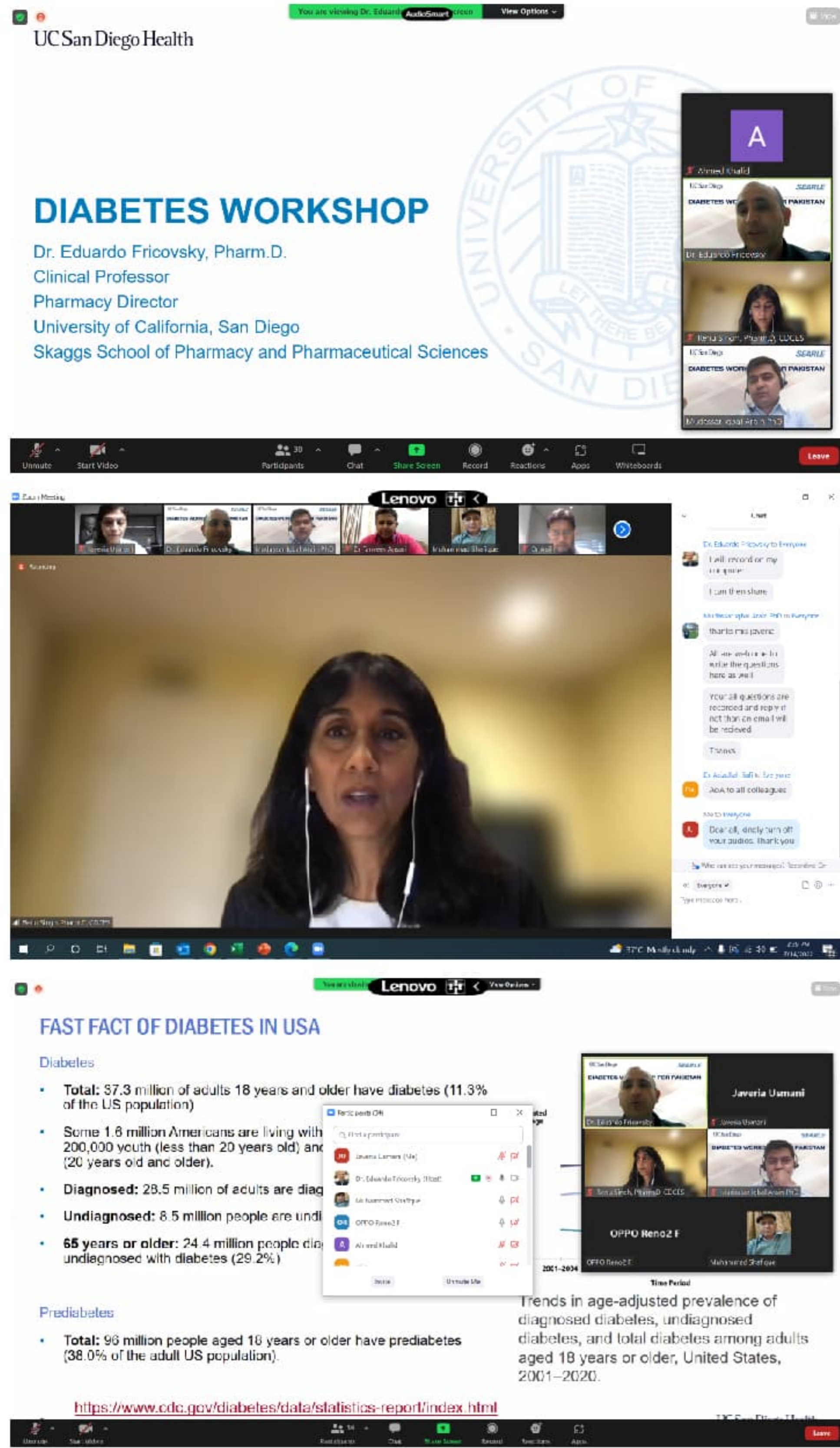
SAP Advancement Meeting at The Plant

Advancements allows the system software to leverage the latest technologies and tools . thus execution of SAP s/4hana will allow individuals to expand their skills and meet the evolving needs of users and businesses.



Team Titans Imparting Holistic International Diabetes Knowledge

Online diabetes workshop in collaboration with University of California, San Diego, was conducted for general practitioners and physicians across Pakistan which resulted in an outstanding response from local HCPs.



World Diabetes Day

We have organized WDD walk across Pakistan where we have engaged multiple institutes to increase the awareness of Diabetes in Pakistan



World Diabetes Day

Searle Company Ltd commemorated the World Diabetes day by arranging an educational session for our HCPS at City talks Karachi by **Dr. Ali Asghar**, a renowned endocrinologist and Vice President of Pakistan Endocrine Society. The session encompassed the menace of diabetes, its long-term consequences and the role of HCPS in alleviating the misery associated with the disease.



Launch of Emsynmet XR

Team Titans launched 3 SKUs in the Empagliflozin + Metformin XR range. Training sessions were conducted across Pakistan for the field force to launch the product with vigor and zest in the diabetes market.



MBTI Events

Searle Organized training sessions on Personality TYPE (MBTI) across the Pakistan where we have trained more than **600** Health Care Professionals / Leading HCPs by Dr. Qamar Ul Hassan who is an internationally recognized qualified Personality Type (MBTI) expert and has been in this profession for over 17 years to change peoples' life professionally and personally.



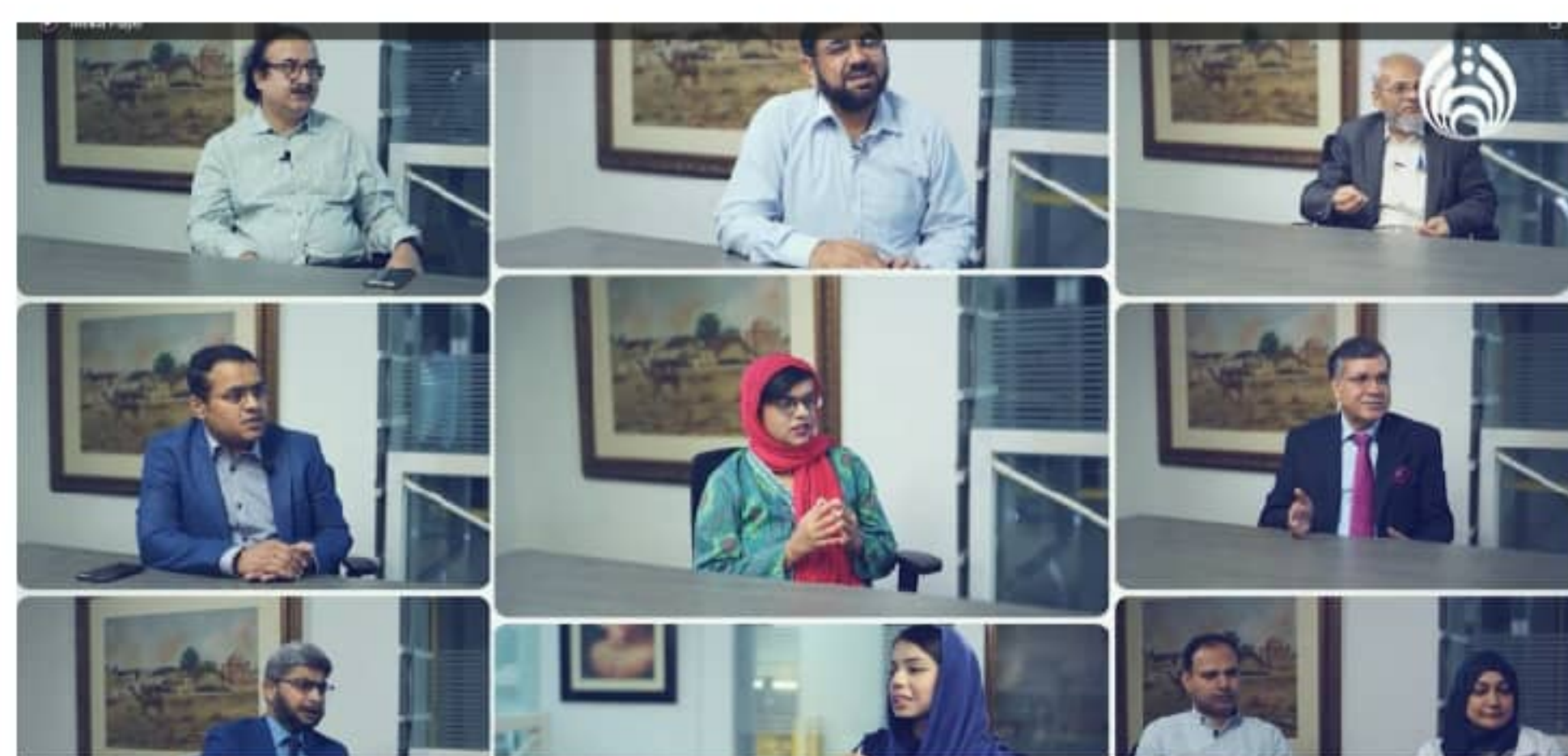
MBTI Session KNOW YOURSELF at One IBL Centre

Self-Awareness is the most important aspect of one's life which is often ignored. 60 doctors were invited for an insightful session about personality types.



HEAL Ramazan Podcast

Using the Heal platform, a series of podcasts on the subject of diabetes, hypertension, cholesterol and life style management was aired for the masses for healthy living during Ramzan.

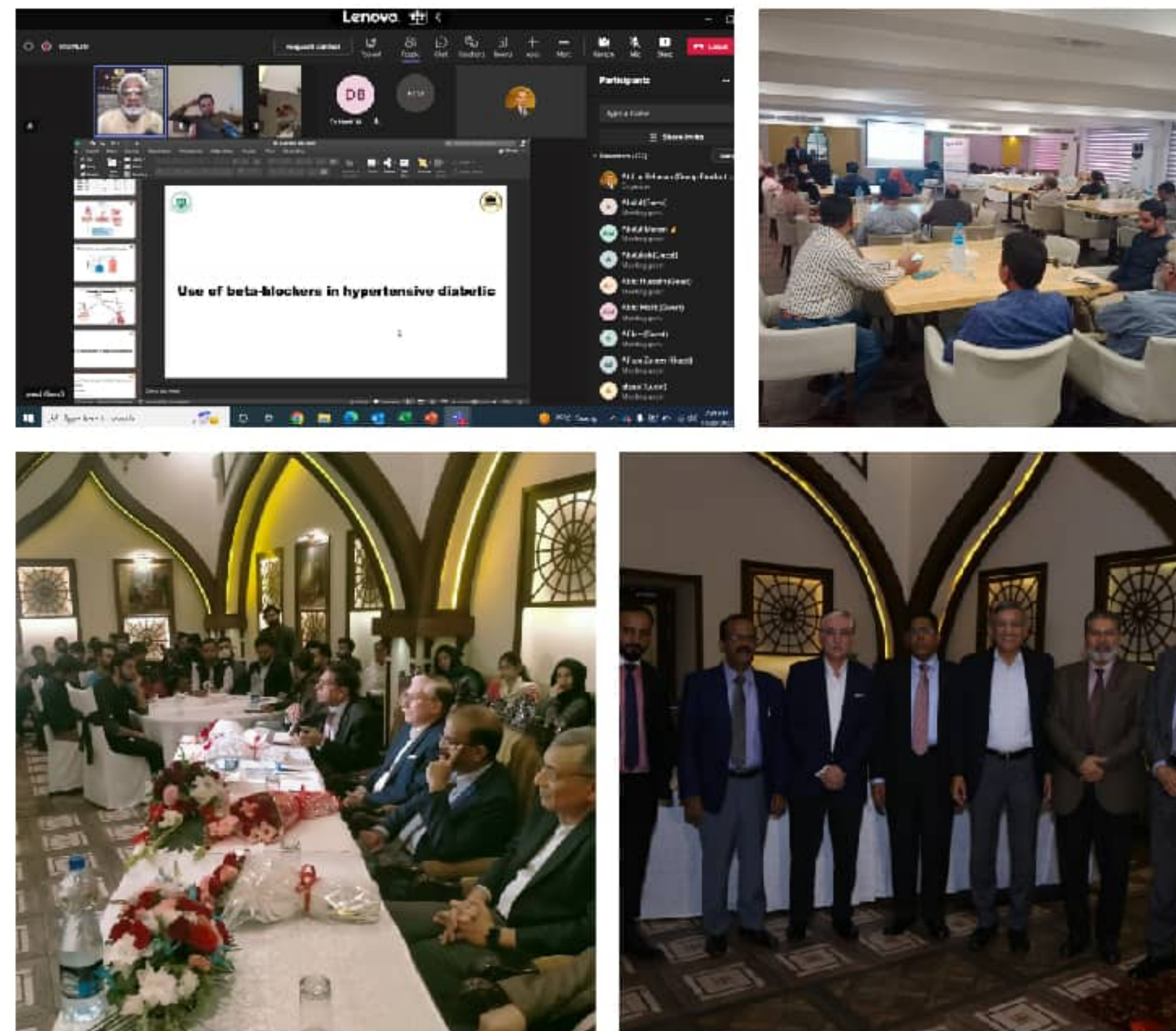


RUN - forum for neurologists by Searle gathered to discuss neurological cases under the supervision of HODs.



Bycard Symposium & Webinar

Diabetic hypertension is an unaddressed ongoing challenge for diabetic patients. A scientific session was planned where 400 HCPs including renowned name in Cardiometabolic were engaged to address the issues.



World Heart Day



Run For Heart

Searle Organized training sessions on this vibrant event. It was arranged with a vision to encourage people to take care of their hearts by including healthy activities in their daily routine.

More than 100 HCPs were engaged in a running session in Karachi to promote cardiovascular health from Searle's platform.



COMBINATION IS BETTER | START EARLY



Throughout this dynamic initiative, we orchestrated a series of impactful activities that left an indelible mark. From participating in conferences like Pakistan Hypertension. We embarked on a journey of holistic well-being and early action incorporating various elements these included everything from league to vibrant health day celebrations, empowering early start programs, lightning MBTI sessions and thoughtful brand reminders. This contains calendars, paperweights, and BP Block pads.

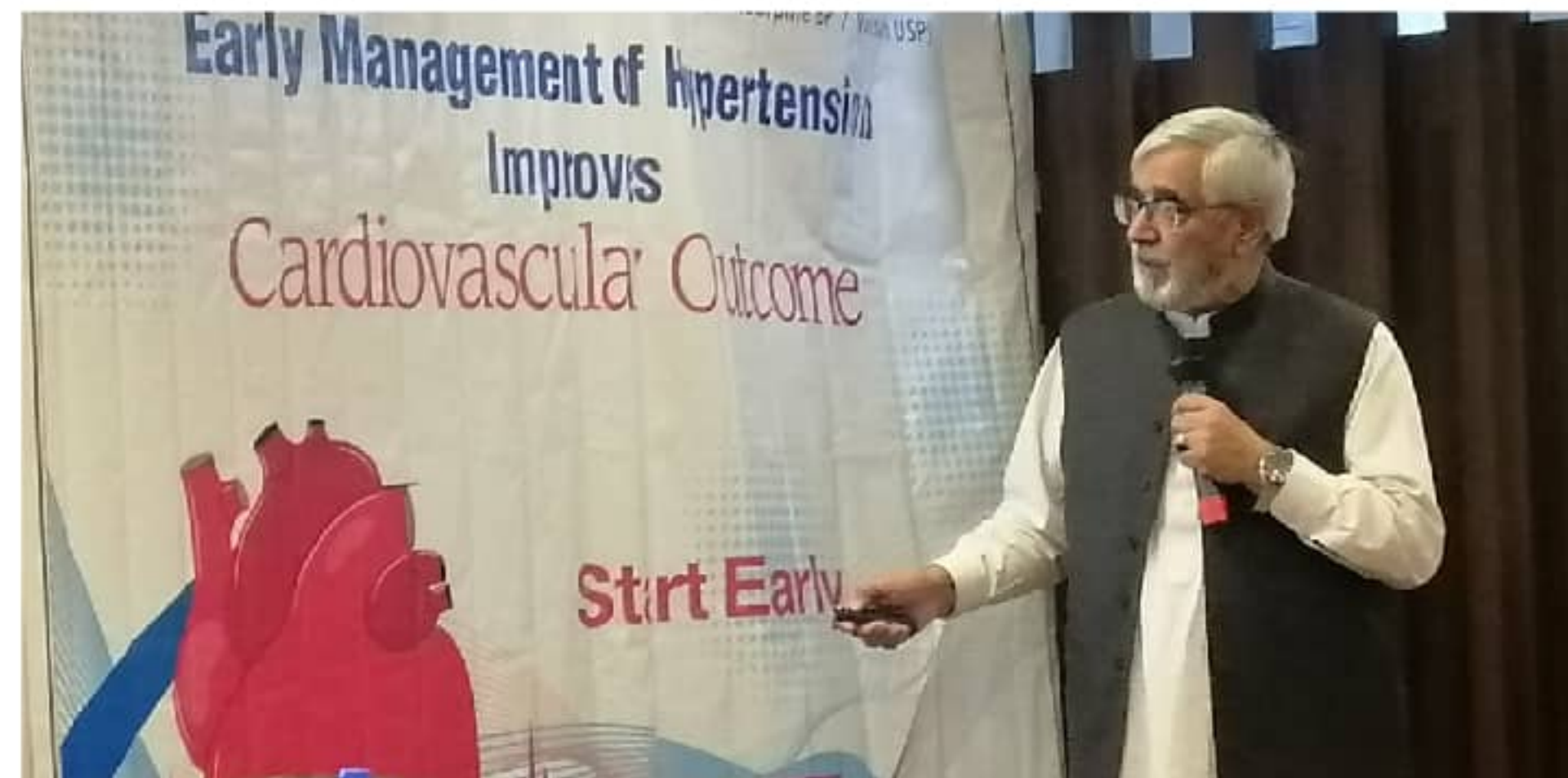
The outcomes of this exceptional campaign have been nothing short of astonishing.

- Extor became a 2 billion brand on IMS.
- Extor became the top brand of Cardiovascular market of Pakistan.
- Achieved 101% achievement with an absolute increase of PKR 354 million.



Extor Campaign – Early Start

- 7 cities
- 235 HCPs
- 7 eminent KOLs presented on the importance of early management of hypertension to improve cardiovascular outcomes.



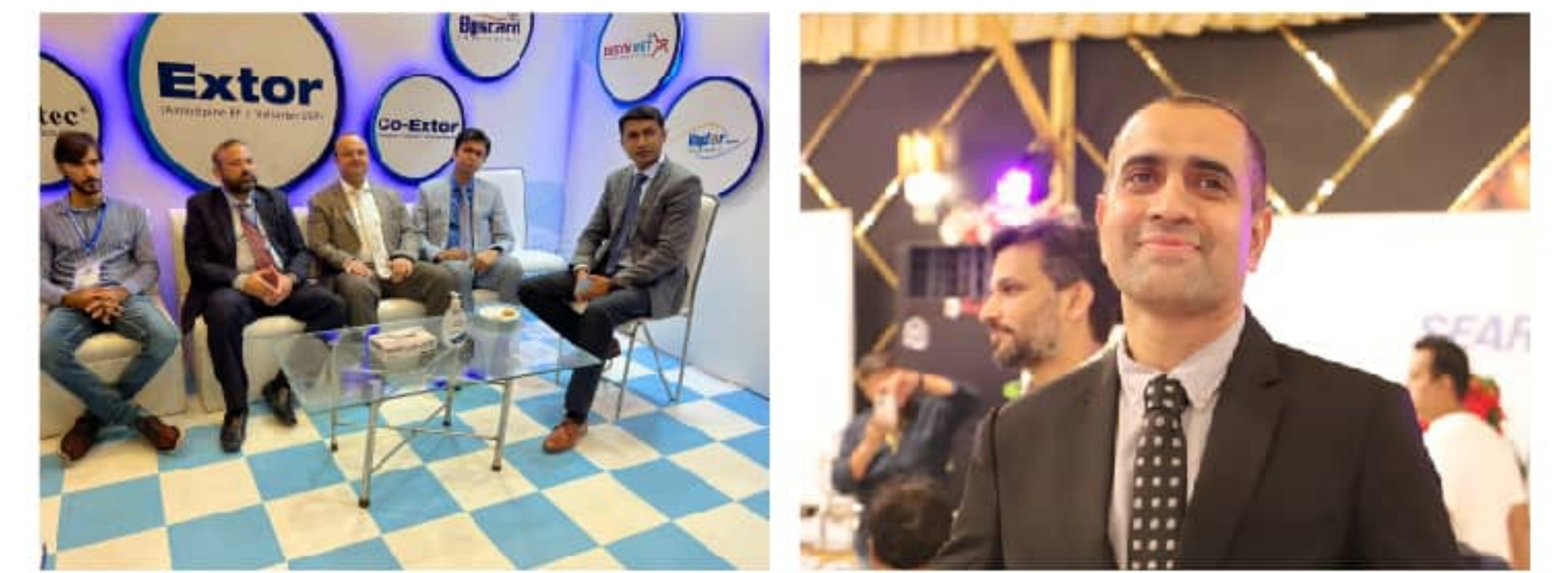
E-start Programs

Multiple Early Start Programs on initial start of combination therapy executed pan Pakistan.



Pakistan Hypertension League – 25th Anniversary Annual Conference

- Searle at the forefront of PHL
- 2 Scientific Sessions
- 1 session on Personality Types “Know Your Self”



Grand symposiums

Grand symposiums on "Early Management of Hypertension Improves Cardiovascular outcomes" one event held at Avari Hotel, Lahore comprised of 270 Doctors. Also conducted in Gaujranwala including 88 doctors.



World Mental Health Month Celebrated Pan Pakistan by Doing These Activities

- Walks
- PHQ Camps
- Awareness on digital platforms
- GP program in Habitt City
- Ward presentations
- RTDs
- Kardia camps

SEARLE

World Mental Health Day

Awareness plays a vital role to make treatment choices easier & accessible

On 10th of October 2022, SEARLE celebrated World Mental Health Day nationwide on a huge scale

Here are some glimpses >>>

INVITATION

"Co-Morbid Depression and the impact of Early referral From Allied Health Specialty"

CONFERENCE SECRETARIAT
Neurology Department
Faisalabad Medical University
Faisalabad.

Correspondence
Dr. Zaheer Ahmad #0345-7946168
Dr. Umair Sheikh #0321-7800110
neurologyupdatesfd2022@gmail.com
web: 22ndneuroupdate.com



World Mental Health Day

Tulip A team celebrated Mental Health Day pan Pakistan highlighting its importance, through programs with psychiatrists through presentation to the First-hand caregiver (GPs, Physician) on the whole scenario of the depressive patients and how to handle the situation and when to refer the patient to the psychiatrist. Awareness walks were also conducted in different hospitals.



22nd International Neurology Conference

Searle participated in the 22nd International Neurology Update Conference at Serena Faisalabad. Keeping in line with the tradition of supporting academic activities, Searle upheld its standards by putting up shelves of the latest books and journals on neurological disorders, distribution of studies to the HCPs to highlight the concerns on epilepsy and recording of video messages on neurological issues and its consequences, by renowned HCPs from across the country.

The highlight of the conference turned out to be the talk by famous motivational speaker, author, and life coach Mr. Qasim Ali Shah at the inaugural session arranged by the Searle Company Ltd which was broadcasted live on Searle's official page.

22nd International Neurology Update Conference

Serena Hotel Faisalabad
26th & 27th November 2022

REVOLUTIONIZING NEUROLOGY CARE IN PAKISTAN

3rd Parkinson Disease & Movement Disorders Conference 2022

CATEGORY	AMOUNT
Consultant	10000
PGs/Residents	5000
Foreign Delegates	\$ 250
Accompanying Person (certified for meals only)	5000
Pharma Delegates (certified for meals only)	5000
House Officer	3000
Students (certified for meals only)	3000

CONFERENCE SECRETARIAT
Neurology Department
Faisalabad Medical University
Faisalabad.

Correspondence
Dr. Zaheer Ahmad #0345-7946168
Dr. Umair Sheikh #0321-7800110
neurologyupdatesfd2022@gmail.com
web: 22ndneuroupdate.com

1st Call



Sessions on Early detection of Anxiety & Depression and referral of Depressed Patients





World Epilepsy Day (Feb 2023)

World Epilepsy Day 2023 was celebrated all around Pakistan. Creating awareness among doctors and patients through awareness walks, awareness programs in hospitals and conducted discussions between doctors for the use of epileptic drugs according to condition of patients.



Pedital heading towards greater brand visibility through our digital campaign "Your Hydration Partner-Pedital"

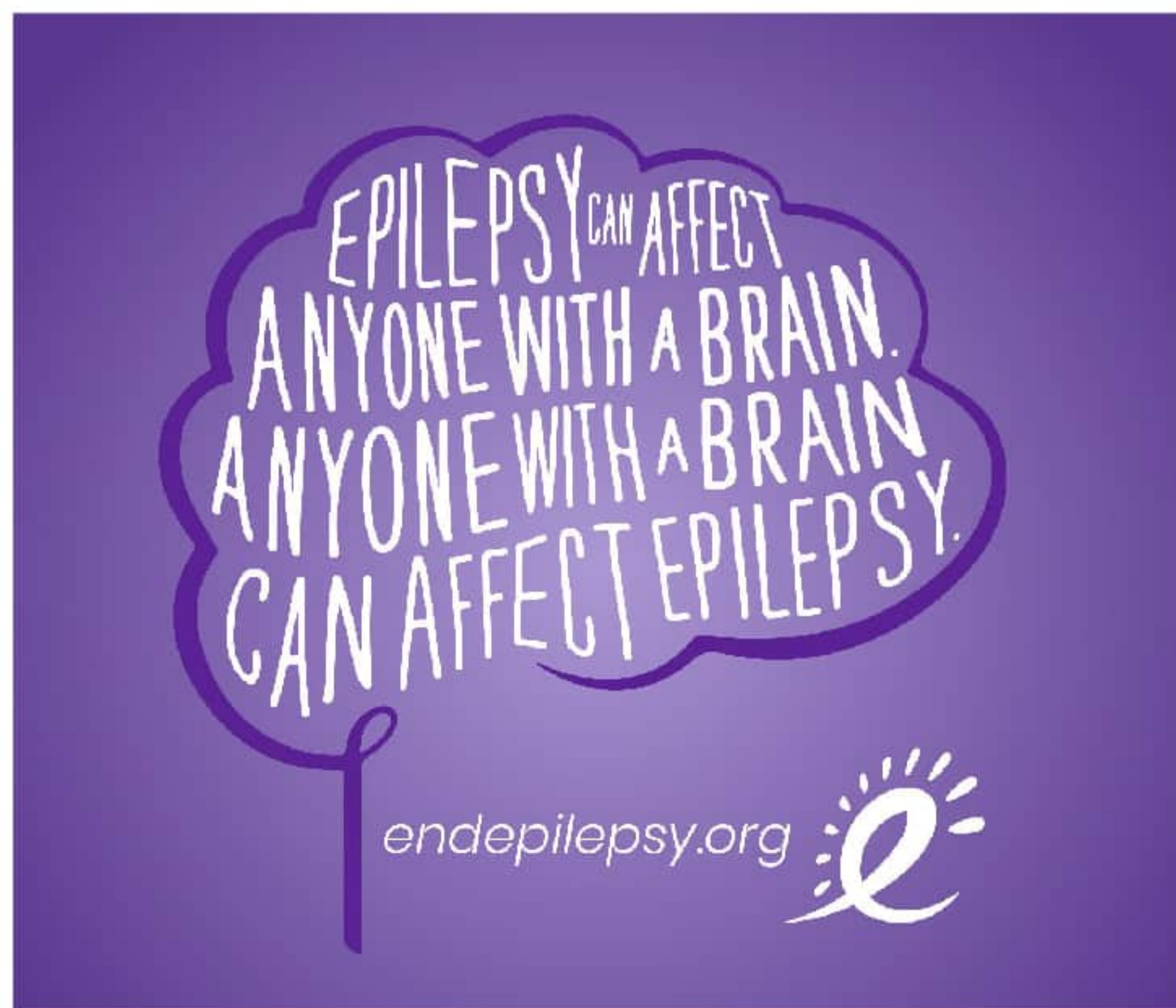
Purple Day Celebrated for Awareness of Epilepsy Health Camps on 26th March



Epilepsy in Women | World Women Day

Epilepsy in women was discussed and highlighted as all epileptic drugs are not for all women with epilepsy, on women day

Tulip A team has discussed the role of women (female doctors) in our society and give them tribute as well as discussed the difference of treatment strategy for women with epilepsy



Pead's Care Program - PCP

Description: Filling the gap of lack of pediatric neurologists by conducting lectures from the expert for first hand care provider Pead's wards & GPs.

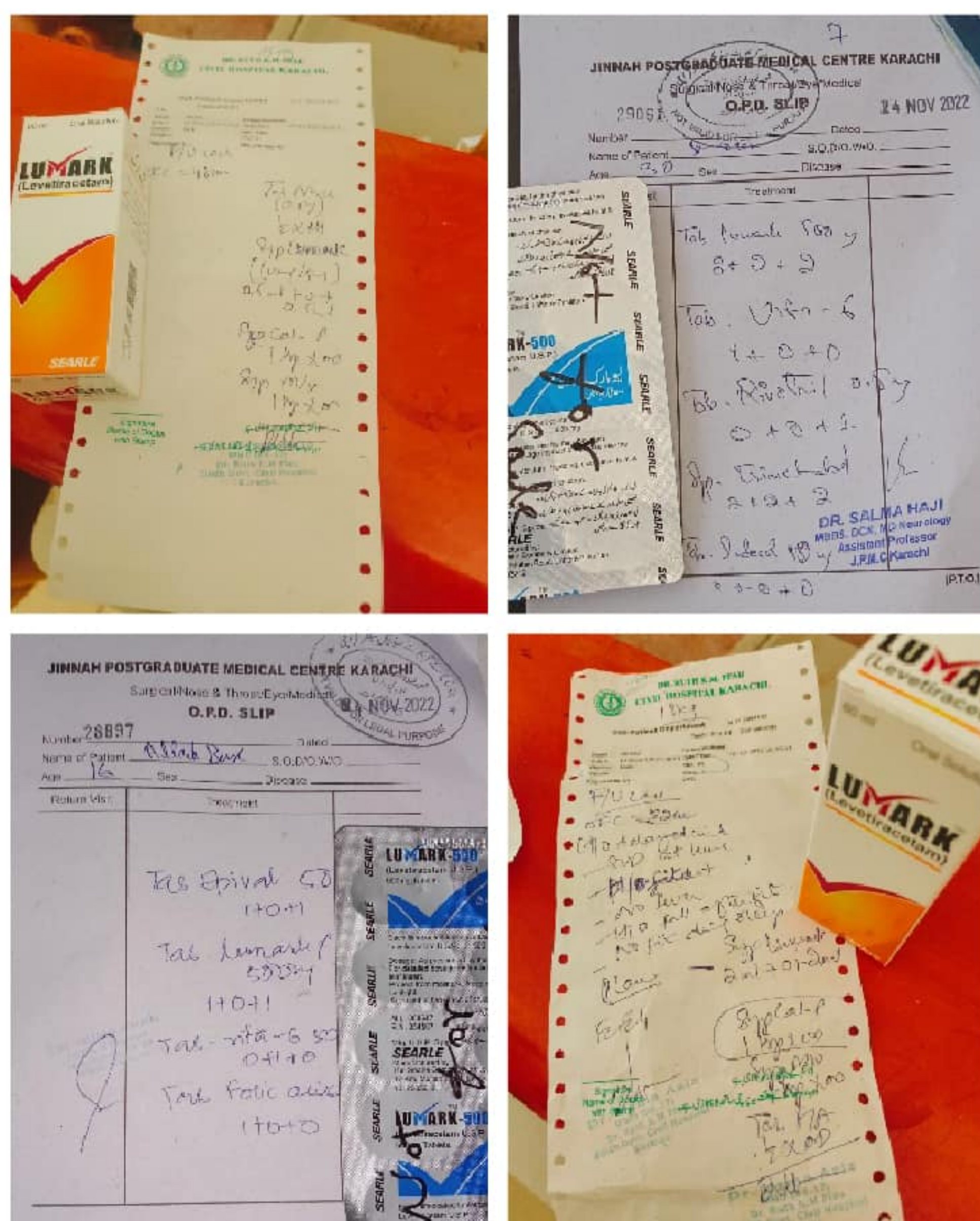
Modus: We select Pediatric Neurologist from every zone as a Speaker and arrange ward presentation and RTD to share updated knowledge for first hand care providers about **'Challenges and Complications while treating childhood Epilepsy'**



Epilepsy Free Pakistan - Camps

Searle contributes toward society in making Pakistan Epilepsy free.

To facilitate HCPs for seizures free life of an epileptic patient, Searle MIEs arranged Camps with selected customers and provided Initial Dose to every new patient.



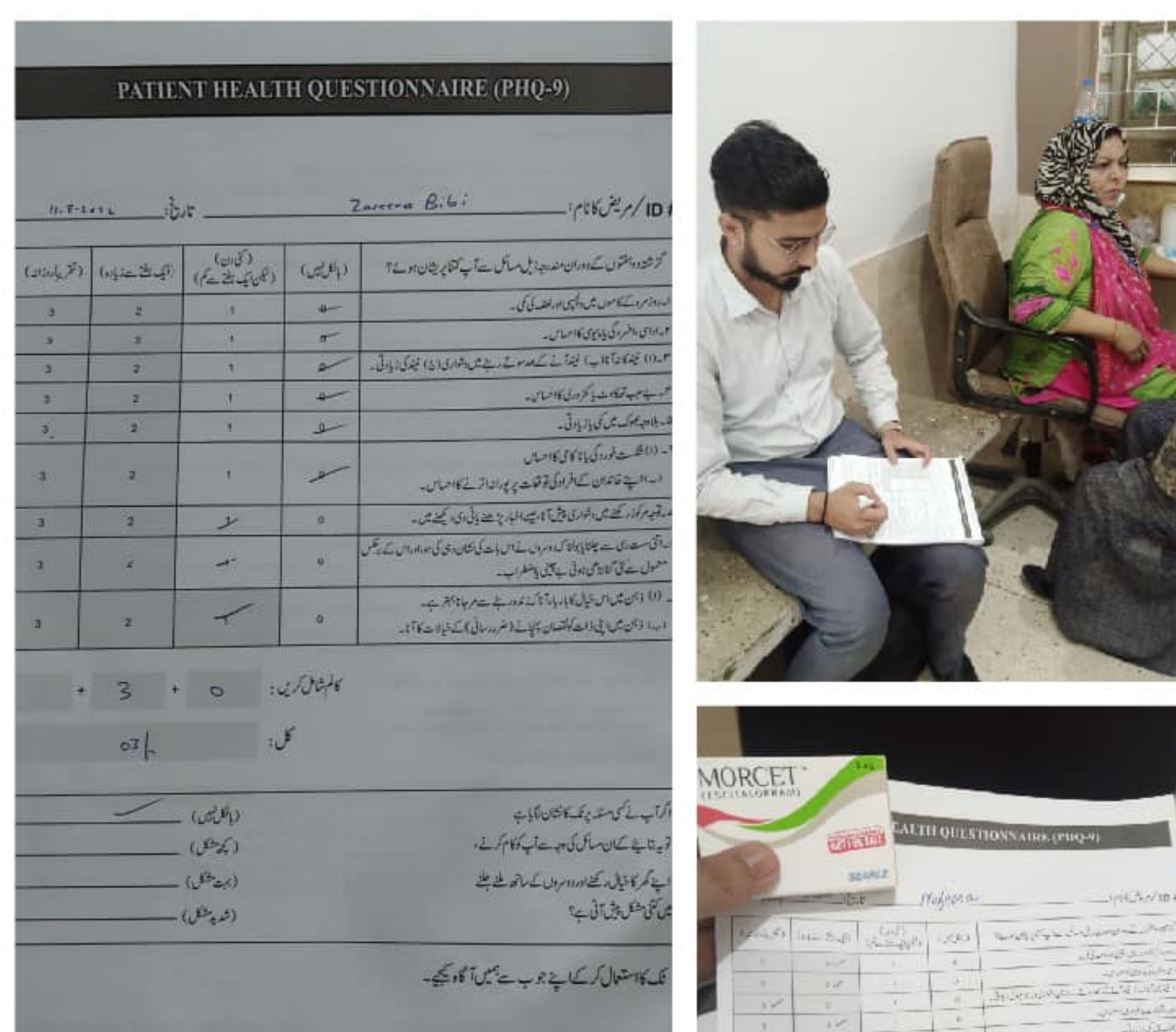
Doctor's Day

Doctors Day celebrated at March 31st 2023 with giving tribute to the doctors for their contribution in service of Mankind.



PHQ Form Camps

PHQ form is a questionnaire-based tool to detect undiagnosed depression in patients. This tool provides insight about the disease and help doctors in making diagnosis. Tulip A team did this frequently to facilitate doctors.



PsyCon - Peshawar



Foreign Speaker Program

Rose Team arranged Foreign Speaker program at Habitt City Karachi, where Dr. Peter Wisler from Germany was the key speaker who discussed the concept of Vitamin-K2 present in our brand Ostegem for complete bone mineralization. 50 key doctors of the city attended the program.



**World Osteoporosis Day 2022
The Awareness Drive**

World Osteoporosis Day, Searle Company Limited took the initiative to spread awareness for Osteoporosis specially in the young females. Since the peak bone mass is attained before the age 30, hence Female students at colleges and the universities were chosen to be educated regarding the right calcium supplement containing Vitamin K2 and the right measures, to avoid future risk of Osteoporosis. Renowned consultants were invited to deliver awareness lectures along with bone health screening was conducted of all the students at the premises.



Nuberol Activities

Initiatives were undertaken across various hospital in Pakistan to spread NUBEROL's message while also championing enthusiasm with which doctors serve their communities.



Nuberol | Chemist Education Programs

To champion all stakeholders in the process, NUBEROL engages and educates chemists for holistic patient care & guidance.



**Independence Day
Celebration Darul Sukoon
(Home for differently-abled children)**

Searle celebrates Independence Day with differently-abled Children at Darul Sukoon, Karachi, with Flag Hoisting ceremony, Cake Cutting, National Anthem and Performances of differently-abled children on National Songs. Program was followed by the patriotic speech of our Associate Director Mr. Rashid Saeed.

With the goodbye note, we distributed goody bags amongst the children and gathered their smiles and acknowledgement.



International Delegates From All Over The World Visited The Searle Company Limited Head Office & Plants For Various Meetings And Deals



UPH Biopharmaceutical, China



Mr. Figo-Gao - From Jiman Schangbo Biotech, China



Mr. Carlos - From Astareal, Japan



Amar Nagi - UPH Biopharmaceutical China

We are the Ambassador of Pakistan & Searle, Global Representation in Various Countries & Multiple Forums



Chemrar Group, Russia



Mr. Ragu Shankar Kumarasamy - From Sambe, Indonesia



Ms. Irina-Tyrnova - Chemrar Group, Russia



Mr. Peter Wisler - From Balchem, New Jersey, USA



Avixa Pharmaceutical, Turkey



Ecbemi, China



Finzelberg, Germany



Beximco, Bangladesh



CPHI 2023, China



France



Kexing, China



Neo Tia, China



GBPP, Korea



Dr. Niang, Senegal



GBPP, Korea



GBPP, Korea



Kalbe, Indonesia



GBPP, Korea



mAbxience, Spain



Newgen Bio



Omaniofc, Oman



mAbxience, Spain



SDI, France



SDI, France



Livzon, China



NTP, China



Ildong, Korea



Yang Yong, Japan



Livzon, China



Philex Pharmaceutical, Oman



Spain



Livzon, China

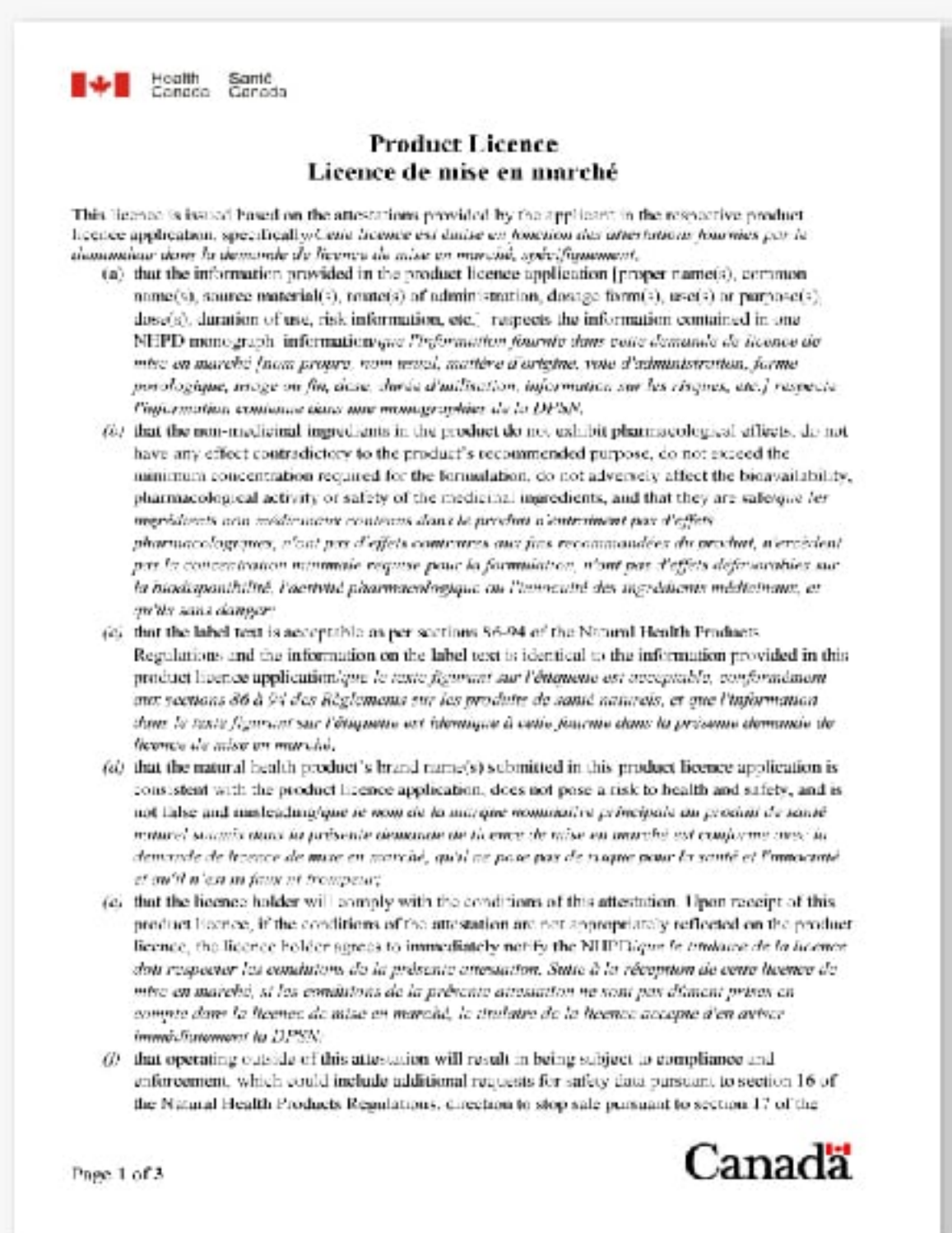
Leading Pakistan Globally



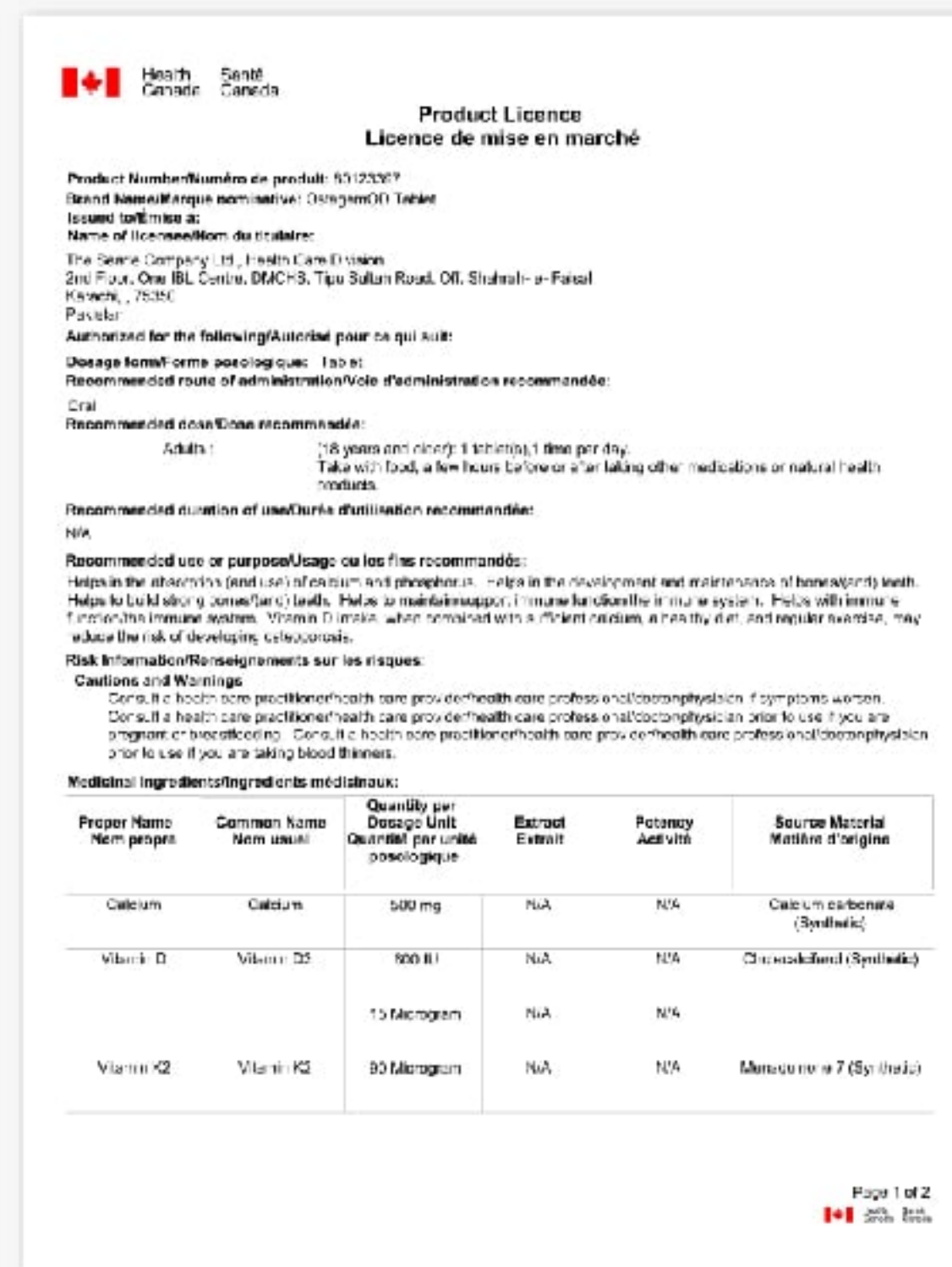
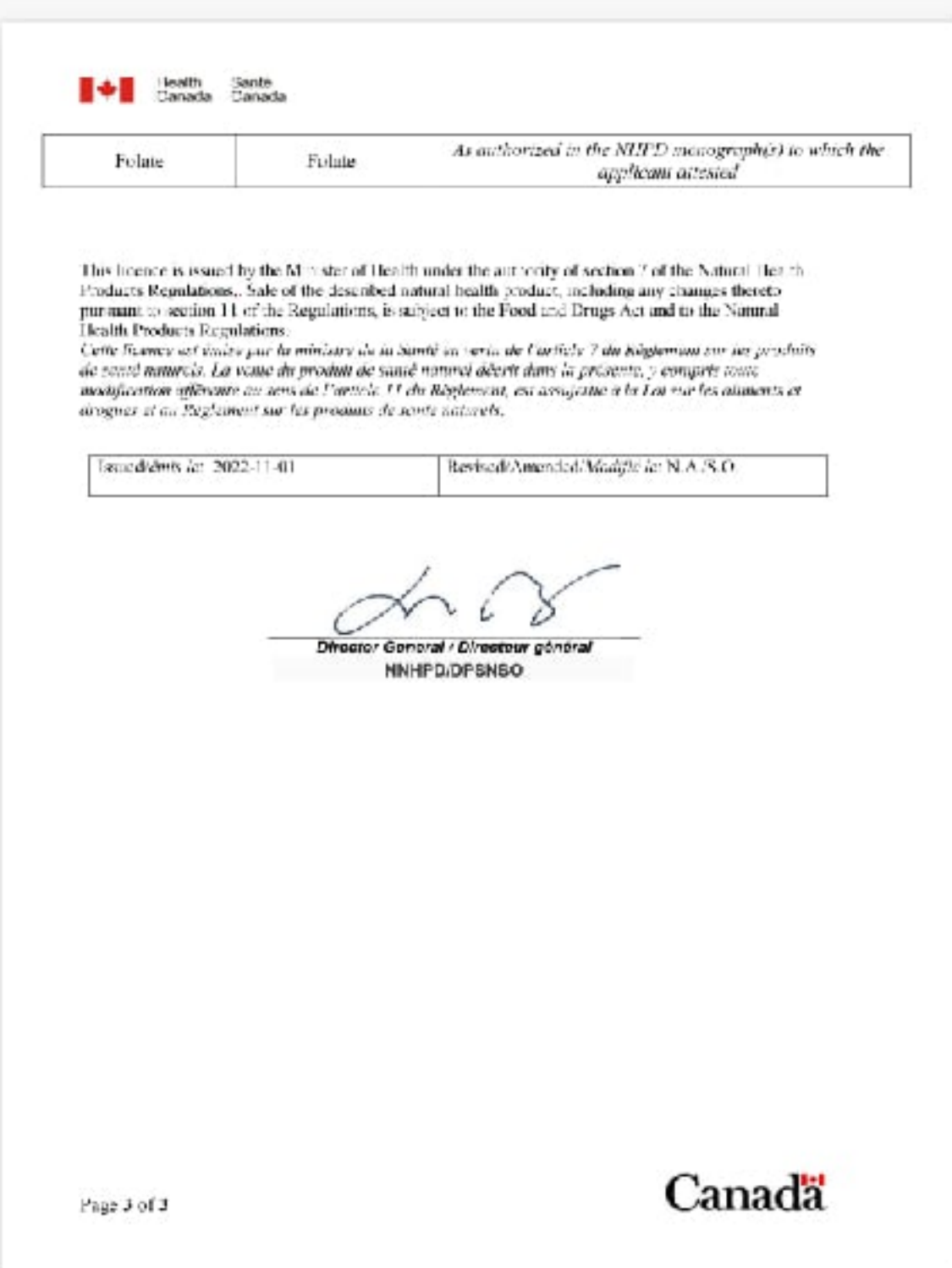
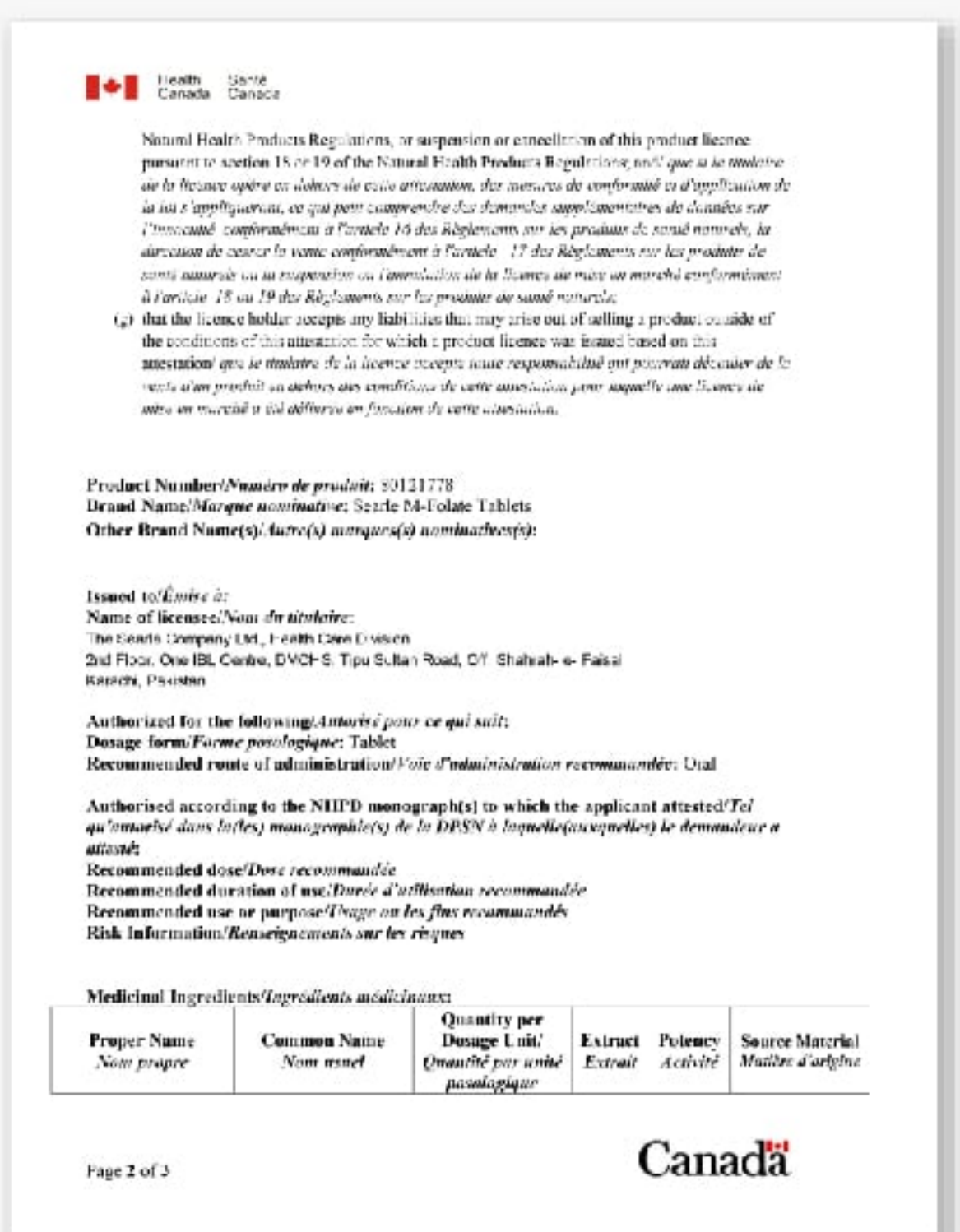
F-319 SITE registration letter Oman



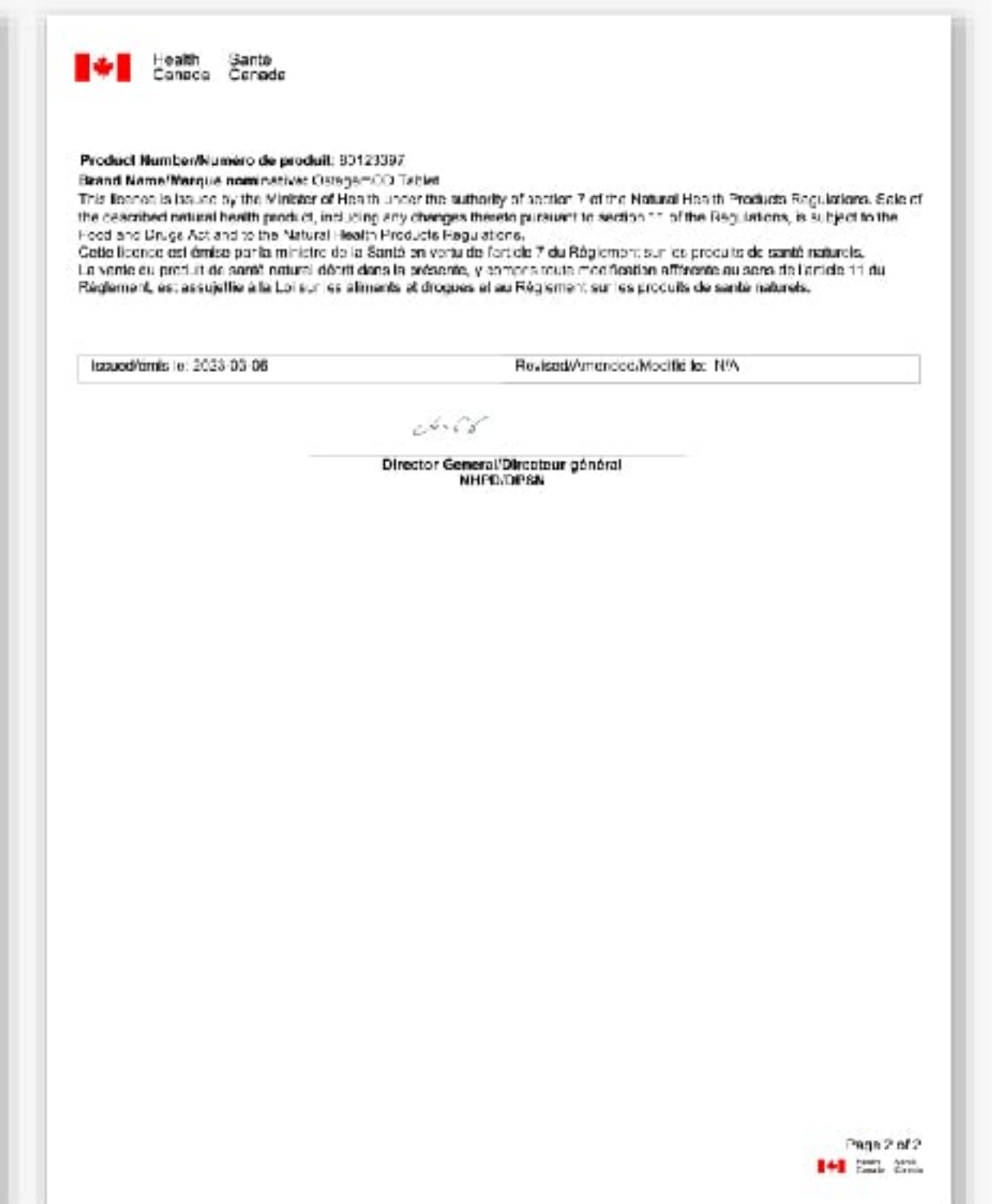
Kosovo Marketing Certificate



MFolateOD - Product License Health Canada



OstepemOD - Product License Health Canada



Unveiling Our Remarkable Product Launches Global Market



Pakistan Market



**Pharmacovigilance | Searle
Safety Awareness For everyone
(SAFE) by Searle**

This year, the Searle PV team stepped in with their vision of spreading the PV awareness under SAFE campaign among healthcare professionals at Agha Khan University Hospital, School of Nursing, Kohi Goath Hospital, Pharmacy and Pharmaceutical Department of Hussain Lakhani University, Dvago Pharmacy.



CMEs, Product Presentation & RTDs

Medical Affairs department extends their support to marketing department in product promotional activities. Dr. Fareed Rana, Medical Science Liaison, based in Lahore, actively conducts scientific activities such as KOL engagements, RTDs, CMEs and ward presentations in Centre & north regions of Pakistan for products such as Ecotec, Vocinti



Basic Medical Training

Basic Medical Training (BMT) is the core activity of Medical Affairs to train and enhance the knowledge of newly inducted Searle sales force. The BMT is planned on Monthly basis with the mutual understanding of the respective marketing team. This year, more than 25 online training sessions as well as face to face trainings by Dr Ghazal in South and Dr. Rana Fareed in Central & North were conducted.



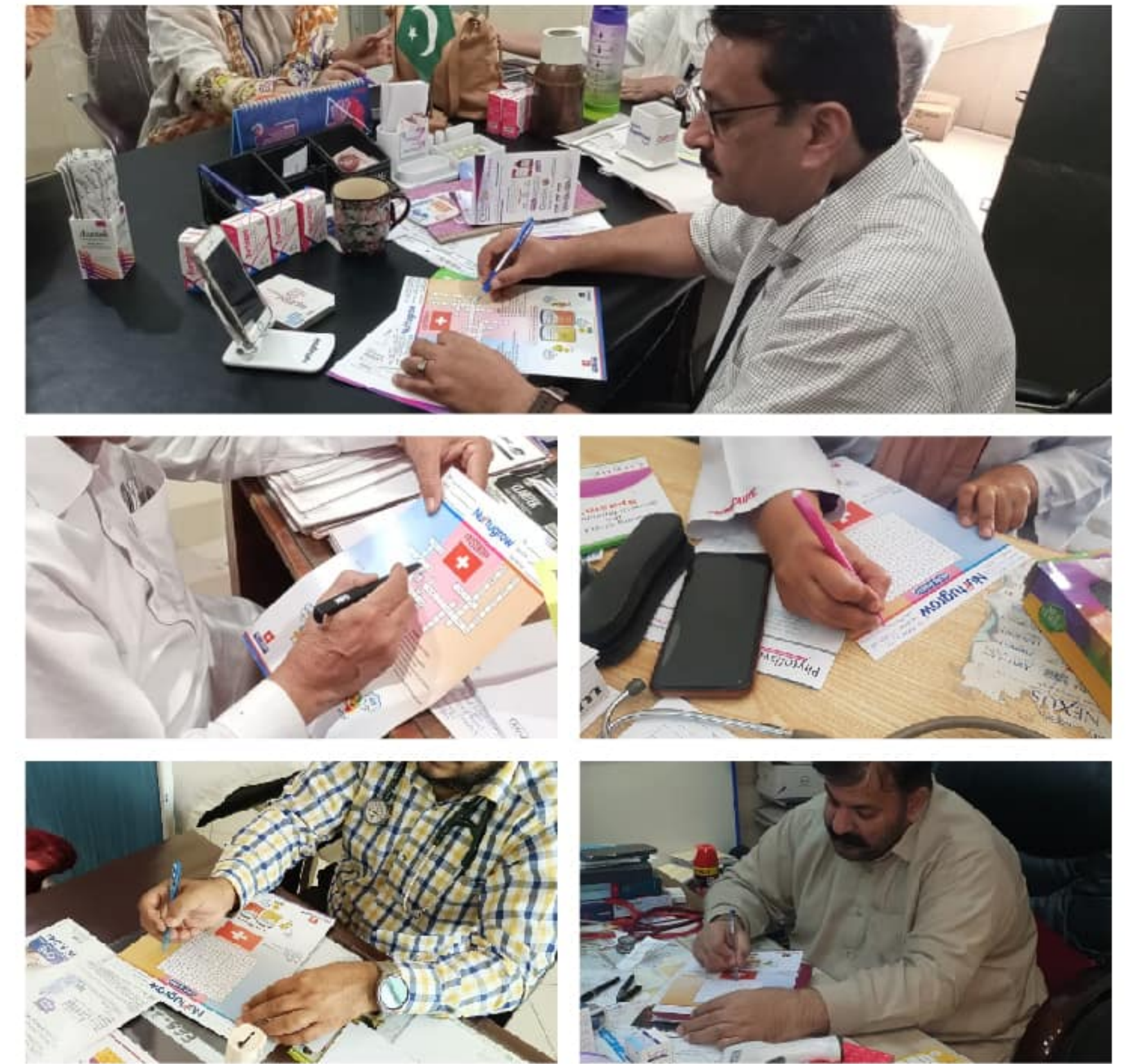
Barho Azadi se

Independence day celebration in wards and chambers on Nurtugrow (Growing-up Formula)



Cogno Drive

Campaign was run to position Nurtumil as a Swiss Quality Brand. To increase recall, a crossword game was played with the Doctors to promote brand & gave Vitamin water to link the necessity of vitamins for growing infants.



New Team Launch Eagles

NI & Dominators Teams were merged together in May 2023



**Spraying strengths Uniquely
Sprayvit Re-Launch Event**



Searle Celebrates International Women’s Day

Women are and have always been an integral part of our organization. On this International Women’s Day, we reiterated with the celebration to acknowledge the contributions, appreciate efforts, and honor their strengths & dedication in all aspects of their lives.

We believe in empowering women and #embraceequity for a successful workplace and community at large. #IWD2023 #worldwomensday2023



Brain Teasers

I Value the Values

CORE VALUES QUEST

Clue: The quality of being honest and ethical in all actions

Answer:

Clue: Collaborative teamwork where individuals join forces to achieve a common goal

Answer:

Clue: The relentless pursuit of the highest standards and quality in everything we do

Answer:

Clue: The intense enthusiasm and dedication that drives us to excel and create positive change

Answer:

WORDS IN A WORD

Can you find 7 or more words in this IBL value?

EXCELLENCE

[ek-suh-luhns]: Takes ownership of the role and beyond, delivers quality work, and strives for continuous improvement.

Average mark 5 words | Time limit 10 minutes

RULES OF THE GAME:

1. Words must contain letter E
2. Words that acquire four letters by the addition of "s", such as "excels" or "cells," are not allowed.
3. Words must make sense, for example words like nex, cee are not allowed.
4. Proper nouns or slang words are not allowed.

WORD SEARCH

Can you find 10 synonyms of this IBL value?

PARTNERSHIP

[paht-nuh-ship]: Collaborates selflessly, behaves respectfully, and seeks to create value for the organization, its partners, and society.

Collaboration	Affiliation
Connection	Alliance
Relation	Cooperation
League	Sharing
Association	Union

Words may be spelled vertically, horizontally, backward, and diagonally.

Time limit 15 minutes

L	I	O	T	A	N	O	O	F	C	I	U	C	I
E	O	R	C	A	E	I	N	C	O	N	I	O	C
A	E	N	N	C	I	A	C	O	L	C	A	O	O
G	A	O	L	O	L	N	O	O	L	O	N	P	B
U	T	I	N	U	N	O	N	O	A	I	O	E	T
E	I	N	O	T	S	I	N	S	B	A	I	R	A
P	A	U	I	C	H	T	E	A	O	L	T	A	I
A	L	O	T	O	A	A	C	I	R	L	A	T	A
R	R	L	A	N	R	I	T	O	A	I	I	I	L
C	N	A	L	I	I	L	I	O	T	A	C	O	O
L	E	O	E	I	N	I	O	A	I	N	O	N	C
N	U	O	R	A	G	F	N	A	O	C	S	I	T
U	A	R	I	E	O	F	S	C	N	E	S	A	I
A	T	O	T	T	O	A	I	A	N	L	A	E	A

STEP RIGHT UP!

Make words adding prefixes/suffixes from this IBL value

PASSION

[pa-shun]: Source of energy in the workplace; demonstrates entrepreneurial drive; shows grit.

Let's see if you can guess one of the 19 letter word; e.g. compassion

Excellent mark 10 words | Time limit 15 minutes



Answers for all are on page #34



Grand launch of Enfa A+ Neuro Pro

Paramedics and nursing staff plays a vital role in the Grand launch of Enfa A+ Neuro Pro and added MfGM (Milk Fat Globule Membrane) which is a breakthrough formulation in the history of Pediatric nutrition of Pakistan



Daraz Expo X Enfagrow A+ NeuroPro

Daraz and MeadJohnson Nutrition joined hands in pulling off the first offline Daraz Expo in Pakistan where MeadJohnson revealed the biggest breakthrough of MFGM to the crowd.



Prep-up Vegetable Launch

The first 360 degree launch of IBL health care engaging all Medical, Trade and Digital communities



MJN Neonatal Symposiums

Engaged almost 300 HCPs in 12 regions to share the advancements of Neonatal health management.



Joined hands with our Ophthalmology division to share the importance of Brain Development and Visual acuity



Karachi Women Festival

The Karachi Mother Bloggers community and Enfagrow A+ joined hands in bringing grand festival for women and children in Karachi.



Drum circle with Karachi Mother bloggers



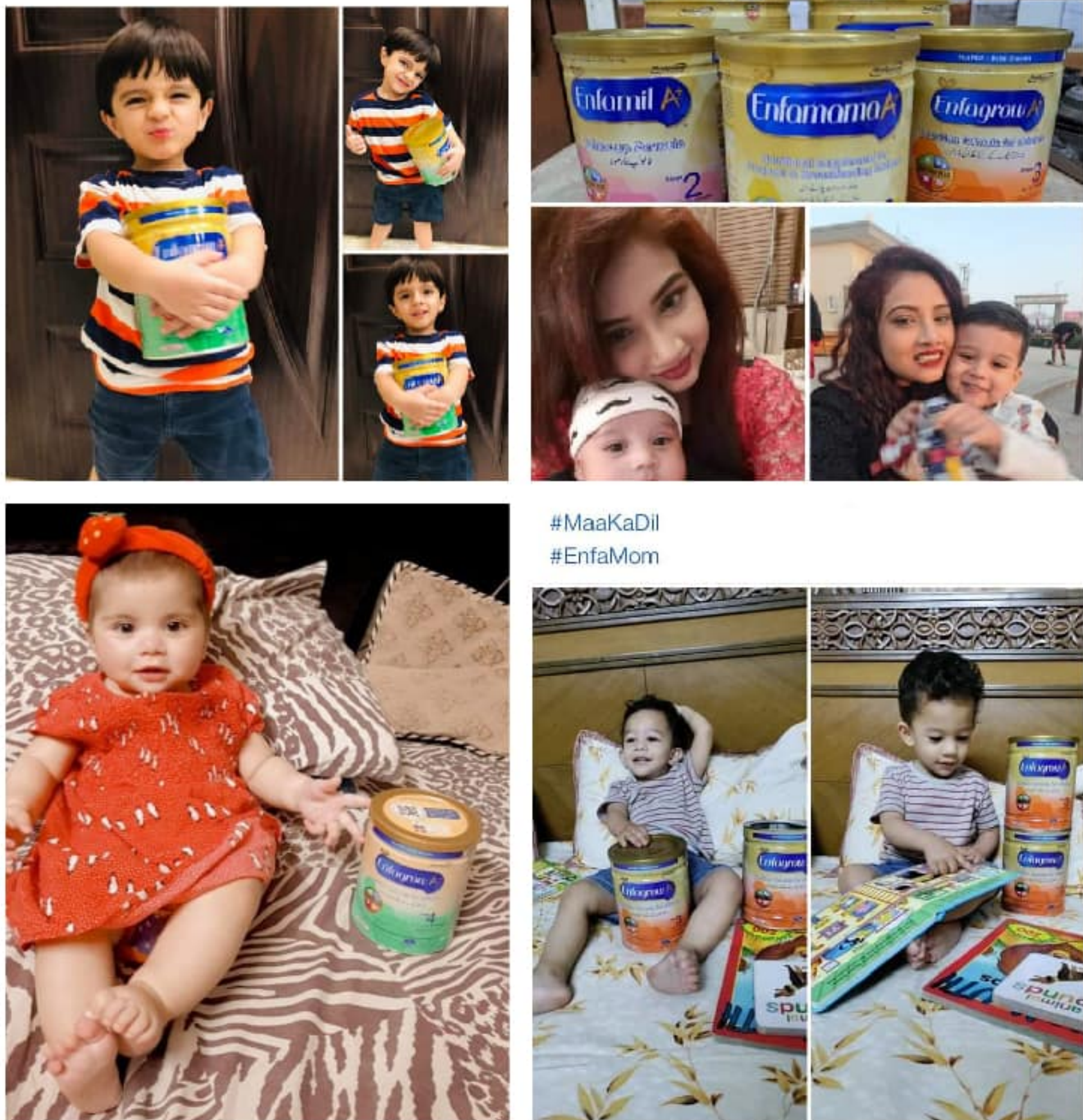
@faryalfahd @anisa.m.khan
 @maryam.hashaam @365.diaries
 @mehyk.ali @binish_umair
 @journey_with_mommy @zarafahad_@mommygotwings @aqsa.zunaib
 @momymknows @twoundertw0
 @women.festival
 @karachimombloggers

Women's day with Montessori Moms

Montessori Mom with Answers
Rabia Yousuf · 20m

#EnfaMom #maakadil Alhamdulillah, my only ray of sunshine whenever the world tries to put his mommy down, he comes to me and says, its okay mommy, its fine and he would do anything to make me feel happy though he is only 3.6 !! I'm so blessed to be his mommy Alhamdulillah we have been using #Enfagrow since so long and it's the best formula milk ever !!

I am a doctor by profession and I have worked in paed's department too. Mothers need to take care of themselves so they can have healthy babies and best thing for baby is breast milk that's what we studied and advised mothers always.
So when I got my baby I wanted to ... See more



#Maakadil
#EnfaMom



World Cancer Day Campaign

This year's World Cancer Day's theme, "Close the Care Gap", is all about uniting our voices and taking action. Many patients who seek cancer care hit barriers at every turn. Income, education, geographical location and lifestyle are just a few of the factors that can negatively affect care.

On World Cancer day, Nestle Health Science (NHS), a division of IBL HealthCare, took initiative to minimize the care gap, we provided free transport to the needy cancer patients for chemotherapy.

Aim of this campaign is to facilitate patients & provide ease to the treatment process & minimize their financial burden.



NHS Learning Lounge- Jordan Chapter

Nestle Health Science Pakistan Collaborated with Nutricenter (Jordanian Dietetic Society) to conduct a 2-day symposium to exchange knowledge on Nutrition at Coral Tower Hotel in Amman, Jordan.

HCPs of Pakistan attended training on nutrition practice in Jordan by the head of dietitian in Abdali Medical Center.



Glimpses of NHS learning lounge Jordan



Scientific Session by Jordanian Dietetic society



HCPs of Pakistan visiting Abdali Medical Center to get to the nutrition practice in Jordan

Nutrition Expert Forum (NEF)



Nutrition Expert Forum (NEF) is an initiative of Nestle Health Science (NHS), a division of IBL HealthCare, to provide a platform to the Dietitians of Pakistan to gather, collaborate & exchange knowledge on advancement in the field of Nutrition.

President of Pakistan Nutrition & Dietetic Society (PNDS), Ms. Faiza Khan & in charge of PNDS North Chapter, Dr. Rezzan Khan also participated & appreciated the efforts done by NHS team on this initiative.



In charge of Islamabad PNDS chapter Dr. Rezzan Khan addressing with the audience



Group photo with the dietitians of south region



President of PNDS, Ms. Faiza Khan sharing her remarks on this initiative of Nestle Health Science

World Diabetes Day celebration with Resource Diabetes

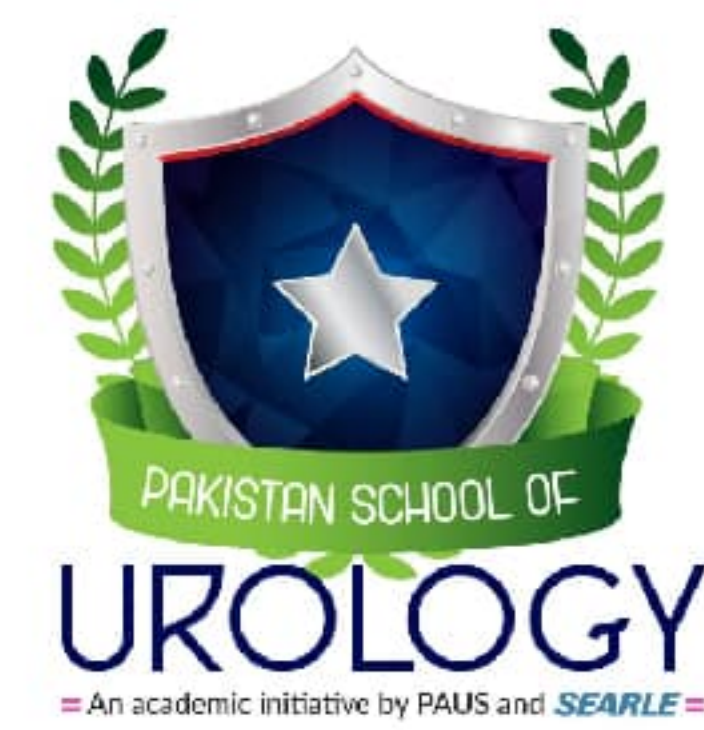
Special Yoga Session was arranged with the doctors of DOW University of Health Sciences where doctors were engaged in 1 hour of different yoga therapies



SEARLE in collaboration with PAUS introduces Pakistan's First Ever Online (School of Urology)

Objective:

To provide online education and certified courses to all the urologists across Pakistan.

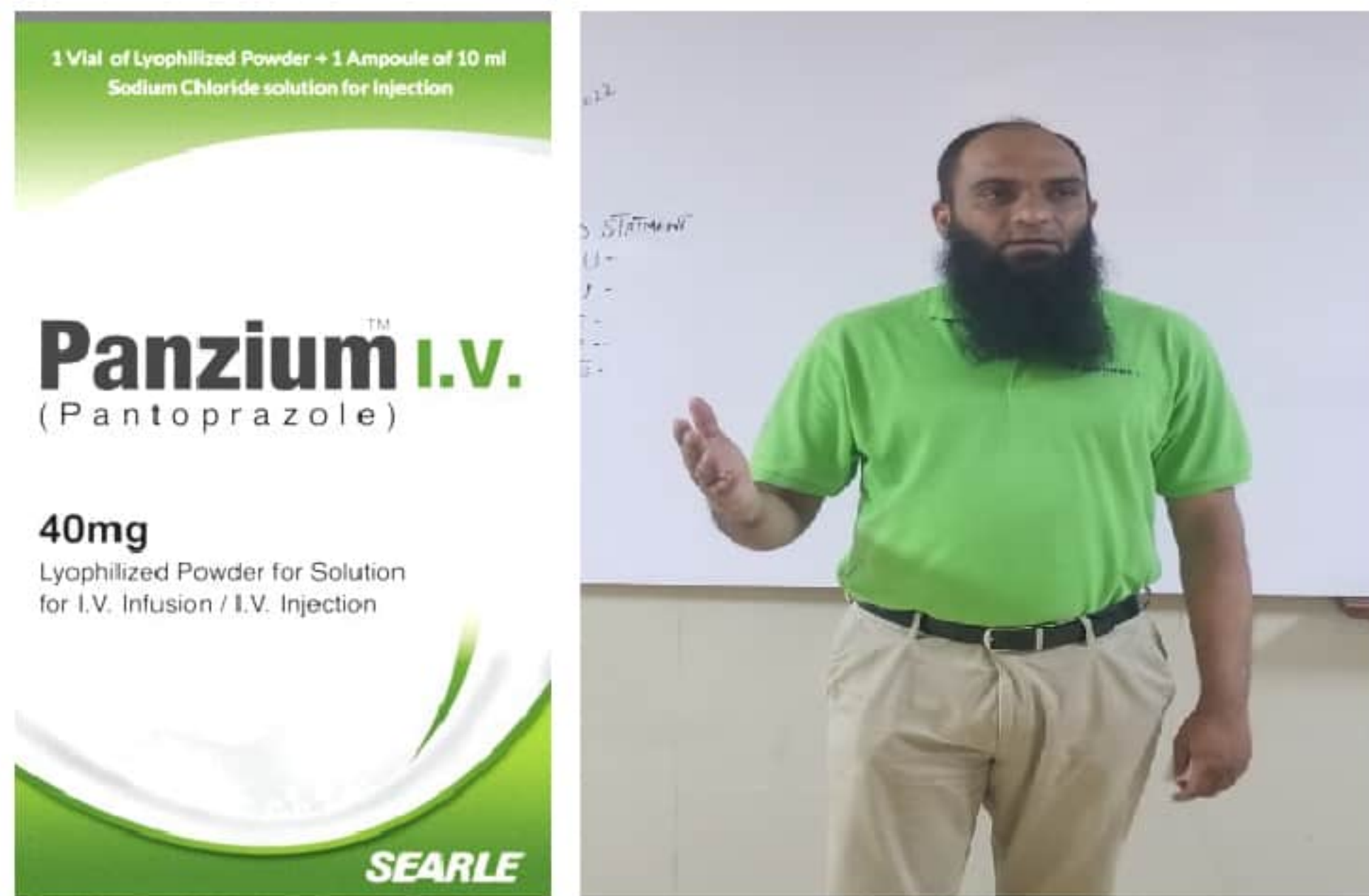


This initiative was introduced in more than 22 top institutes of Pakistan and almost 200+ Doctors are already enrolled on this portal.



Launch of Panzium IV

Panzium IV is one of the successful launches of IBL Health Care and till date over all Panzium is a PKR 15 M Brand.



First IV Launch of IBL Health Care



Nourish Nation

Online Webinar on empowering health and wellness in elderly people.

This event was organized in 6 different cities of Pakistan simultaneously where our foreign speakers addressed the doctors and trained them regarding the benefits of Resource Optimum in weak and elderly patients.

More than 120 doctors (Including Dieticians, Diabatologist and GPs) attended this webinar.



Participation in EPOMECE'22 Dubai

Searle Critical Care recorded a video message 9th Evolving Practice in Ophthalmology Middle East Conference took place in Dubai from 15th to 17th. It is one of the biggest conferences of Middle East in which IBL HealthCare participated with 12 leading ophthalmologists.

Special CME was arranged by Bausch+Lomb and Santen for IBLHC team and ophthalmologists participated from Pakistan.

In this 3-day conference our doctors took part in various sessions and wet labs which were very fruitful for them and they were keen to implement such methods in Pakistan as well.



IBLHC Learning Lounge

Our team planned an activity by the name of 'IBLHC Learning Lounge' which included a 2 day symposium with top 15 Ophthalmologists of Pakistan.

In this activity we took doctors to Shogran, Pakistan where we arranged academic symposium on topics 'Efficacy of Cosopt in IOP Management' and 'Artelac Advanced in Lasik and Dry Eye'.



IBL Healthcare Learning Lounge Concept

For the first time engaged Pediatricians, Gynecologists and Nutritionists for the discussion of Prenatal and Postnatal development of a child



IBL HealthCare Learning Lounge - Shugran

IBLHC Learning Lounge is a multi specialty, scientific forum in which HCP from different specialty participates & exchanges their knowledge on Patient Management & Medical Nutrition Protocols followed in their respective hospitals.

Nestle Health Science (NHS), a division of IBL HealthCare, conducted a symposium with leading multi specialist HCPs of Pakistan in Shugran.

Conducted 2 separate sessions on Adult Nutrition Therapy & Pediatric Nutrition Therapy in which HCPs participated & shared knowledge.

Our COO, Mr. Ghiyasuddin addressed with the forum & highlighted IBLHC corporate image.

Highlighted the use of medical nutrition therapy & importance in clinical practices.



Leading Pediatrician exchanging knowledge with other HCPs & product highlights by NHsc Product Manager

Adult Medical Nutrition Doctors

Pediatric Nutrition Doctors



Successful Product Launch

Canderel with **Stevia**. Stevia is a sugar substitute made from the leaves of the stevia plant. It is about 100 to 300 times sweeter than table sugar, but it has no carbohydrates, calories, or artificial ingredients. In South America and Asia, people have been using stevia leaves to sweeten drinks like tea for many years. Now, the rising prevalence of diabetes and obesity is expected to propel the growth of the stevia market.

Canderel is a leading low/no-calorie sweetener, and #1 in Pakistan. It was but natural for Canderel to bring this growing sweetener of choice to the local consumers. Three SKUs were launched in October 2022. Canderel Stevia currently holds IBL Operations' record for the highest launch month sales.

Launch meetings were held in five major cities, to cover the entire Leopards team, nationally. Canderel Legacy SKUs are sold and distributed by Falcons, making it one of the rare brands being handled by both teams of IBL Operations.



Proanes Launch (Critical care)

An MCT/LCT preparation of Propofol for IV General Anesthesia with minimal administration pain, produced in WHO approved facility” of Sanbe Indonesia.



Steriloc Launch

Successfully launched 3 SKUs of Steriloc (Sterilization Packaging Products) with team & customers, which is used for steam sterilization of surgical equipments.



RTDs for Product Endorsement

Searle Hospicare arranged RTDs through out the year with key customers for product portfolio's endorsement and education.



Anesthesia Talks (Karachi Chapter)

Session on the use of Proanes in TIV (Total IV Anesthesia)

All the Leading anesthesiologist of Karachi under one roof

Sanbe Introduced as the leading Indonesian company to earn the trust of anesthesiologists



Anesthesia Talks with Pakistan Society of Anesthesiologists (Lahore Chapter)

Presence of all leading anesthesiologists of Lahore

Launch of Proanes along with company profile introduction of Sanbe



International Nurses Day Celebrations | 12th May, 2023

To recognize & honor the unwavering dedication of Nurses, Searle Hospicare Celebrated IND 2023 at regional level.



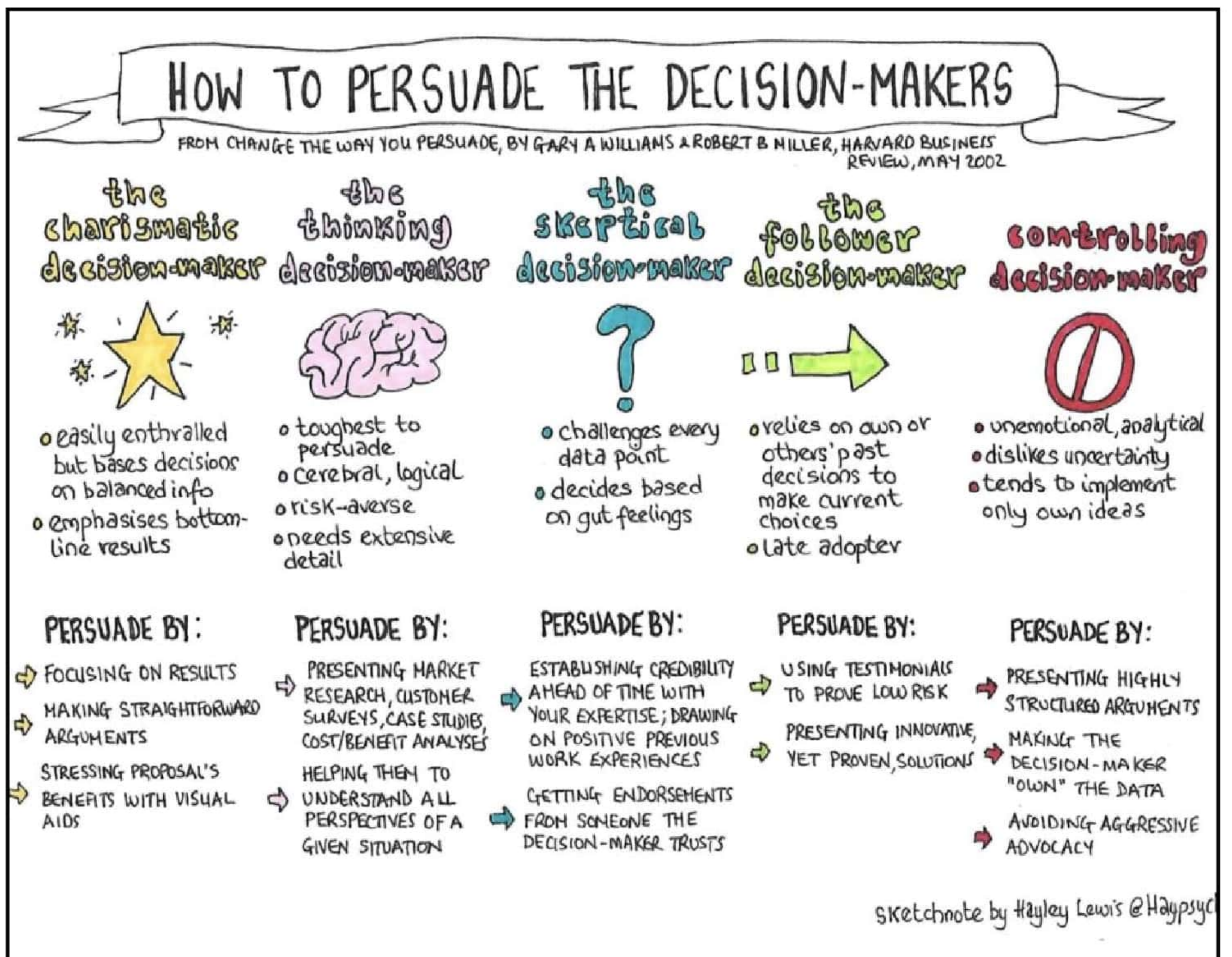
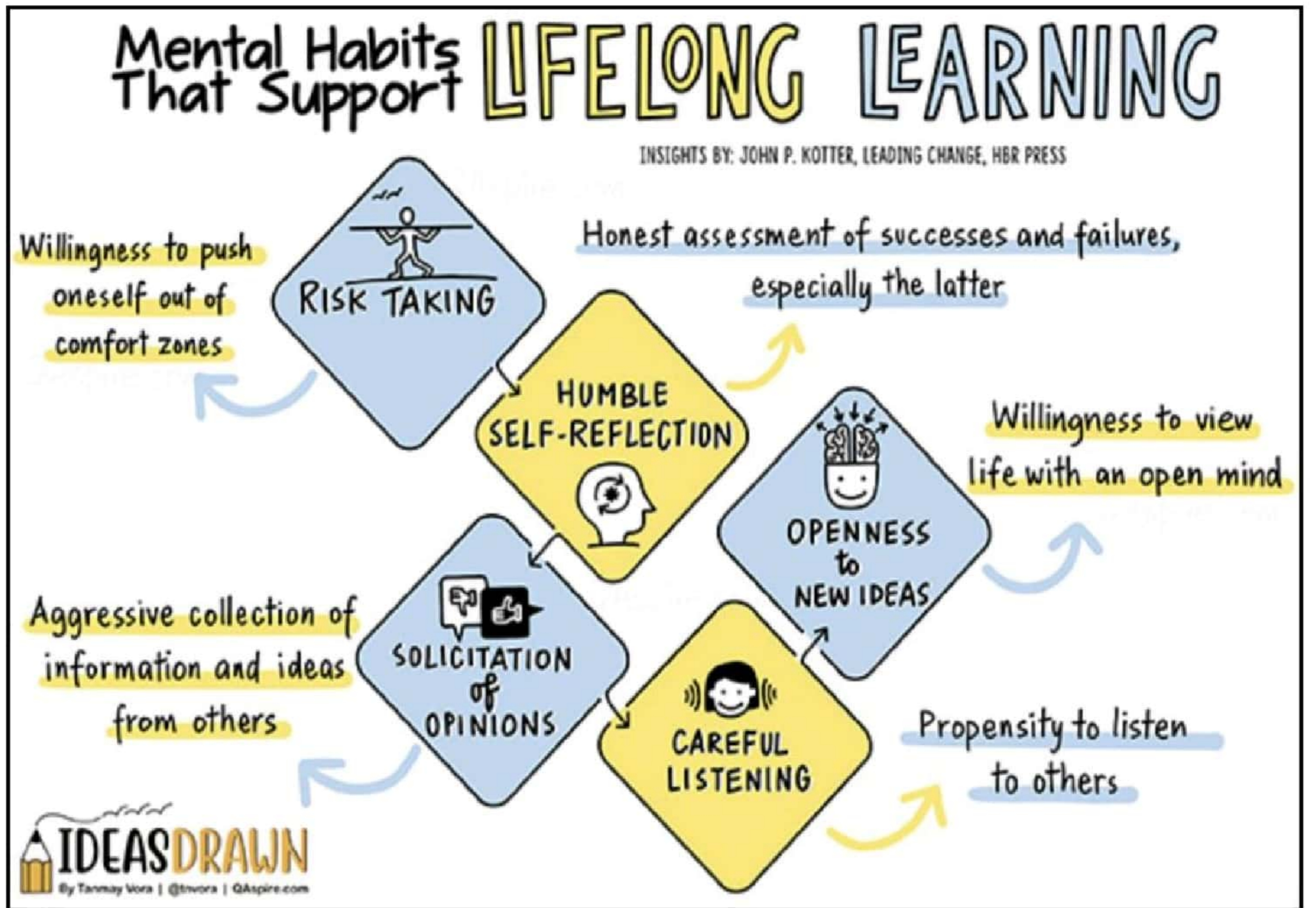
Independence Day Celebration

SEARLE Hospicare celebrated "Independence Day 2022" to honor our leaders & ancestors who devoted their time, property, and lives to getting this land, with the medical staff of leading hospitals around the country.



Ever Highest Sales of Team Medical Care 760Mn for FY 2022-2023

760 MN
2022-2023



IBL Annual High-Flyer Conference



The IBL Annual Sales Conference was held in Lahore in December 2022. It honored the high-flyers of 2021-22 who, through their hard work and commitment, made IBL Operations proud. **“JEETKI LAGAN”** was Conference Tag Line.

Glimpses of IBL’s Annual High Flyer Conference



Lead Team Meetup- Dec, 2022



GMD Visit To Lahore Branch



Eid Gifts Distribution

“Our true sales superstar!”

Their sales achievements for the month of March 2023 are truly remarkable. As a token of appreciation, these Eid gifts were rewarded to all the deserving employees.





HAPPILAC MoU Signing Ceremony – July, 2022

Great Day for IBL Logistics for onboarding Happilac Paints as their new business partner. The agreement was signed between MD IBL Ops Mr Rizwan Ahmad & Mr Ali Sikka Dir. Happilac at Faisalabad HO.



Cricket Mela Arranged By PBC and the final win by IBL Logistics Team - Nov, 2022



LIVVEL MoU Signing Ceremony – Nov, 2022



Customer Relationship Management 2022-2023

Ramzan & Eid Gifts for IBL friends (Chemist)



Mondelez MoU Signing Ceremony 2023



PAKOLA MoU Signing Ceremony – Sept, 2022



Achievement Celebration with Head Office Colleagues





Meeting of IBL and Jazz Cash Management At IBC-3 Islamabad on May 03, 2023



Jazz cash Senior Management (CEO of Jazz Cash) met the IBL CEO on August 08, 2022 at IBL Coporate Office



Mentoring

Mentoring is about giving advice based on your past experiences.

Teaching

Teaching is about telling someone what the right answer is.

Coaching

Coaching is empowering and guiding others to find the solution that was within them all along.

Word Search – Solution	Core Values Quest – Solution																																																																																																																																																																																																				
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IBL TRIVIA

Read the questions carefully.
 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

- | | | |
|--|--|--|
| <p>1. In past 2 years, Searle Global Business has created its presence in which emerging market?</p> <p>a) Canada
 b) Japan
 c) Australia
 d) Africa</p> <p>2. In the pharmaceutical industry, Searle is recognized for doing Clinical Research on which of its brand?</p> <p>a) Ezium
 b) Nuberol
 c) Olesta-AM
 d) Dextop</p> <p>3. IBL Group is a diversified company with interests in various sectors. Which one of the following sectors is NOT associated with IBL yet?</p> <p>a) Nutraceuticals
 b) Logistics
 c) Medical Disposables
 d) Automotive</p> | <p>4. How many IBL Distribution branch(es) do we have in Peshawar city?</p> <p>a) 1 b) 2
 c) 3 d) None</p> <p>5. How many food retail outlets can you find in Habitt City?</p> <p>a) 3
 b) 4
 c) 5
 d) None</p> <p>6. Which industry does IBL-Unisys come under?</p> <p>a) Information Technology
 b) Hospitality
 c) Textile
 d) FMCG</p> <p>7. Which of the below products/item is a new addition to Markitt?</p> <p>a) Bakery Sandwich
 b) Soft serve ice-cream
 c) Coffee
 d) All of the above</p> | <p>8. Which of these will you not find at Habitt store?</p> <p>a) Soft toy
 b) Coffee Beans
 c) Table Runner
 d) Rocking chair</p> <p>9. Searle Consumer Plant is located in which area of Karachi?</p> <p>a) SITE
 b) Korangi Industrial Area
 c) Port Qasim
 d) Gadap Town</p> |
|--|--|--|



IBL-Unisys
An IBL Group Company

Annual Highlights 2022-23

IBL-Unisys partnering with **IngramMicro** and **Cisco Pakistan** conducted an interactive **Customer-Centric** event. Cisco subject matter experts from region ran down the Cisco emerging technologies.



IBL-Unisys x Huawei

IBL-Unisys and **Huawei** signed MoU, aimed at enhancing collaboration and driving further Partner Business growth and success in FY 2023-2024.



IBL-Unisys x Huawei

IBL-Unisys and **Dell Technologies** jointly conducted a webinar on **Cyber Resilience**. Senior technologist from Dell spoke at length on **Ransomware** and **Cyber-Recovery** techniques.



IBL-Unisys x GARAJ

IBL-Unisys partnered with **GARAJ by JAZZ (an Enterprise-focused Cloud Services)** at the launch in **Pakistan**. This partnership will yield remarkable success by increasing cloud adaptability.



IBL-Unisys onboards H3C

IBL-Unisys enhanced its product portfolio by onboarding of **H3C** to its partner landscape.



IBL-Unisys x Huawei

IBL-Unisys and **Huawei** invited technology leaders from various industry verticals, on how both partners can help them achieve **Digital Transformation** objective for their respective organizations.



Ramadan Celebrations

IBL-Unisys celebrated the holy month of **Ramadan** with partners, customers and stakeholders, by inviting them to Iftar in Karachi and Islamabad.





Habitt Celebrates Italian Culture Week

Habitt City hosted a captivating celebration of Italian Culture Week, welcoming consulates from around the world, including Italy, the United States, and Malaysia. The event featured live crockery colouring sessions, engaging food classes, and culminated in a sumptuous Italian dinner. This fusion of art, cuisine, and diplomacy highlighted the power of cultural exchange and unity across diverse backgrounds. Habitt City's commitment to fostering global connections was evident throughout this unforgettable event.



Habitt unveils its latest textile designer collections: Taormina and Don Corleone. Drawing inspiration from Italian design, Taormina exudes opulence and modern flair, while Don Corleone emanates timeless allure and old-world charm. These collections reimagine elegance, showcasing Habitt's expertise in curating exquisite pieces that cater to various tastes. Experience a new level of design merging sophistication and luxury as Habitt establishes its trademark of design excellence once more.

Habitt's Transforming Markets with the Affordable Series

Habitt's innovative releases—Ralph Table, Waldo Nest of Table Set, Melamine Dinner Set—have driven success. These offerings exemplify Habitt's prowess in merging style and function, addressing space concerns, and meeting the demand for durable elegance. These strategic moves have secured Habitt's place in new markets, reinforcing its innovative reputation.



Habitt's ingenious Affordable Series has redefined the market. This strategic line of furniture and home accessories has driven unprecedented success. These initiatives have paved the way for Habitt's triumphant entry into untapped market segments, reinforcing its status as a trendsetter. Expect more innovations as Habitt continues to lead the way.



Current Offers

<p>best price for living rooms</p> <p>starting from Rs.27,500</p>	<p>best price for bedding</p> <p>starting from Rs.1,290</p>	<p>best price for kitchens</p> <p>starting from Rs.99,000</p>
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Habitt Introducing the Kitchen and Office Furniture Series

Elevate your living and working spaces with the revolutionary 'Habitt' Kitchen and Office Furniture Series. This cutting-edge collection goes beyond conventional furniture, offering a seamless blend of style, functionality, and sustainability.



From the heart of your home to your professional workspace, 'Habitt' has curated designs that resonate with modern sensibilities. The Kitchen Furniture Series introduces sleek cabinets and elegant island counters, transforming cooking areas into hubs of creativity. On the other hand, the Office Furniture Series redefines workstations, prioritizing comfort and ergonomics without compromising on sophistication.



What sets 'Habitt' apart is its commitment to providing customized and affordable options for everyone. With a dedication to quality, each piece is meticulously crafted in their own factory, ensuring attention to detail and the use of responsible materials. 'Habitt' believes that exceptional furniture shouldn't be a luxury, and thus, affordability is at the core of this collection.

Experience the future of furniture with 'Habitt' - where style meets sustainability, and every space becomes a canvas for personal expression. Elevate your surroundings, elevate your life.



Habitt's City Grand Launch

We couldn't be happier to mark the end of the year with Habitt City's Grand Launch that took place this weekend on December 09, 2022.

We initiated the event with a brief about the IBL group its vision by our Chairman, followed by a mesmerizing recital by the legendary Mr. Zia Mohyeddin and closed the night with a delectable dinner by our very own eateries Ghalib, Biryani Nagar, Fryitt, & brand new food concept Chai Chatt.



Habitt City is proud to finally live up to the expectation of being a one-of-its-kind social and retail ecosystem through which it creates a sense of community and inclusivity amidst Karachi's noise. It is a place where people come together as a community to enjoy seasonal & cultural events, game nights, live comedy sessions & a lot more.

Heimtextil – International Trade Fair

Craft Culture a distinguished Pakistani brand, illuminated the Heimtextil International Trade Fair in Frankfurt, Germany, with its exceptional textile products. Amidst a global array of exhibitors, Craft Culture's fusion of traditional Pakistani craftsmanship and modern design garnered admiration.



At the trade fair, Craft Culture presented a captivating collection, from intricately designed rugs that echoed Pakistan's heritage to luxurious bed linens reflecting opulence and comfort. The brand's ability to seamlessly marry tradition and innovation left an indelible mark on visitors and peers alike.

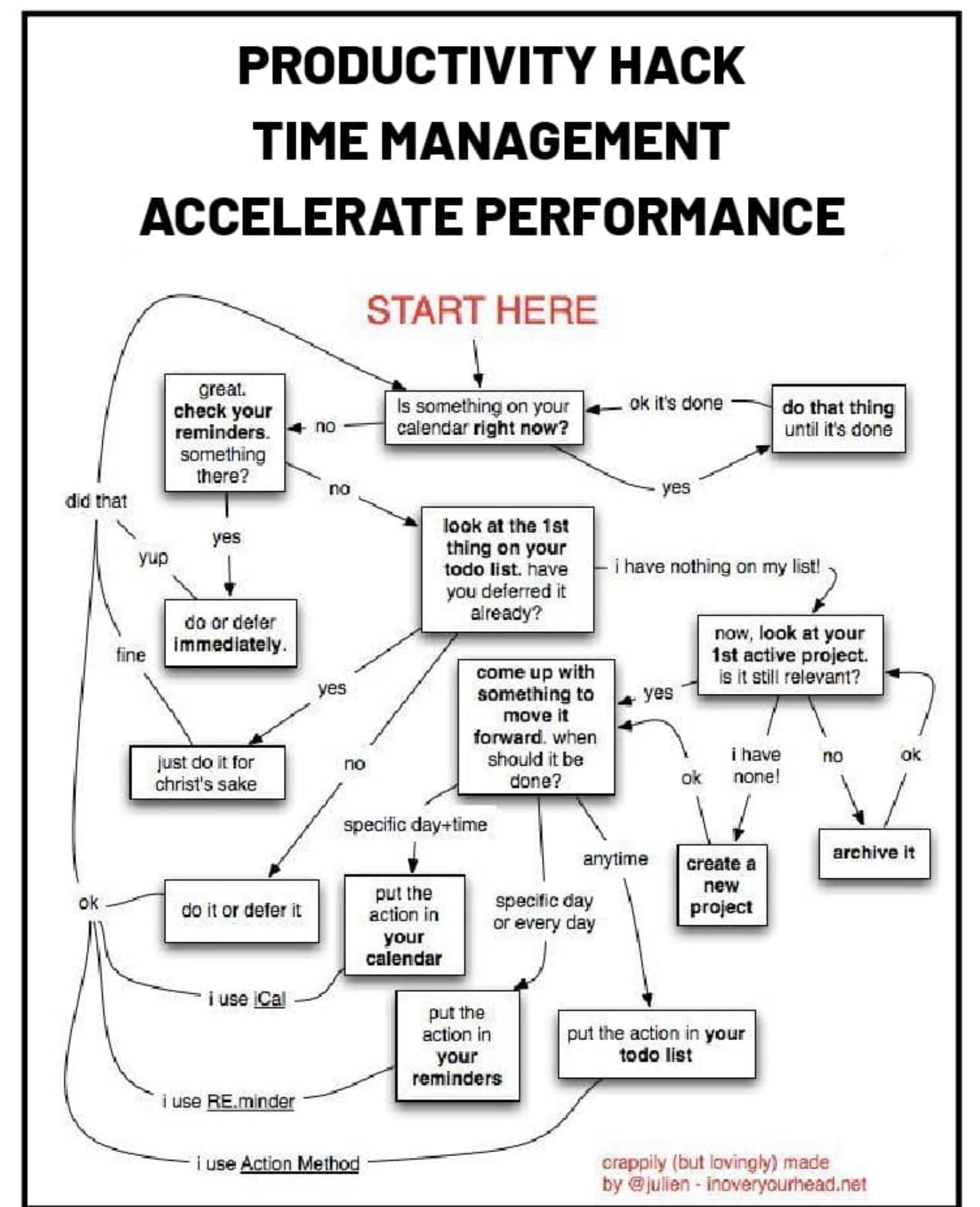


Craft Culture's participation not only showcased its textile excellence but also projected Pakistan's creative spirit internationally. As Craft Culture continues to excel on the global stage, it enhances Pakistan's stature as a hub of artistic ingenuity and textile mastery.

Exclusive Offer for IBL Employees!

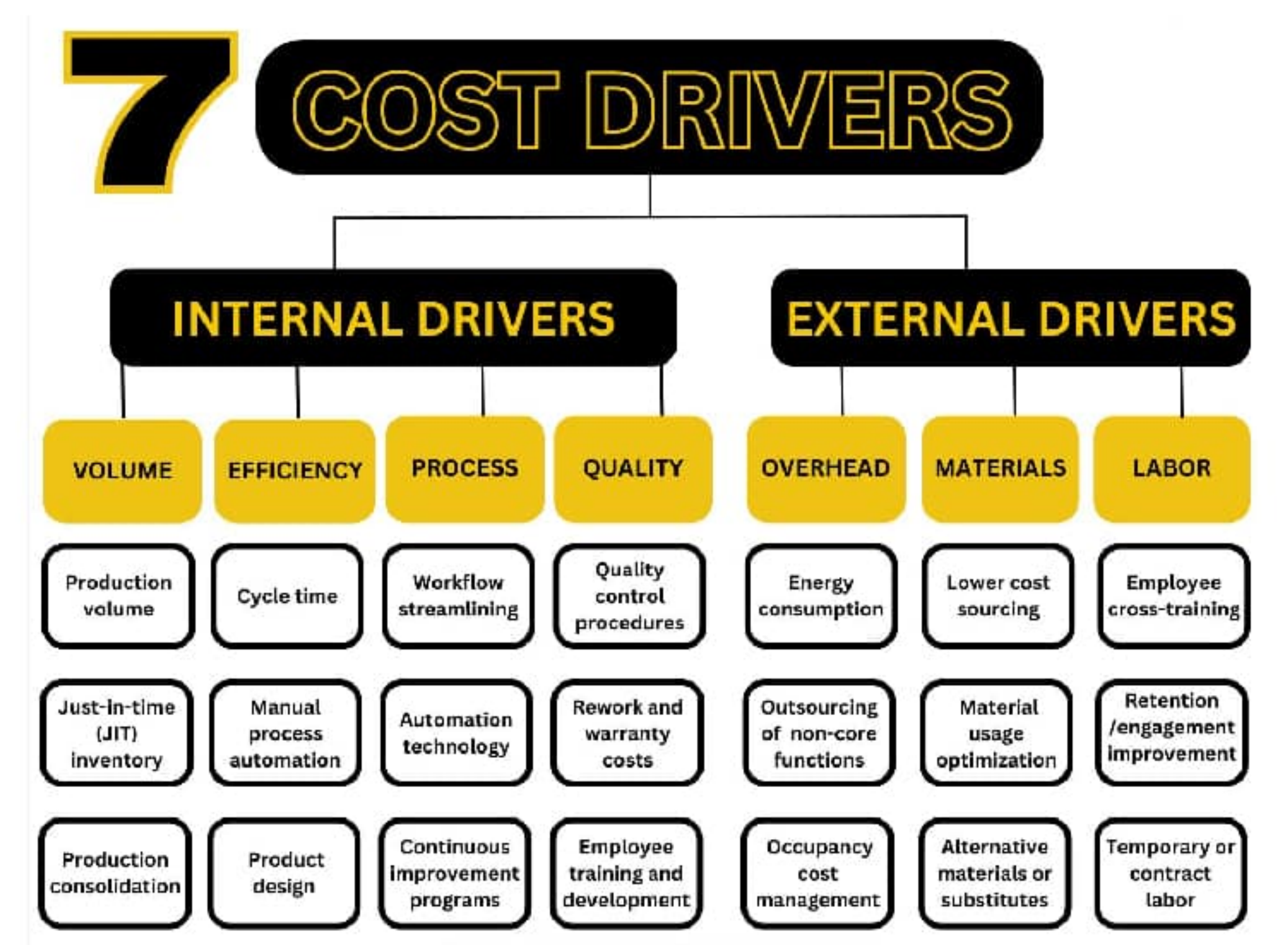
Get ready for unbeatable savings with a fantastic 6% discount on all your grocery shopping at markitt and avail lowest price guarantee like never before! *T&C Apply

You can also enjoy hassle-free delivery though call or online right to your car or desk.



IBL TRIVIA Solution

1. D (Africa)	6. A (Information Technology)
2. B (Nuberol)	7. D (All of the above)
3. D (Automotive)	8. B (Coffee Beans)
4. A (r)	9. C (Port Qasim)
5. A (3)	





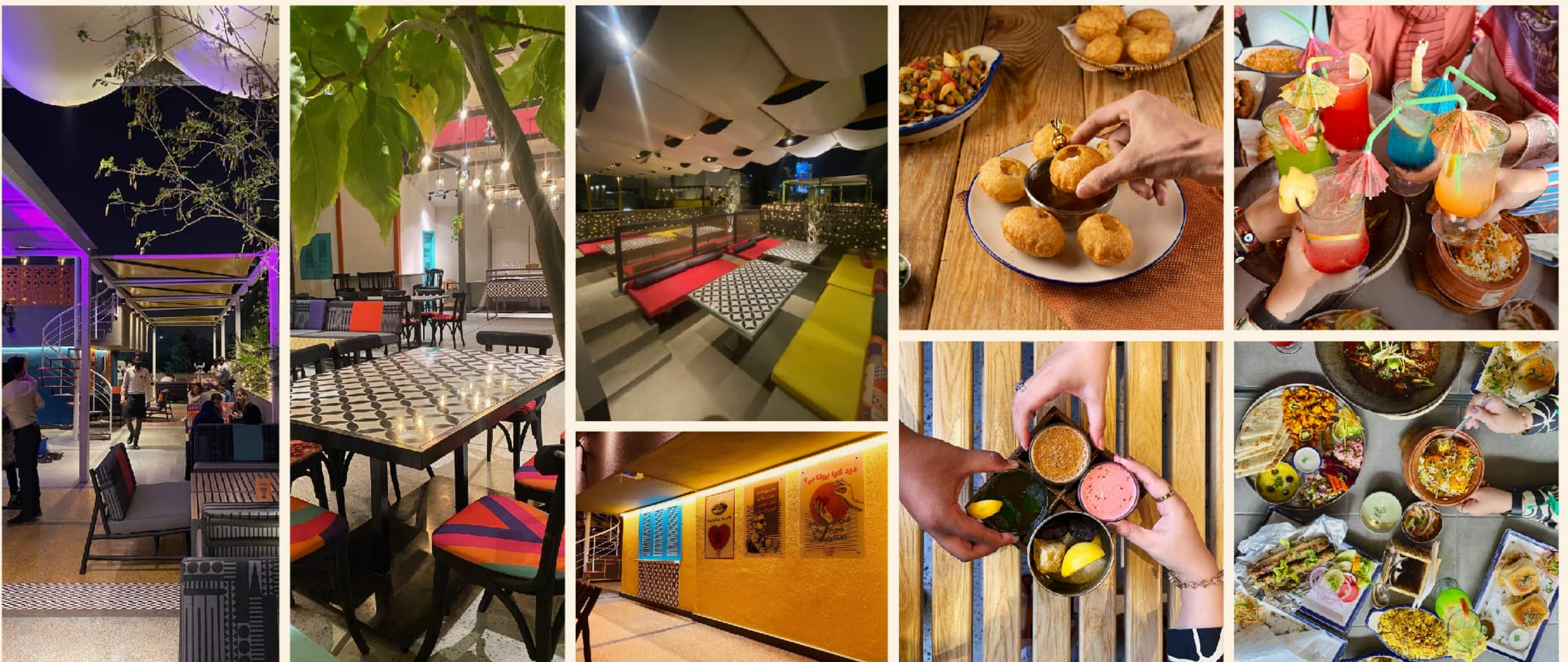
Chai Chatt

"Chai Chatt" offers an exceptional experience, seamlessly blending traditional and contemporary design elements. This café reimagines the classic dhaba atmosphere, perched atop a vibrant rooftop. Its design strikes a perfect balance between lively bursts of color, elegant white canopies, and lush greenery, creating an ambiance that exudes both warmth and serenity.

What truly sets Chai Chatt apart is its masterful integration of truck art and clever graphics, enriching the visual appeal and cultural vibrancy of the space. Hand-painted motifs inspired by traditional truck art adorn the ceiling and chai counter, seamlessly fusing traditional artistry with the café's modern context, resulting in a unique street-style experience, whether you're indoors or outdoors. As you step inside, the vividly pigmented cement and terrazzo flooring serve as a testament to the harmonious coexistence of the past and present. Every aspect of Chai Chatt tells a story of meticulous curation – from the captivating patterns to the thoughtfully designed furniture – all of which invites customers to relax, savor, and create a picturesque hangout spot.

However, Chai Chatt has more to offer than just its ambiance. It takes center stage with an extensive menu of diverse selection of offerings. From street-style food to authentic desi BBQ, savory main courses, and uniquely refreshing beverages, the culinary journey here is expansive and immersive. It stands as a testament to the brand's unwavering commitment to capturing the essence of authentic street style cuisine, where memories, traditions, and tastes converge to create enduring experiences.

Chai Chatt's success is further emphasized by its unwavering attention to detail. Throughout its journey, Chai Chatt has surpassed its role as merely a café; it has evolved into a symbol and a gathering place for conversations, meetups, and unforgettable experiences. Whether you're celebrating or seeking comfort, Chai Chatt promises an environment that resonates deeply with every emotion.



Reminder for all IBL Group Employees!

You can avail FLAT 15% off on Chai Chatt, Biryani Nagar and Fryitt!

*Terms and conditions: Provide employment proof.





Rashid Abdulla Foundation

Rashid Abdulla Foundation continues the journey steadily in its Philanthropic efforts. With great compassion, the foundation aided not just flood victims, but also for other socio-development areas through established and reputed NGOs, like Charity Works for Child Nutrition, Taskeen for Mental Health projects, TCF for Child Education and Shamsi Hospital for Healthcare.



IBA RASHID ABDULLA CONSUMER NEUROSCIENCE LABORATORY



IBA School of Business Studies (SBS) Karachi, has established the Neuroscience Lab supported by The Searle Company, at the IBA Main Campus, "Rashid Abdulla Consumer Neuroscience Lab".

The IBA Rashid Abdulla Consumer Neuroscience Lab offers a solution that is objective in nature and delves into consumers' subconscious response.

The facilities under IBA -Rashid Abdulla Consumer Neuroscience Laboratory include, Eye tracking, Skin response (Emotional arousal), Facial response (Emotion direction) and Electroencephalography-EEG, VR Glasses and Eye tracking Glasses.

Neuromarketing stems from Neuroscience, which changes the landscape of marketing. This emerging field provides unique opportunity for marketing practitioners to have hands on observable data. Its application in marketing is widespread such as advertising effectiveness, retailing, package testing, web-design and consumer engagement, sensory response to food and fragrances, user experience, usability tests etc. The field of neuro-marketing has transformed the consumer research and has significantly changed the way we understand buying behavior.

The collection of data is in real time observations. The eye tracking technology is used to observe respondent attention towards stimuli and the facial recognition is used to observe emotional response (valence) to stimuli. The Galvanic Skin Response (GSR) is used to observe emotional intensity towards stimuli. Successful adoption of this technology will be a competitive advantage for any organization.

Searle Vitamine Water Advertisements Get Tested at IBA Rashid Abdulla Consumer Neuroscience Lab

Searle Vitamine Water Advertisements were tested at the IBA Rashid Abdulla Consumer Neuroscience Laboratory which gave real time data through respondents highlighting Consumers Area of Interest (AOI) in the advertisements.

Respondent Demographics:
Equal number of Males and Females aged between 18 – 24

Sensors Used in the Research

- Shimmer 3 GSR
- Tobii x2-30 Eye Tracker
- Affectiva

Indices Used

- TTF – Time taken for first fixation (Lower the Better)
The time respondent took to reach the specific object in designed area of interest
- Time Spent – Total time spent on area (Higher the better)
- Ratio – The number of people (Higher the better)
- Fixation – Number of fixations (Higher the better)

Brand-Logo	Brand-Name	Female-Object-Face	Orange-Flavor	Apple-Flavor	Blue-Flavor	Green-Flavor	White-Current-Face
TTF: 5.64	TTF: 2.74	TTF: 2.84	TTF: 5.24	TTF: 4.74	TTF: 4.34	TTF: 4.34	TTF: 4.34
Time spent: 0.04	Time spent: 0.46	Time spent: 0.46	Time spent: 0.46	Time spent: 0.16	Time spent: 0.16	Time spent: 0.16	Time spent: 0.16
Ratio: 2100	Ratio: 2100	Ratio: 2100	Ratio: 2100	Ratio: 2100	Ratio: 2100	Ratio: 2100	Ratio: 2100
Fixations: 1	Fixations: 41	Fixations: 39	Fixations: 71	Fixations: 41	Fixations: 41	Fixations: 41	Fixations: 41



Free Health Camps – AKAR Hospital and DMS Hospital

Abdul Khaliq Abdul Razzaq Hospital (AKAR) and Dehli Merchantile Society (DMS) Hospital (both managed by Searle) are community hospitals catering patients with in-patient and out-patient quality services, provided on low cost without any discrimination for non-affording patients. DMS Hospital which was undergoing renovation, has recently been completed and has announced its services for the community.

Keeping in mind the economic unaffordability and importance of healthcare, both AKAR and DMS Hospitals organized Free medical camps which included free blood testing for Diabetes, Blood pressure screening, orthopedics awareness stalls and basic medical consultation at the premises for deserving patients of the community.

These camps do not only give healthcare opportunity but also helps in raise awareness and facilitate in informing patients about keeping better hygiene along with taking precautionary measures against diseases.



Lost in the stunning landscapes of Northern Pakistan. #NaranKaghanAdventures

by Dr. Saba Kamal, Sr.Executive E-Commerce, IBL Ops

The scenic beauty of Northern Pakistan is nothing short of breathtaking, characterized by its majestic mountain ranges, pristine lakes, lush valleys, and rich cultural heritage. This region, often referred to as the "Roof of the World," offers a stunning array of natural wonders that captivate travelers and adventure enthusiasts alike.

My memorable trip to Naran Kaghan, Pakistan, was an unforgettable adventure filled with breathtaking natural beauty and cultural experiences.

1. **Stunning Scenery:** Naran Kaghan welcomed me with its stunning vistas, where lush green valleys, crystal-clear rivers, and towering peaks dominated the landscape. The sight of majestic mountains, like the Nanga Parbat, was a constant source of awe and inspiration.

2. **Saif-ul-Mulook Lake:** My trip likely included a visit to Saif-ul-Mulook Lake, a pristine high-altitude gem surrounded by snow-capped peaks. The serene waters and the legend of the fairies added to the enchantment of this natural wonder.

3. **Babusar Top:** The journey to Babusar Top was an exhilarating experience. As I ascended the winding mountain roads, the panoramic views of the surrounding valleys and the feeling of being on top of the world left an indelible mark on my memory.

4. **Local Hospitality:** Interacting with the warm and hospitable local people provided insight into their rich culture and traditions. Sharing stories and meals with them likely added a unique dimension to my trip.

5. **Delicious Cuisine:** The local cuisine, which included dishes like chapli kebabs, saji, doodh patti with finger licking parathas, spicy fritters, fresh fruits, and their famous trout fish delighted my taste buds

6. **Adventure Activities:** Naran Kaghan offered plenty of adventure activities such as trekking, camping, and white-water rafting. Participating in these activities allowed me to connect more deeply with the natural surroundings.

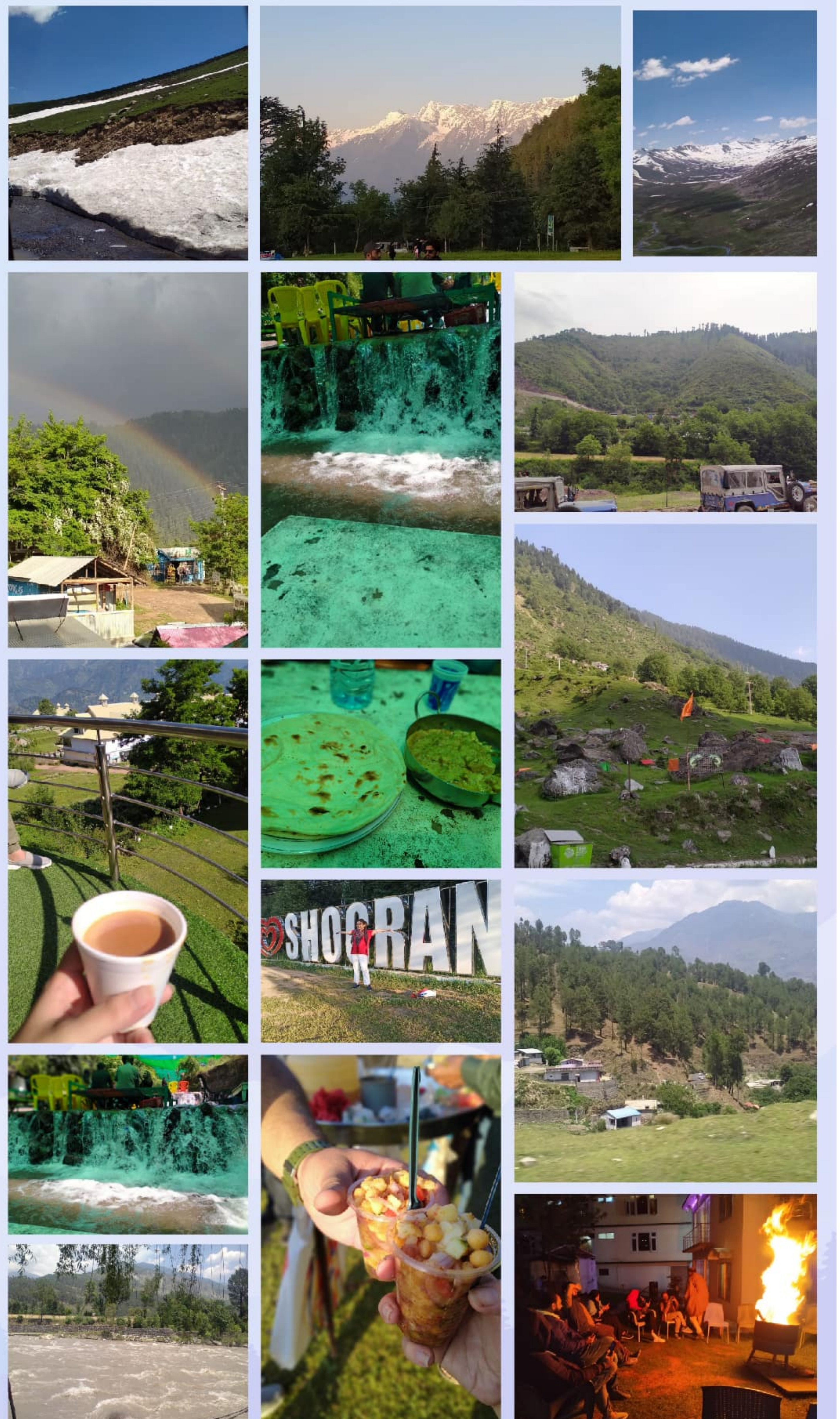
7. **Memorable Accommodations:** We stayed in cozy guesthouses also camped under the starlit sky, our accommodations were likely unique and memorable, enhancing your overall experience.

8. **Cultural Encounters:** Exploring the local villages and markets gave me a glimpse into the daily lives of the people in this region. Handicrafts, traditional music, and local festivals added cultural richness to my journey.

9. **Photographic Paradise:** Naran Kaghan provided countless opportunities for photography, allowing to capture the breathtaking landscapes, vibrant markets, and the warmth of the local people.

10. **Lasting Memories:** Your trip to Naran Kaghan in Pakistan left me with a treasure trove of memories that I'll cherish for a lifetime. The combination of natural beauty, cultural immersion, and adventure made it an unforgettable experience.

It's a journey that not only enriched my understanding of this region but also left an indelible mark on my heart, reminding you of the beauty and warmth that can be found in the mountains of Pakistan.



The First Adventure

My First ever trip is towards Moola Chatook in Khuzdar, Baluchistan in the year 2016 Equipped with my newly acquired riding skills Backpack with Camp & Cooking stuff, I set off on my first motorcycle travel adventure. Starting from Karachi to Moola Chatook waterfall in Khuzdar, Baluchistan That sounds like an exciting bike trip!! Moola Chatook waterfall is known for its scenic landscapes and natural beauty I explored the scenic routes and hidden gems of my own backyard. From winding country roads to charming coastal towns, each journey fueled my wanderlust and expanded my horizons. The freedom and exhilaration of riding through breathtaking landscapes solidified my love for motorcycle travel & visit the beautiful landscapes Hiking and Exploring natural attractions in the area, such as Moola Chatook Waterfall, Moola Chatook Canyon, and the surrounding mountains



Exploring The Hidden Beauty of Pakistan

As my confidence grew, I yearned to venture further, to explore Unique & new lands unknown and immerse myself in different cultures. With meticulous planning and an adventurous spirit, I set off on a long-distance motorcycle journey.

With my backpack filled with essentials and my bike fully fueled, I set off on my journey from Karachi, the City of Lights of Pakistan. The wind in my hair and the open road ahead, I felt a sense of freedom and excitement as I left the urban chaos behind and headed towards the untamed beauty of the north.

Karachi to Islamabad, Abbottabad, Naran Kaghan Babusar top, Karakoram Highway (KKH), the world's highest paved international road, I was surrounded by awe-inspiring landscapes, including the mighty Indus River and the towering peaks of Nanga Parbat, 3 Mountain junction, Rakaposhi, Passu cones, Skardu, Astore, Khunjerab Pass, Hunza, Gilgit-Baltistan & Baluchistan, Riding through unfamiliar territories of Baluchistan Cave city, Mithdi Gulu-lang, Pir Abdullah Machani, Charo Machi, Pir Ibrahim waterfall, Kanraj Tabco, Chanaser waterfall, Mehar Jabaal, Kund Malir Beach, Mud Volcano, Princess of Hope, Hingol National Park, Makran Costal Highway, Buzi Pass, Golden Beach and Ormara Beach as well.



A Thrilling Adventure the Journey Begins towards The Majestic North

As I ventured further into the northern regions of Pakistan, I was greeted by the towering peaks of the Himalayas and the Karakoram. Riding through the narrow winding roads of the Kaghan Valley, I was mesmerized by the lush green meadows, crystal-clear lakes, and cascading waterfalls. The stunning beauty of Naran, Babusar Top, and Fairy Meadows left me in awe.

Skardu is a paradise for adventure seekers and nature lovers. With its majestic mountains, turquoise lakes, and enchanting valleys, Skardu had always been on my bucket list. iconic Crystal Lake and Lower & Upper Kachura Lake discovering hidden gems like Shigar Valley, Basho Valley, Tormik Valley, Khaplu and Gayari Sector. These valleys offered breathtaking vistas of lush green landscapes & Riding through challenging off-road trails.

I camped under the starry skies at Manthokha waterfall, surrounded by the untouched beauty of nature, and woke up to the melodious chirping of birds. As I rode back towards Islamabad After North trip, I couldn't help but reflect on the incredible journey I had experienced. Skardu had not only tested my riding skills but had also rewarded me with unforgettable memories. I embraced the unknown, stepping out of my comfort zone and embracing the challenges that came my way. With each passing mile, I discovered new landscapes, met incredible people, and formed lifelong memories & share my travel stories on social media as well on my accounts you may also visit



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THE BIKE MUSAFIR (TBM)

Embarking on a Flavorful Adventure with Maryam

by Syeda Maryam Ishaque, Executive HR, IBL Unisys

Hello fellow foodies,

Embark on a culinary journey with me as I explore the vibrant world of flavors and eateries all around Karachi (for now)!

Photography and food are my twin passions, forever intertwined in art and flavor. As I explore the culinary landscape, I try that my camera is capturing the vibrant colors, intricate textures, and mouthwatering presentations that grace the plates before me.

Join me through [_sassy.potato_](#) as I capture these delectable moments and share my honest reviews that go beyond the taste buds. Let's savor the glimpses of few experiences:



1. Savoring the Flavors of Baber's Pasta at Xanders

Nestled in the heart of Karachi, Xanders is a culinary gem that left me awe-struck. As I stepped inside, the aroma of spices danced in the air, promising a memorable dining experience. The dish that always take my heart (and taste buds) is their Baber's Pasta. A symphony of flavors greets me with every bite of it.



3. Samosa Chaat Chronicles: Unveiling Delightful Street Eats

Street food finds never cease to amaze! Tried the irresistible Samosa Chaat from a local vendor near my office. Crispy samosas crumbled over a bed of tangy chutneys, yogurt, and an explosion of flavors! Slide into my Instagram account [_sassy.potato_](#) for the 'wink-wink' location – because every foodie deserves to indulge in the best, right?



5. Crispy Meeting Cheesy: Meat the Cheese Affair!

Indulge yourself into a plate of golden fries, generously loaded with a dreamy mix of melted cheese and sautéed mushrooms – a match made in flavor paradise! My cheesy mushroom fries vanished faster than I could capture them on camera - trust me, they were THAT irresistible.



2. A bite to remember at Jardin

Tried their Open Faced Braised Beef Tacos – a blend of pickled cabbage, tender beef, and zingy salsa. Savored Chicken Croquettes oozing with parmesan and creaminess, paired with Siracha Mayo Dip. Indulged in the Clarified Butter Steak's smoky richness and the creamy-hot salsa perfection of the Stacker Steak. Unforgettable flavors that left me craving for more!



4. Samosa Chaat Chronicles: Unveiling Delightful Street Eats

Being an unapologetic spice lover, ramen noodles are my jam, and when they team up with the finger-lickin' goodness of KFC, it's a match made in foodie heaven. Trust me and try this combo out!



6. From Culinary Adventures to Homemade Creations



While exploring new eateries is a thrill, there's something truly magical about creating dishes from scratch and sharing them with loved ones. Cooking up a storm in my kitchen is not just a hobby – it's a passion that warms hearts and ignites taste buds!

Just to share a glimpse of my culinary escapades, where I've whipped up some mouthwatering dishes that have won hearts and emptied plates.

And hey, if my content has left you hungrier than ever, well, I'd say my job here is done! Keep those cravings alive



BEYOND THE PILLS: Meet the Artistic side of Madiha Siddiqui

by Madiha Siddiqui, Sr. Executive Business Development, Searle

I am Madiha Siddiqui, a pharmacist by profession working in the Business Development department at The Searle Company Limited. However, there is more to me than my pharmaceutical career; I am also a self-taught artist. My journey into art began at the age of three, I believe, when I first picked up a paintbrush and started playing with colors. Since then, my passion for painting has never faded. I have explored and experimented with various types and mediums of painting, but I particularly love working with acrylics.

For me, painting is not just a hobby; it is a form of therapy. Over the past five years at Searle, I have come to understand the importance of maintaining a healthy work-life balance. While my job demands dedication and strategic thinking, my passion for painting helps me recharge. You could say my work and my art are two sides of the same coin. My professional endeavors fuel my intellectual and business-oriented pursuits, while painting provides a means to express my emotions and unleash my creativity. It serves as a source of rejuvenation and mental clarity, enabling me to approach my professional responsibilities with a refreshed perspective. This harmonious blend of my successful career and my passion has not only improved my overall well-being but has also enriched my ability to tackle challenges and projects with a renewed sense of enthusiasm and creativity.



In essence, my journey is a testament to the power of maintaining a harmonious work-life balance. It demonstrates that one can excel in their chosen field while also finding comfort and inspiration in their artistic hobbies. I am truly grateful that IBL provides a platform to recognize and celebrate the talents of their employees, allowing us to thrive both professionally and creatively.

Aquarium Hobby

by Umair Rashid, Business Manager, Searle Biosciences

Have you ever heard of the term ‘aquascaping’ or ‘keeping exotic fish in an aquarium’? These two phrases are quickly becoming popular among many hobbyists, including myself. Today, I would like to take the opportunity to share my passion with you all in this article.

It all started when my daughter and I were discussing the different biological cycles that take place in nature, including the nitrogen, oxygen, and ammonia cycles. As an avid researcher, I took it upon myself to start up a tank to study these cycles in a controlled environment.

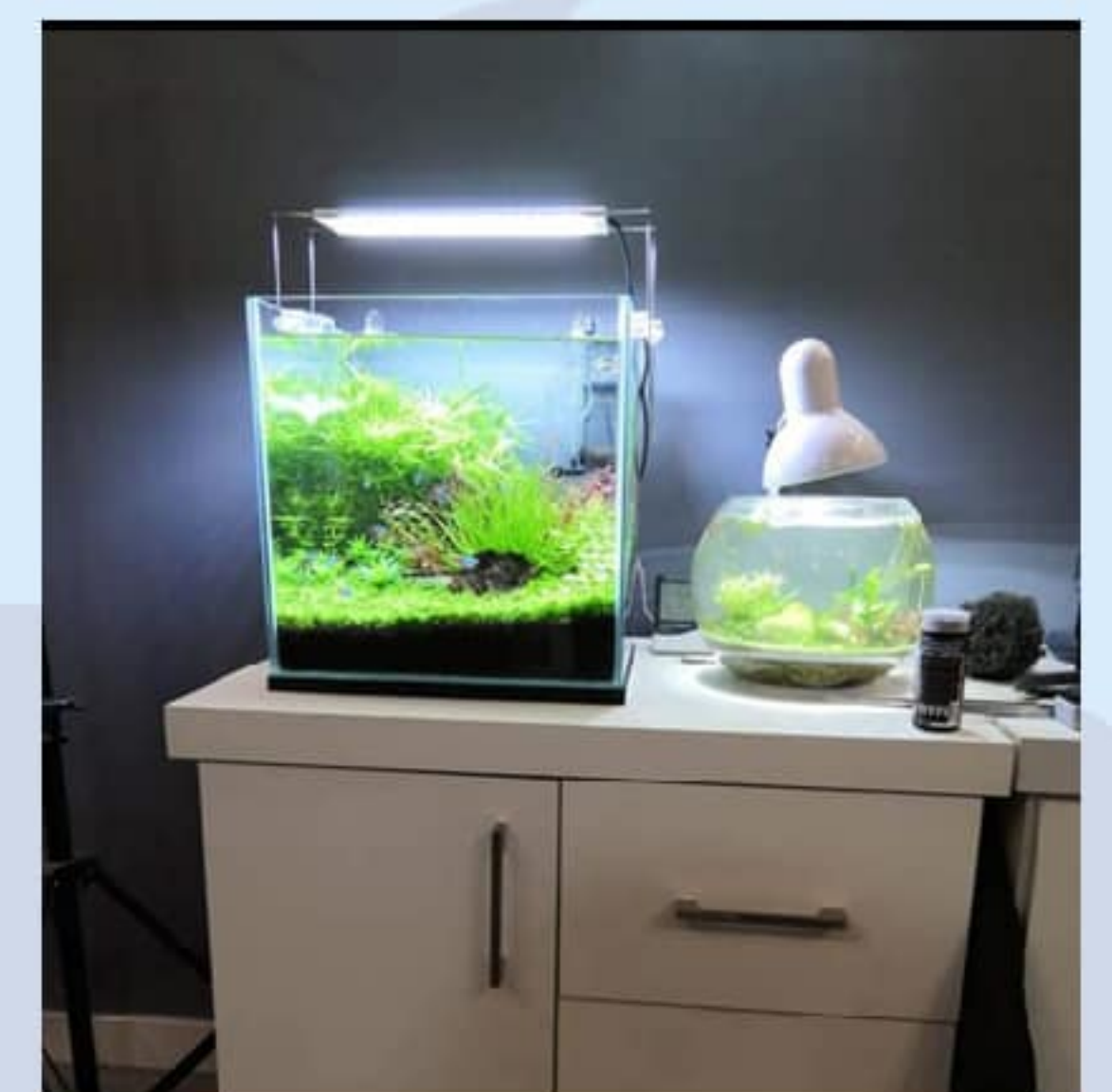
The starting process of an aquarium is crucial, as any imbalance in the setup can be fatal for the fish. First, you need to select a suitable tank size. In my case, I chose a 3ft tank that’s perfect for keeping exotic fish. After that, it’s essential to create a cycle for the tank, also known as the nitrogen cycle. This cycle is the process whereby bacteria colonize different parts of the tank, converting harmful waste products into less harmful ones ready to be filtered or removed.



The nitrogen cycle starts with adding a source of ammonia, which can be done with the help of fish food or adding liquid ammonia directly into the water. After that, bacteria start colonizing the tank, converting ammonia into nitrite, a less harmful substance. Further, bacteria convert nitrite into nitrates, which are even less harmful and can be filtered off. After about 4-6 weeks, the nitrogen cycle is complete, and the aquarium is ready for fish to be introduced.

Choosing which fish to put in your aquarium is a crucial step that requires research on the species’ compatibility, behavior, and needs. Once you’ve selected your fish, it’s important to acclimate them to the new environment slowly. This can be done by floating the transport bag in the tank to allow the fish to adjust to the water temperature and pH. After about 20-30 minutes, the fish can be released into the tank.

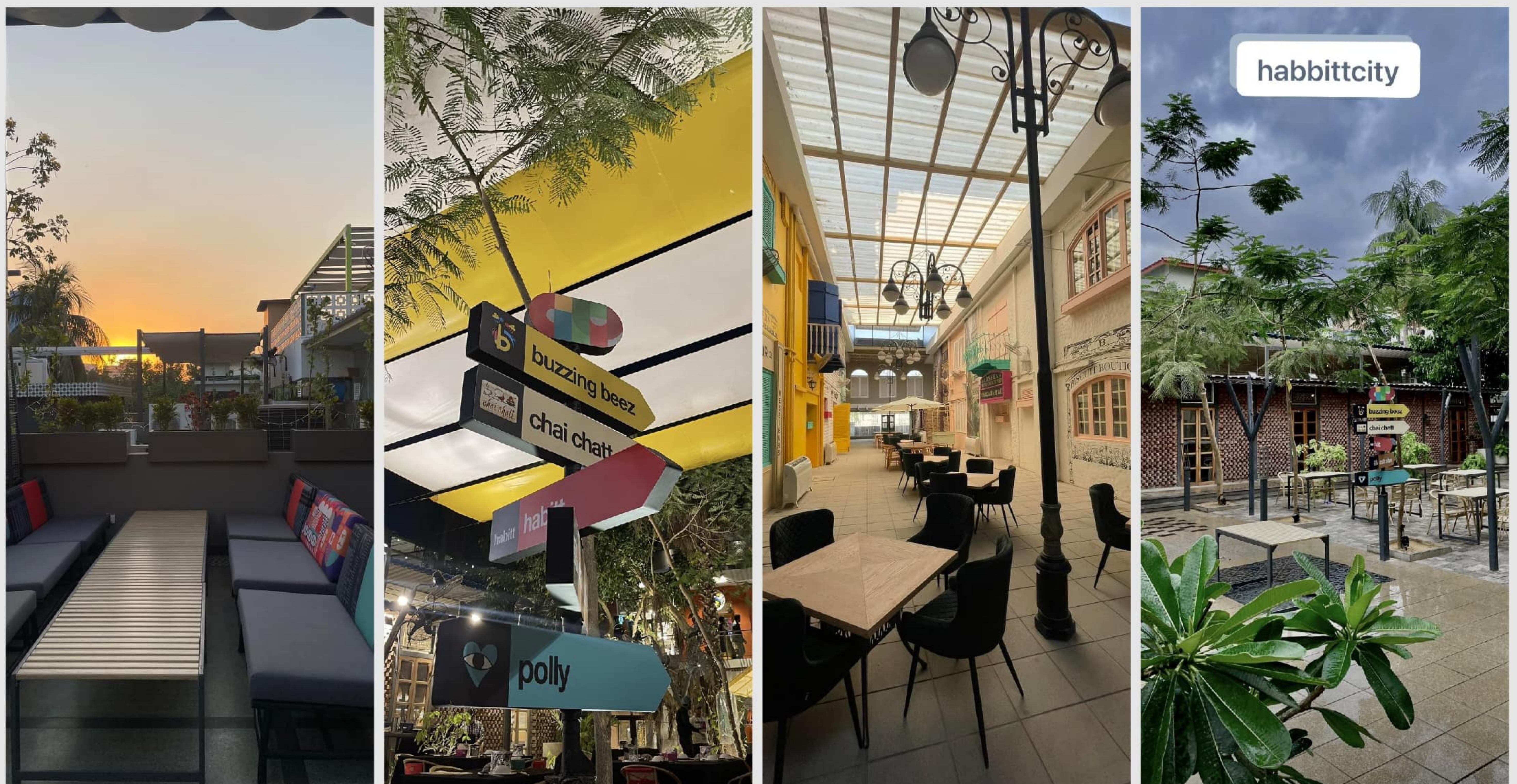
The importance of water filtration and maintenance on a weekly basis cannot be overstated. The filtration system ensures that the water quality remains optimal for the fish. It’s essential to test the water parameters weekly to see if anything needs to be adjusted. Water changes every week are also necessary for all aquarium systems except for some specialized systems.



Overall, keeping exotic fish in an aquarium has been a fascinating and rewarding hobby. It’s not only relaxing to watch the fish swim around, but it’s also a great way to teach children about the biological cycles that take place in nature. If anyone is thinking of starting an aquarium, I highly recommend it, but do your research first to ensure successful fishkeeping.

Habitt City Photography

by Kamran Afzal Khan, Associate Sales Manager, IBL Unisys



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