








**Annual Newsletter 2021-2022**

## In this issue

-  Explore the hidden talents/interests in the Employees' Corner  
*Get connected with employees of the IBL family with similar interests to exchange ideas with them*
-  Roundup of the year with a spotlight on activities that create an impact at IBL
-  Events, happenings, recognitions and captures of real-time moments across OpCos
-  Engage with the brain teasers and let's see how much you or your peers know
-  RA Foundation, its initiatives and other CSR activities...

### Welcome to Issue # 3

*Let's explore the Diversity at IBL*

So many times, we hear of organizations doing amazing things but we do not see them anywhere. Social media has become so populated that your organization's news can be a hit or a miss. This Annual Newsletter is a platform to recap the wonderful year that has passed, so everyone gets exactly the same information.

Like the previous two issues, another small effort is put in by the Group HR team this year, to keep employees informed and build connections through this channel.

We have tried to incorporate all the highlights from all operating companies. We are thankful to the departments for sharing the content with greater representation this time and we hope the readers learn more about their Group's activities and achievements, keep them in conversations and spread the good about the organization.

Although newsletters are usually text-heavy, we prefer keeping it picture-heavy, as "a picture says a thousand words" and make for a great way to tell a story.



## Message by Group MD

Syed Nadeem Ahmed

Dear IBL Family,

I am pleased to note that HR has launched the 3rd issue of the annual "IBL newsletter". I appreciate and encourage the department to continue such activities that bring the IBL Group Family closer, and provide an opportunity to learn about various activities done by different Organizations and departments within. All these efforts bring greater connectivity, build more positive associations, and help recognize each other's strengths.

As you are well aware that Pakistan passed through a serious nation-wide catastrophe (Baluchistan, KPK, Sindh & South Punjab), IBL and Searle participated to facilitate in many flood-affected regions through supplying food, medicines, camps, water filters by joining hands with reputable NGOs to reach in affected areas as quickly as possible. May Allah bless the ones who lost their lives with eternal peace and provide rapid recovery to those who are still in trouble. I am sure and pray that Pakistan builds up soon from all the downsides and gets back on the road to success. Nevertheless, Pakistan and IBL always will require your support.

My dear IBL group family, I take this opportunity to draw your attention to the rapid change of the existing business models. Research molecules to generic have caught significant attention, and all

current research work is shifting now to the Biological Science in the Pharmaceutical world. Similarly, Distribution business is moving into Logistic, retail industry shifting to booming online solutions with value of location losing ground, food business moving into cloud kitchen with preference of home delivery at its peak, automobile industry transforming from liquid engine to electric battery and so on. The significant impact of the changing business climate is evident in the most populated continent such as Asia which faces new challenges for the survival. On the other hand, it is also observed that many companies are failing to fight back against this rapid change and thus they have no options left, other than liquidations or mergers. Some of the big players tend to explore new emerging ideas for survival. So, at IBL Group we are geared up and focused on emerging business ideas that will take us to the new Era of success.

My dear champions, it is highly advisable to focus on change in your daily life, conducting business, looking at competition and setting up new goals. Always remember whether you are an individual, organization, or a country, the key to success is how fast you identify and adapt to change.



Wish you all the best and assure you that along with my dynamic teams (head office, plants & branches) and champion performers in the field, we will take the IBL Group to new heights in all areas of business.

Regards,

A handwritten signature in black ink, which appears to read "Syed Nadeem Ahmed".



**Y**ou and I open our eyes each day, by the grace of the All-Mighty, and choose to do something wonderful. We decide that we are going to work to make the world a little better today. While everyone around us is talking about everything that is wrong with the world, our focus remains on our responsibilities and commitment to this country and the communities of the world. In fact the worse things seem to get, the more we feel responsible to continue our cause.

Everyone on this Earth desires one thing in common, and that is success. The definition of success however is a trickier subject. Different people have different notions of what success is. For some, success is a tangible entity while for others it stands among the intangible things in life.

Let us begin an investigation of success by saying that its definition is a personal choice and for each his own. Now an important question that arises next is what does one do once they achieve their own notion of success? Will they sit down and do nothing for the rest of their lives because in their mind they are now successful? Have they

entered a perpetual bliss in isolation and oblivion? Are they as good as dead to the world?

Most people will answer the above questions in the negative. No, the people who attain success are not dead, and that there will be the next challenge in front of them. So, if we are to say that there will be something subsequent for people to attain more success, does that not mean that what we earlier were perceiving as success was in actuality a mere milestone towards ultimate success? Yes, this makes more sense.

Conceivably our final success then can only be judged after we die by those who remain and a higher power. So where does that leave us, while we are still alive? Now that we agree that we can never know if we will attain final success or not, what do we do? We follow our journey of milestones - we will call these milestones, indicators of success. While alive we will follow these indicators to ensure that when we depart, we are counted amongst the successful.

After we are done with the subject of achieving success, we are still left with our earlier presumption that definition of success is a personal choice. Let us now attempt to chart a map for a definition of success, a definition that will bring common ground between each and every



human being that walks this earth. But before we do this, let us see if such an intellectual exercise and debate is even worth the effort. Why can't everyone be the master of their own journey?

Well, let us begin by analyzing the opportunity cost of not agreeing on one definition. When everyone carries a different explanation of success, we all start pulling the influence we have on the world in different directions.

Consequently, we pull the world apart. On the other hand, if we agree on the same notion of success, we promote coherence, minimize friction and merge into a homogenous being that is greater than anyone of us could ever be individually. Everyone will agree that harmony is better than division.

So, this brings us back to the definition of success. A definition that we can all agree on, a description that will satisfy the one who is looking at success in a material way. As well as the other, who is looking at it through a lens that makes success intangible.

**“We exist with humility to serve our communities through innovative services that create value and nurture a healthier, happier world.”**

*By Munis Abdullah - CEO, IBL Group*

This seems like an impossible task but here is a theory.

Let us agree that success is a good thing, it is not evil when achieved in harmony, which leads to contentment and a happier world. Rather than leading from success, let us lead with a happier world. In mathematics an equation balances when the conditions on both sides are equal. In other words, if success leads to happiness, then happiness leads to success.

So, what can we do to make the world happier? We make the world happier by making it a better place to live. Are we there yet? Are we close to a definition of success that may have the ability to unite us all?

Yes. What we need to do to achieve success is to make the world healthier. We need to pitch in and add value in the world that will make it a little better, add value which will result in the happiness of others. Now this sounds like a utopian concept. One can argue that such abstractions have nothing to do with the

real world, particularly for the one who wants to see success in tangible measurements. Now, if we really think about it, this concept can be relevant even for the one who wants to see a tangible return for his efforts. Here is how, when one adds value to the world he is free to charge with materiality. And we know that he who solves the problems people have, helps fulfil their needs and wants in the commercial markets is rewarded materially.

Hence this closes the loop about creating and adding value in the world as a key indicator for judging success. Finally we arrive at a statement that is both simple, yet broad enough to be inclusive and expansive simultaneously. A good beginning for how we may all think about success and what we call it...

Now let us conclude this argument with what this means for us at IBL. In my opinion, the measure of success for our great organization firstly lies in the form of our financial performance, that helps us measure our contribution to the world and how it continues to reward us. Secondly and more importantly, another measure of success lies in how much we are able to give back to our community, in terms of our time, our intellectual contributions and our charity.

What is described above is not a tale of fiction. This ethos has been our way at IBL from our inception, which has been entrusted from generation to generation. My late father entrusted this responsibility not only to me, but to us all. And I am proud of each of us who upholds this spirit every day and in everything that we do. This is why we wake up with a smile each morning and promise ourselves to move the world forward.



## Leadership Development at HBS

Innovative companies know that long-term success requires visionary leaders who can help build and secure a competitive edge. Organizations invest in research-based Leadership Development Programs to shape an individual's leadership competence and capacity to excel, both personally and professionally, in their role and performance in an organization. IBL Group's top-tier leaders (CXOs & Directors) were given a similar opportunity to expand their leadership skills, mindset, and network at a global platform **Harvard Business School**, (HBS) Boston, USA, according to their needs. These executives are effective influencers who can contribute to corporate success at higher level.

4 participants attended the program **"Leading Change & Organizational Renewal"** and 2 participants attended the program **"Strategic Negotiations: Dealmaking for the Long Term"**



## IBL Talent Hunt Program

A talent pipeline creation is essential, allowing the organization to easily step ahead with a pool of prospects and internally giving people to nurture themselves and be ready for advancement.

This year we kicked off the IBL Talent Hunt Program for IBL Ops and UB Teams (Pharma & Consumer Division) for fast-track movement of potential field representatives i.e. from a Sales Representative to a Field Manager. Similarly, 2nd group of Searle has also been invited this year.

This program has a defined selection process (criteria + assessment based) to get a talent pool, who will be trained for readiness to become First line Managers. As the vacancy occurs, these groomed individuals will get the priority to be placed.

We wish all the best to the employees entering and clearing the process of the talent hunt program.

## IBL Sales Academy

*"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."*

The pharmaceutical industry has grown exponentially over the past decade and this trend has accelerated since the pandemic. As the industry grows, there is a greater demand to find effective ways to manage the training, compliance, and learning of the field force.

Equipping sales professionals to succeed in this new healthcare environment means ensuring they have the specific skills, strategies, tools, and best practices to move through each phase of their pursuit. This includes gaining access to key stakeholders, identifying business opportunities aligned with customer and patient needs, and conducting successful clinical and business conversations that win and expand the business. The Sales representatives trying to reach potential buyers need a framework for reaching healthcare providers, using approved messaging and savvy use of clinical data to demonstrate their credibility and to initiate qualified business opportunities.

Searle Excellence Academy, in continuation with its training journey, successfully delivered three different programs this year to enhance the efficiency & effectiveness of the Searle field force i.e. **"Excel In Selling"** for medical representatives, **"Coaching Conversations"** for Sales Manager/Senior Sales Manager & **"3SP-Searle Strategic Sales Process"** a comprehensive training program for future Leaders.

IBL Sales Academy, similarly, continued its training journey, with the delivery of three different programs this year i.e. **"Best Execution Practices"** and **"Order Making Practices"** for Distribution Sales Officers, and **"Perfect Ways of Merchandising"** for the Suppliers.

July 2021 – June 2022: Total trained employees were **3372** with total training hours of **55403** (OpCos: TSCL, SBS, SPL, IBLHC, IBL Ops & UB)



**CLAIM – Come, Learn, Apply, Implement, and Manage Career**

We take pride in CLAIM! – This year our in-house monthly learning program introduced us to few new trainers, who with their versatile training styles delivered exciting and interactive sessions. With an aim to provide trainings aligned with the learning needs of associates at all levels, the year 2021-22 witnessed 21 sessions with a population of around 539 employees and together we completed over 2,943 training hours. All of these dedicated and insightful sessions were held at Head Office.

This year our prominent trainers were Tahir Ahmed, Dr. Syed Sarwar, Dr. Asif Mahmood, Mustafa A. Moosajee, Muhammad Ghiyasuddin, Rashid Saeed, Sabeen Jawed, Kashif Siddiqui, Shahzad Shafiq, Umer Masood, Syed Bilal Hussain, Haris H. Siddiqui, Shariq Zafar, and Ahsan Ali Khanzada.

We wholeheartedly appreciate all our employees, whether they had joined us as a participant or a trainer, and looking forward to seeing more new faces with diverse topics in the future. These sessions definitely depict that “together we can help each other in staying committed to our continued growth and development”. **For our people, By our people!**



**Job Evaluation**

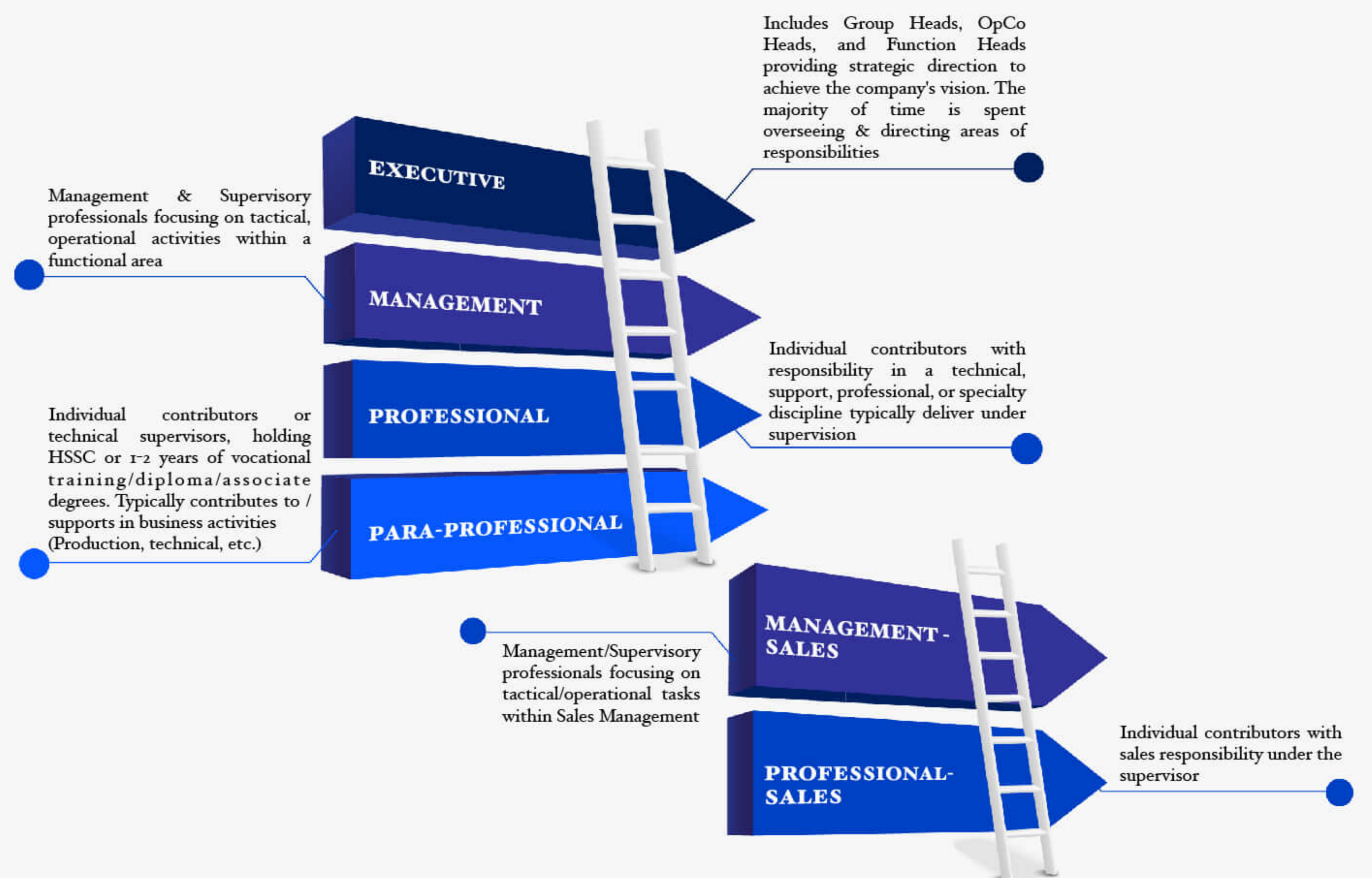
At IBL, we focus on people’s know-how and building well-established systems for better operations, which also means sustainable quality and services. The initiative of Job Evaluation in 2021 was also taken into consideration by Group HR partnering with Abacus Consulting. We opted for evaluating 45 unique benchmark positions at IBL Group, through globally recognized Mercer’s IPE methodology.

Job Evaluation is a systematic way of determining the value of a job in the hierarchy and organization, hence, enabling to identify the relative worth of jobs within IBL Group and Operating companies. It involves analyzing and evaluating job roles through detailed interviews of each job.

Elaborating further, the methodology focuses on the ‘position’ (rather than the person) which is based on a correct & accurate understanding of role and responsibilities, through an objective evaluation of the size of the position (based on 5 factors & 12 dimensions). It is not based on an individual’s judgment of performance (how well tasks are performed).

This year we will continue the exercise for more positions down the line.

**New Grading Structure | OB and Sales Career Streams**



**New Grading System**

After a detailed Job Evaluation exercise, a system was designed for the Operating Companies, which is based on scoring new job grading position points to elevate the career ladder. The methodology will be applicable to office and field-based employees, currently aligned with their existing positions.

Mercer’s Career streams will assist high potential employees to move faster on the career ladder and laterally in career streams as well, based on job size. The new structure has elasticity yet promotes transparency with more growth opportunities.

## Employee Appreciation Day – You Make Us All Shine

Making employees feel valued is a vital fragment of IBL's culture. Every year we take the opportunity on the first Friday of March, to celebrate **Employee Appreciation Day (EAD)**. We cherish each one's contributions to IBL through appreciation on this day. Similarly, this year on 4th March, we celebrated it with 7209 employees (permanent & third party) under the theme **You Make Us All Shine** as our employees are shining stars!

Appreciation packs for employees were not the only surprise this time. This year there was MORE!

Group HR took Employee Appreciation Day to the next level by conducting the activity **'Give Your Coworker a Smile'** at all locations over Pakistan and across borders wherever the people are working for us. This EAD activity was carefully planned so all our employees can join in and celebrate with us together. Smiley cards were sent to employees in their appreciation packs, which they shared with their colleagues just to make their day. Even though we can always send an email appreciating our colleagues, we admired that our employees took an interest and put in a great deal of effort to share personalized and heartfelt handwritten notes on the cards. A Padlet wall was also created where employees shared their pictures with cards and spread smiles. Photobooths were also placed at Head Office and Plants for fun-filled Instagram-able pictures.

Without a doubt, alone we can do so little; together we can do so much.



## Employee Satisfaction Surveys

In our ongoing efforts to improve the employee experience at **IBL, Group HR** rolled out an **Employee Satisfaction Survey** to record the opinion of our employees. The survey was conducted at the Group level. A detailed survey with a 5-point rating scale and 9 focal areas for employee opinions were sent to a population of around **4,489** employees across all operating companies. We were glad to see the interest of employees in this activity as we received a whopping **75%** response rate in 3 weeks.

After collecting survey results, we evaluated different scores and indexes and found that the **Net Promoter Score** (a metric that measures how many employees will promote the company) is **50%**, and the **Employee Engagement Score** (a metric that measures employees' engagement with their day-to-day work) is **4.18**.

These scores allowed us to evaluate where the

organization currently stands in practices and determine what it has to accomplish for optimal performance. We thank all our employees who participated for their input and the time taken to submit responses.



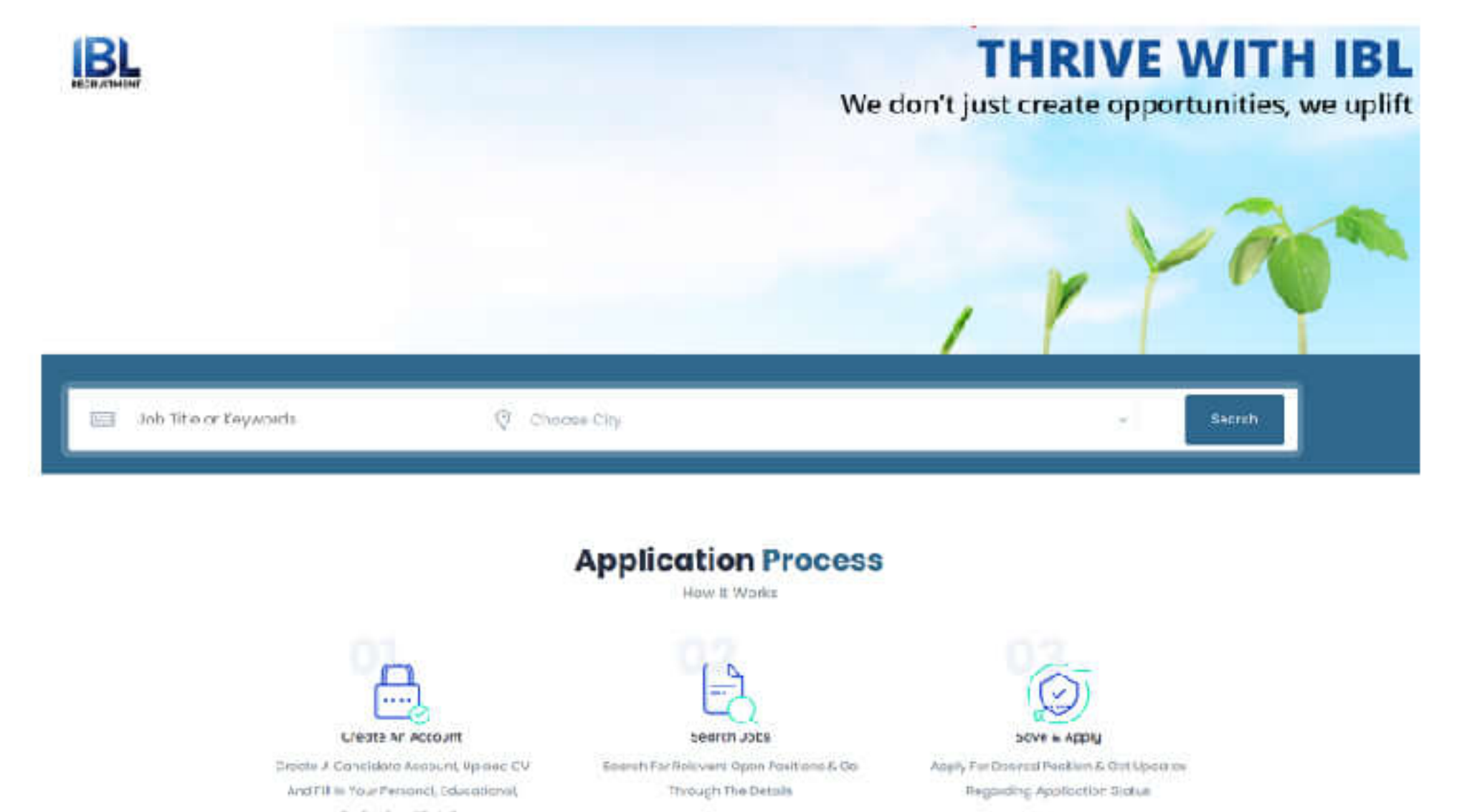
## Automation in HR

This year Group HR implemented 2 automated systems for HR processes to increase efficiency. We, together with the collaboration of Group IT, successfully launched the **IBL Recruitment Portal** for the Group and incorporated the **Expense Claim Portal** in HR Payroll for office-based employees - Both of them have a user-friendly

interface for employees. From designing to troubleshooting and to implementation, it was a job well done.

Further, this year we also increased the population in **Decibel PM System**. Previously it was only catering to employees of a certain Job Grade and above; this year we launched it for the entire Head Office staff and increased Plants' population.

We appreciate how our employees quickly adapt to the new systems and look forward to working towards optimizing more processes through automation.



**Job Crafting**

Group HR incessantly strives to provide an enabling environment to employees that stimulates their growth and development. This year we introduced the employee-focused concept **“Job Crafting”** (an opportunity to learn new things at work) within the organization to promote an open culture, a platform where employees can share, where dialogue and different perspectives are valued.

This opportunity was launched specially for the employees with a growth mindset, who felt the need to redesign or upscale their skills consistent with their strengths, motives, and interest – thus empowering them to their full potential.

Besides a detailed email, for this activity, we conducted 2 awareness sessions and received 47 Job Crafting request forms from the office-based group employees. We were glad to see the response we received as it shows that people here are interested in self-advancement. We conducted one-on-one sessions with employees and their Line-Managers and some have initiated their crafting.

We will be relaunching this activity next year for those who missed it this time. For a better overview and knowledge, below are some benefits for anyone who wants to take part next time.

- Enhanced personal and organizational performance
- Greater Engagement and Enjoyment in what you do at work
- Adding more challenges promotes mastery – personal development by improving skills
- It helps us achieve our ‘ideal’ career status
- It makes us happier – Helps you approach your work with more energy/enthusiasm



**Participation in Career Fairs 2022**

This year the IBL Group participated in a number of career fairs conducted by different reputed universities and witnessed great footfall. It was a pleasure that the Group HR Team got a chance to enlighten young, bright, and talented minds about the company profile, rich culture, and of course, career opportunities.

Throughout these fairs, the Team not only gathered a talent pool but also shared valuable insights, conducted on-the-spot interviews, as well as guided students with their career prospects. The platform allowed us to bridge the gap between educational institutes and the corporate world and helped students to identify the path to reach their professional goals.

We hope we reach out more and hire the right talent for IBL



**“When we seek to discover the best in others, we somehow bring out the best in ourselves.”**



- William Arthur Ward



Value Provided



Time Spent

**The world rewards you for value provided, not time spent**  
- James Clear

**When are you at your best energy at work?**

- a **9am - 12pm**
- b **12pm - 3pm**
- c **3pm - Off time**

*Make the best use of that time slot*

**SAP Go Live for IBL Operations**

First Ever Internal team SAP implementation for a distribution company in Pakistan. All 109 branches went live on 1st Jan 2022 simultaneously. Financial reconciliation was made very efficient and total operation time is minimized to 50%.



**SAP Go Live for Markitt**

Another Achievement by the SAP team in the Retail industry, Markitt went live with SAP on 1st May 2022. SAP implemented is fully integrated with POS.



**Data Lighthouse Program**

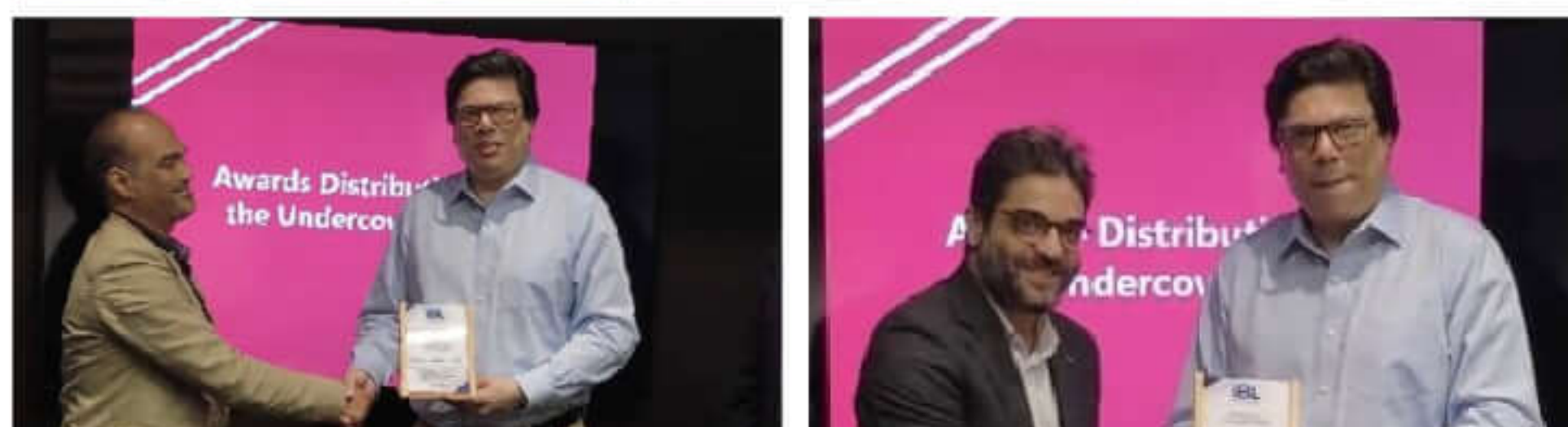


Another Achievement by the SAP team in the Data Lighthouse program is a stepping stone towards the dream of becoming a data-centric organization

and enabling enterprise connectivity of data between different systems. The program consisted of 3-projects:

1. Building Central Data Lake (Data Foundation of IBL Group)
2. Apache AirFlow (Integrations Tool Implementation)
3. Qlik Replicate (Real-Time movement to Dashboards)

Whole IBL Group data is now centrally gathered at IBL Data Lake powered by Google Cloud Platform which is now a single source of truth for any kind of information like Products, Customers, Sales, Financials, Point of Sales, etc. IBL Data Lake will continue to grow along with data and systems in The IBL Group. Data Lighthouse program has paved the path toward Data Science, AI & IoT use cases.



**Partnership with RDS**

A contract signing ceremony was taken place between RDS and IBL for Google Cloud Services. Google Cloud Platform is the next-generation Data and Analytics platform that will enable us to build a sustainable data foundation and serve as a single source of information across the whole IBL Group. GCP will also pave the way toward predictive and descriptive analytics (data science), IoTs, and Artificial Intelligence.



**SharePoint Migration to Cloud**

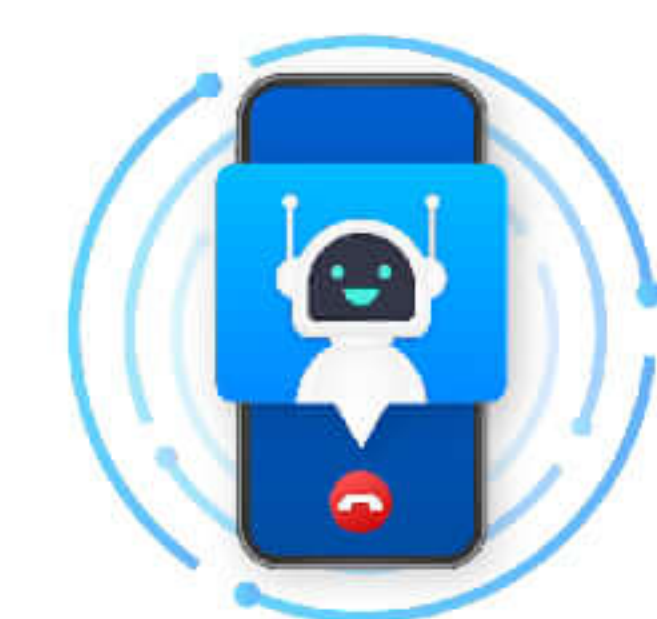
Business critical portals of The EDG & SEARIMS were hosted on-premise SharePoint environment which was non-resilient, non-scalable, and prone to multiple issues. Now SharePoint has been migrated to the SharePoint Online Cloud environment which comes with high availability, auto-scalability, and accessibility.

**IBLHC Web Store**

In line with the strategy of digitalizing IBL Group of Companies, IBLHC e-Commerce portal was launched to open new revenue channel. IBLHC Shop is opening doors for consumers to directly order products from company ensuring authenticity and quality of the products.



**Habitt & Markitt – RoboCalls Implementation**



Markitt Call and Pick services were enabled through the RoboCalls solution. RoboCalls is one of the initiatives toward opening the doors for the Omnichannel approach to sales. Markitt customers can place their orders by reaching out call center and picking on convenience.

Habitt is utilizing the same solution as Call Center following the concept of One Call Center for multiple business lines.

**The EDG Portal**

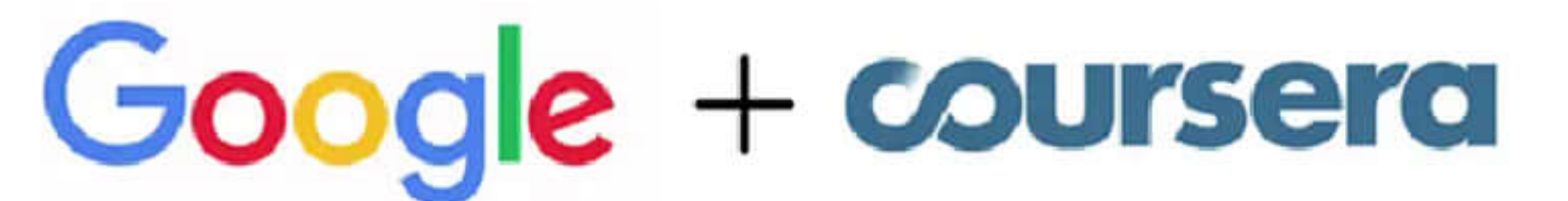
EDG stands for Electronic Document Generation portal. The EDG portal is the platform to generate and store documents electronically with audit trails and approval from relevant authorities. EDG is currently enabled for Searle Plant F-319 and is so dynamic that we can enable it for other plants too.

**SAPed Conference Participation**

IBL group IT was invited to SAPed Conference to participate in the SAP success stories. The SAP team presented the cash journal automation application.



**Google Training Program**



IBL Group IT staff was trained and equipped with the blue-ribbon technologies of Google Cloud Platform to cope up with the challenges and create opportunities in the business.

28 learners were invited to join the program and grow their skillset. 74 courses of 835 hours duration were completed by staff.

**Decibel Rollout**

Decibel, Performance management system was extended at masses to The Searle Company, Searle Pakistan, IBL Uni-Sys and IBL Operations. The Decibel system tracks the performance of employees in a manner that is consistent and measurable. The system relies on a combination of technologies and methodologies to ensure people across the organization are aligned with – and contributing to – the strategic objectives of the business.

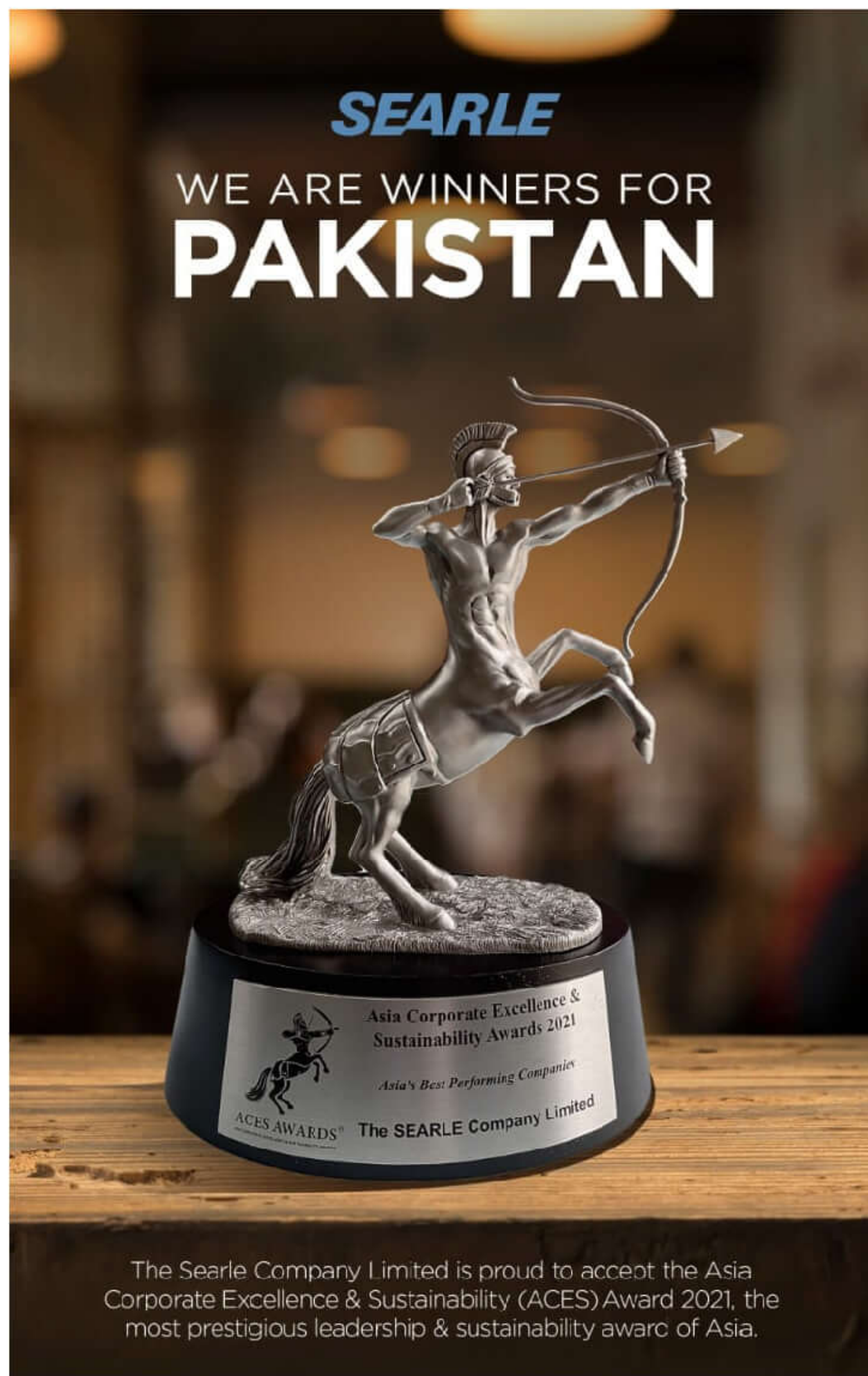
**Searle Pakistan Medical LMS Implementation**

The Medical Learning Management solution was implemented in The Searle Pakistan Limited (formerly OBS). This e-Learning platform enabled documentation, tracking, reporting, automation, and delivery of educational courses, training programs, and materials to the field force. LMS helped staff maintain and improve their knowledge base and better pitch products in the market.

# SEARLE

## ACES Award 2021

The Searle Company Limited is proud to accept the Asia Corporate Excellence & Sustainability (ACES) Award 2021. This award is known to be the most prestigious leadership and sustainability award in all of Asia. We vow to continue our journey towards success and leadership with the unwavering help and support of our employees and well-wishers.



## Honored to be the lead sponsor of the Pakistan Pavilion at Expo 2020 Dubai



## Searle Annual Sales Meeting (ASM)

*Searle sets a "New Benchmark" in the whole pharmaceutical sector at their Annual Sales Conference*

Yes, you read it right!

Searle, hosted its first in the series Annual Sales Meeting 2020-21 at the largest exhibition and convention center of Pakistan, i.e. Jinnah Convention Centre, on 4th January 2022, with majesty and splendour. The Theme of the Conference was

**"JEHD...JUNOON...JEET - A Journey Towards Reshaping Lives"**

As the title says, Searle also created history, by being the first-ever pharmaceutical company in Pakistan to award **03 Brand-New Cars** to the Medical Representatives via balloting for the high-flyers.

Imagine, 1800+ Searleans reciting The National Anthem under one roof, and the 02 Lucky High-flyers driving their zero-meter cars back to their homes. What a magnificent sight it was!

Organizing such an overwhelming event, at **Jinnah Convention Centre-Islamabad**, without rendering any services from professional media agencies, is not as easy as it sounds. It was all possible because of Searle Marketing Team's untiring and vigorous efforts.

In continuation, another ceremony was held at Pearl Continental Hotel Karachi, on 15th January 2022, to amplify the Sound of Success, Passion, and Celebrations. The ASM 2021-22 (South) concluded with a thrilling and exciting balloting ceremony for the 3rd Brand New Zero-Meter Car for the Luckiest High-flyer of all.

We're looking forward to create more wonders with even more zeal and zest for our heroes, our high-flyers to remain a Class Apart.



**Searle and BIDE**

Searle is an active partner of "Saving Limbs in Pakistan - Implementation of The Fast Track Pathway Program" a project of D-Foot International. The main aim of the implementation of this initiative is to reduce the rate of avoidable amputations in people with diabetes, all over Pakistan. The Program encompasses training of health care professionals and their staff in diabetic foot care and the establishment of sustainable foot clinics across the country. Searle has adopted 10 clinics to serve this purpose.

**THE SEARLE COMPANY & BIDE**  
A PROJECT OF D-FOOT INTERNATIONAL

**MOU SIGNING CEREMONY**

**Peditral 1 Billion**

Peditral is one of the legacy brands and it has recently crossed the 1 Billion landmark with a growth of 41.5%

**SEARLE**

**2 Minutes of Self Reflection**

Describe some of the fundamental qualities of character that you expect from your colleagues / leaders  
*(in terms of their behavior)*

**ChestCon 2021**

Searle Respiratory Care division under the umbrella of Ventek as prime sponsored participated in Chestcon happened in Movenpick Karachi in December 2021 where all leading chest consultants of Pakistan visited Searle compartment and shared their views about the latest updates in Pulmonology.



**Annual Conference by Pakistan Hypertension League**

Searle participated in the annual conference of the Pakistan Hypertension League held at PC Hotel Karachi in September 2021.

The overall conference was a big success as all the key consultant doctors from all over Pakistan attended the event.

The PHL organizing committee specially thanked Searle for arranging a highly impressive entertainment program for the audience in form of a Gala Dinner.



**Women's Day Program**

*- Searle celebrates Women's Day!*

Searle in collaboration with Habitt organized a session on "Women's Mental Health" for addressing depression in women conducted by Professor Dr. Unaiza Niaz, who is an internationally recognized Psychiatrist.

The thought-provoking conversation, filled with real-life scenarios was well taken by the employees. The females had a fresh spurt of positivity after the engaging session.



**Vocinti Launch**

Vocinti Vonoprazan, launched in September 2021 is a first-in-class. It is used for the treatment of gastroduodenal ulcers (including some drug-induced peptic ulcers) and reflux esophagitis. It can be combined with antibiotics for the eradication of Helicobacter pylori.

On 9 months period  
**72,647,040 (MAT 05/ 2022)**

Eventful glimpses from the Vocinti Launch ceremony:



## Consultant At Your Door (CAD)

– A Growth Driving Initiative by The Searle PPI Franchise

The Searle Company Limited has always been at the forefront of helping people and giving back to society, as Passion for Philanthropy is deep-rooted in its culture, which is also reflected in many ways through its campaigns and tactical plans.

With the pledge to ease the well-being of our society via accessing the underprivileged communities of Pakistan; to provide basic medical care to the deprived and poor patients, we have conducted Consultant at your Door (CAD) activities across Pakistan.

This year as well, multiple CAD activities had been planned in the remote areas of Pakistan; rendering the services of top-notch practicing consultants, and accompanying them to the peripheral areas of Pakistan, with an aim to provide free-of-cost OPDs, Check-ups, Diagnosis and Treatments, along with free medicines to the patients who cannot afford medical care due to financial constraints.

The CAD Activities are planned regularly, with timely advertisements using various media to maximize the reach and accessibility of the patients. These activities also serve in educating the general practitioners of under-developed peripheral areas, as the consultants also educate them regarding best clinical practices.

Activities like CAD have always been the growth driver for The Searle PPI Franchise, and have resulted in taking the franchise to hit the PKR 1.44 billion mark with extraordinary growth of 29% in Value and 23% in terms of Volume.

The Searle PPI Franchise has been performing tremendously with respect to the market; all brands have contributed well to pave the way for this successful journey with an absolute increase of PKR 327 million over the last year.

Ezium has played a pivotal role in defining this success with an overall contribution of 40% i.e., absolute value addition of PKR 130 million, with outstanding growth of 32% in Value and 29% in Volume which is the highest amongst its class.

Looking forward to going over and above, to achieve new heights of success and milestones.

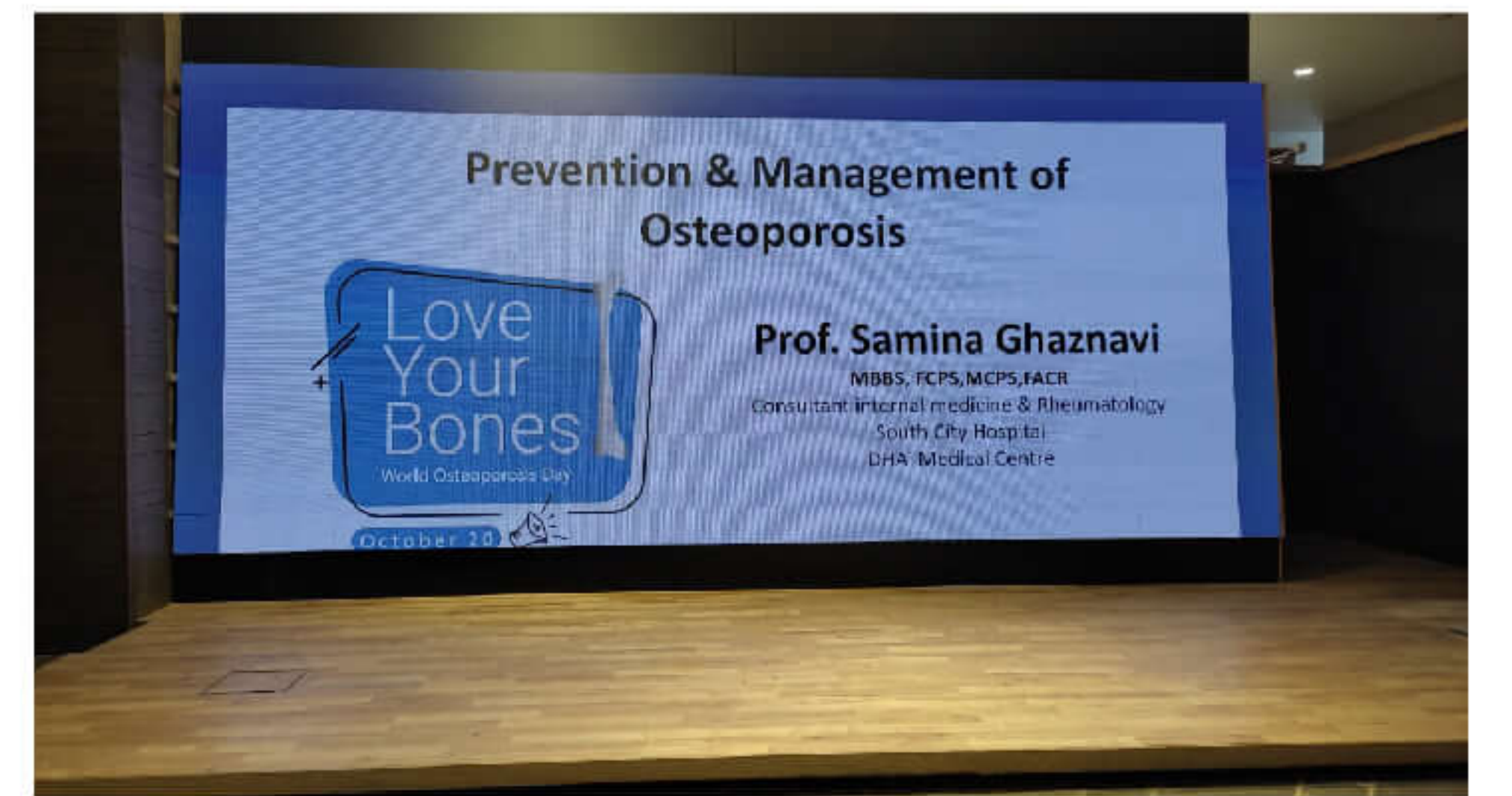


## World Osteoporosis Day

On October 20, 2021, Rose Business Division, under the brand, OsteGem arranged an in-house awareness session at the Head Office on “Prevention and Management of Osteoporosis”. Our guest speaker was Professor Samina Ghaznavi, Consultant Rheumatologist at AKUH, Karachi.

Around 50 females across The IBL Group attended the session. Prof. Samina talked about the basic concepts regarding brittle bones during osteoporosis and how to prevent and manage the condition.

This event was followed by free BMD Testing for all participants which revealed Osteopenia (Reduced Bone Mass) in the majority of females reflecting the importance of taking the right calcium.



**Morcet Campaign**

*Don't hide depression behind your mask*

Searle took the initiative to highlight the importance of addressing prevalent mental health issues being faced by HCPs specifically and the populace in general.



**Public Awareness Session – Depression in Students**

An informative awareness session on depression in university students and the impact of COVID on their mental health was conducted with a renowned Psychiatrist Dr. Mehmood ur Rehman. Students enjoyed the session and there were around 150 to 200 attendees.



**General Practitioners – Awareness Session**

An informative session was conducted to educate GPs on detecting possible mental illness early and the importance of early referrals of such patients to psychiatrists.



**Medicine Ward Activities with Psychiatrists**

Academic activities were conducted where a psychiatrist was engaged to discuss comorbid depression with medicine ward doctors to improve the referral system and patient journeys from the medicine ward to the psychiatry ward or just provision of basic medication for depression management.



**Iron Deficiency Week**

To spread awareness regarding Iron Deficiency (ID) and Iron Deficiency Anemia (IDA), and its signs, symptoms, diagnosis, and management; The Searle Company Limited Celebrated Iron Deficiency Week from 22nd November 2021 till 4th December 2021.

In line with the theme i.e., Listen to your body, we disseminated knowledge to the HCPs and spread general public awareness with the message **“Listen to your body, Take Iron Seriously for a Healthy Life.”**

The main objective of this campaign was to create awareness and spread knowledge to the masses, about ID/IDA and its signs and symptoms; as the body itself communicates when it is suffering from ID/IDA, but most of the people are unable to listen to it, due to lack of awareness.

To disseminate knowledge to our HCPs, we executed two symposia and one talk, engaging around 400+ HCPs in Lahore, Faisalabad, and Karachi.



**Searle Partners with CSL Vifor**

**SEARLE**  
+  
**CSL Vifor**

Searle acquired the Iron Franchise in July 2019 with a worth of PKR 1.4 billion which has now been doubled during this period, as the current IMS MAT June 2022 reports the Iron Franchise at a value of PKR 2.9 billion with 21% GOLF.

Ferinject’s ever-escalating growth (i.e., 61.36% currently) has contributed at large to this absolute increase of PKR 1.5 billion, and this remarkable 98% absolute growth of Iron Franchise, has successfully established Searle as The House of Original Iron In Pakistan: and also as the “The Largest Therapeutic Class (ATC 3 & 4) of Searle” within no-time!

The Iron Franchise Team is enthusiastic to take the portfolio onwards and upwards, to embark on record-breaking growth trajectories, above and beyond!

### Children's Day Celebration

As the Children's Day Special, we took the initiative to bring smiles to the faces of the sick children who are away from their families and home. We distributed colorful goody bags in the different wards nationally to cheer up otherwise ailing children. It was an amazing feeling to see the children happy. The gesture was well appreciated by the Head of Departments of wards.



Nationwide recorded video messages of top 25 Pediatricians for Children's Day regarding bone health in children



### Diabetes - A Pandemic

Keeping in view the disease burden and imminent need for early diagnosis and management, team Titans piloted an international speaker session on diabetes in collaboration with UC San Diego directed toward primary care healthcare providers across Pakistan. The session was meant to impart knowledge of international guidelines and practices in the management of the disease and encourage dialogue among HCPs based on the diversity of patient-related experiences across the globe.



### CARES Forum

Conducted a scientific session under a forum of CARES (Current Allergic Rhinitis Experiences) where renowned ENT consultant Dr. Anis Alana shared his views about the recent updates in Allergic Rhinitis to the mainstream ENT audience of Karachi.



### Diabetes Outreach Program

Searle in collaboration with Pakistan Endocrine society (PES) conducted diabetes outreach programs across Pakistan in all major institutions



### World Heart Day

Across Pakistan, WHD (29th Sep 2021) was celebrated enthusiastically. A total of 100 walks were performed at every major institute across the country. More than 3000 doctors were engaged and various Free Drug Camps were also conducted.

Apart from that, ward presentations were also conducted in cardiac institutes



### GERD Awareness Walk



### Nuberol Forte Day-Out Activity



**Hylixia**

**THE EFFICACY**  
that does not  
**SEDATE**  
that does not Sedate.

This year we changed our communication strategy from **Goodbye Side Effect** to **The Efficacy**

This new communication strategy helps Ivy leaf to gain confidence among HCPs and, increase the overall growth of **Hylixia by 69%**. Also, **Hylixia has added approximately 100 Mn in 1 year and reached 238 Mn (IMS- June 2022).**



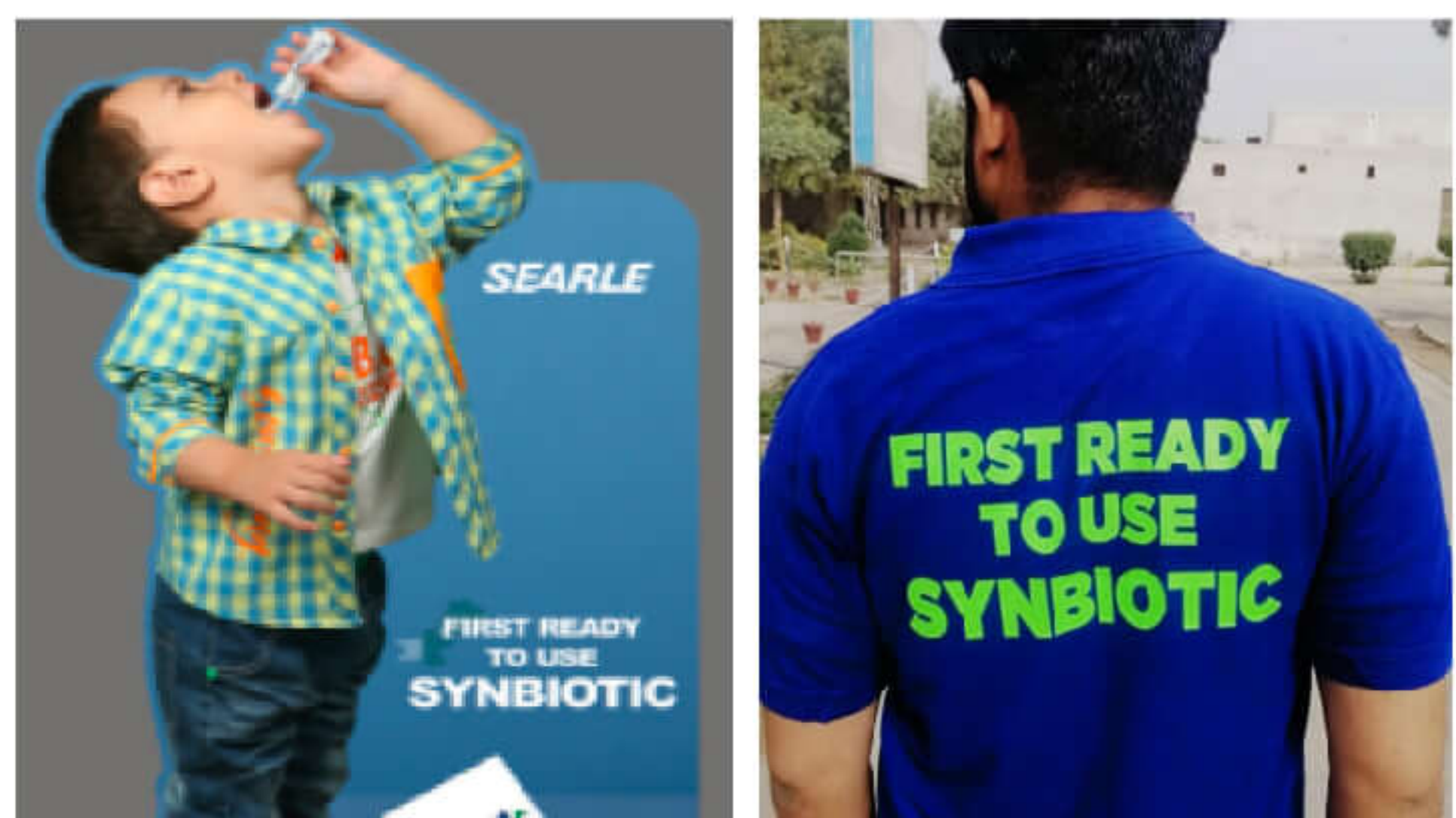
Hylixia New Campaign



Endorsing ERS Study

**Ecotec**

Ecotec repositioned to increase patient compliance. This strategy **added 57 Mn in one year with a growth of 52%** which takes Ecotec from **107 Mn to 163 Mn** with an approximate 1% increase in market share. On launch day the entire team wore shirts with the new tagline for branding.



**Xadine & World Allergy Day**  
Champions the fight against allergy



**Lumark**

To cater to the increasing burden of the disease, team Tulip has initiated a campaign named **پہلا قدم** on Lumark (Levetiracetam) with the intent to bust myths surrounding epilepsy by onboarding HCPs around the country for this noble cause.



Several activities were conducted throughout the year in this regard, including online sessions with renowned international neurologists, free drug camps as a part of our CSR project for needy patients, exam preparation for HCPs, and a widespread public awareness program.

**Literacy Week Celebration**

Engage OPDs, kiosk activity, ward engagement activity also engaged 5000 chemists in an interesting chemist merchandising activity.



**World Hypertension Day**

From the platform of Searle, we celebrated World Hypertension Day (17 May, 2022) with full vigor and engaged more than 10,000 doctors through various awareness activities like seminars, presentations, walks, and patients benefit programs.



**World Stroke Day**

Awareness of Stroke was generated on World Stroke Day (29 Oct 2021) all over the country by placing posters highlighting stroke prevalence and the risk factors.

**Social Media Coverage**

Important health occasions like World Heart Day, World Stroke Day, World Kidney Day awareness was also publicized through social media Facebook page Heal.

**Chemist Awareness Programs**

Engaged field force to educate chemists and give awareness regarding the irrational use of NSAIDs and their side effects in which we engaged 29000 chemists on pan Pakistan



کیمسٹ آگاہی پروگرام  
جوڑوں، پٹھوں اور کمر درد کو دور کرنے والی ادویات کا غیر ضروری استعمال اور اس کی وجہ سے ہونے والے نقصانات۔



**ENT Ward Appreciation Initiative**

A relatively recently launched brand, VIRDI, has taken off during the challenging pandemic era, thanks to the untiring efforts of Searle's resolute sales force.



**Doctor of the Month Celebration (Nuberol)**



**Children's Day**

Celebrated 'Children's Day' with Pediatric KOLs in Karachi



**Searle Infant Nutrition**

**Aim & Engage – PPA Asia Pacific Conference**



**Echo of Nurtumil**

Searle Infant Nutrition team ran the campaign to position Nurtumil as a Swiss Quality Brand. The team also provided a crossword game to the doctors to position the brand and increase recall and gave Vitamine Water to link the necessity of vitamins for growing infants.



**Independence Day Celebration**

Team Infant Nutrition celebrated Independence Day in almost 60 towns of Pakistan, especially peripheries.



**Spread Happiness with Nurtugrow**

Placement of Candy Jar in chambers and wards for children.



**Support & Care Program**

Placement of Nebulizers in rural areas during the winter season.



**Colic Awareness Month**

Pakistan Colic Awareness Month is celebrated by Team Infant Nutrition in the Month of June 2022



**Long Service Awards**

Like every year, The Searle Company Limited organized the Long Service Awards ceremony that appreciates employees who have contributed valuably in the organization with their number of years in service.

CEO Searle Syed Nadeem Ahmed graced the occasion and presented the awards to the deserving employees for believing in the company. Awardees received a commemorative memento indicating their years of service and a cash prize as a token of appreciation.

At the end of the ceremony, Syed Nadeem Ahmed also shared a few words with the audience in which he highlighted the value of this loyalty in the eyes of the company.



**Appreciating Employees**



**11<sup>th</sup> Annual Fire Safety Award**

We are extremely pleased to announce that The Searle Company Limited has been awarded the **11<sup>th</sup> Annual Fire Safety Award 2021**.

The award was presented by the National Forum for Environment and Health (NFEH) under the governing body Fire Protection Association of Pakistan (FPAP) in recognition of initiatives taken toward fire prevention and safety awareness among employees.



**GMP Audit by MOH**

Good Manufacturing Practices (GMP) audit of Searle Pakistan Limited was successfully qualified. It was conducted by regulatory bodies of the Democratic Republic of the Congo, Republic of Senegal & Republic of Kenya.



3 Tips to Develop  
**NON-VERBAL COMMUNICATION**  
Skills at Work

**EYE CONTACT**

Maintain eye contact when you're asking or answering questions to show your conviction in what you're saying. But make sure you do it in moderation to avoid making anyone feel comfortable.

**POSTURE**

Sit or stand up straight as posture conveys a great deal about how you're feeling. Folded arms, drooping shoulders or crossed legs all give off a negative energy.

**VOICE**

Change the sound of your voice when you're speaking in a meeting or giving a presentation. This will help your audience understand which parts are more important and keep their attention.

### Picnic at the Dream World Resort

An annual picnic was arranged for staff to get them motivated and to help them in cross-functional team building.



### Cricket Tournament

Cricket tournament was held with cross-functional departmental teams as a healthy engagement activity.



### 14<sup>th</sup> August Celebration

An eventful independence day celebration was held where everyone participated and showed their patriotism.



**Vision 2025**

SEARLE Global Business Division recently organized its Vision 2025 Meeting in Thailand in June 2022. The theme of this event was:

**“Navigating the Future, The Next Frontier! Mission 2025”**

Team leaders from 8 countries i.e. Pakistan, Afghanistan, Cambodia, Kenya, Laos, Myanmar, Sri Lanka, and Vietnam actively participated in this event to define the roadmap for achieving Vision 2025 with an Export Value of PKR 5 Billion plus.



**Searle Kenya**

It was a great year for Kenya where we launched 8 new products after more than a decade. It's the beginning of a new era for Searle in Kenya. We organized a cake-cutting ceremony with our distributor in Kenya.



**Searle Afghanistan**

This fiscal year 2021 – 2022 was the challenging year for Searle Afghanistan after the change in political scenario.



The protracted Afghanistan conflict abruptly augmented the cost of doing business, shattered the confidence of local and foreign investors, shaped uncertain economic situation, hurdles in cross border shipments, inflated freight, reduction in buying power, credit-based business model, recession in human rights and progression in the humanitarian crisis.

Maximum effort was implemented by Searle to combat these challenges, and Searle team was able to maintain its 2nd Position in Afghanistan Pharma Market and achieved its 100% Budget.

**Local CME and Slide Lecture**

Searle Afghanistan conducted the Continuous Medical Education Program with key opinion leaders in Bamiyan, Afghanistan. The topic of the session was “Navigating Treatment Options in Cardiometabolic Disease: Think Beyond Convention”.

Another academic session was held on the newly launched product VOCINTI, in Kabul at Safi Landmark Hotel. Leading Gastroenterologists and Physicians were a part of this session.



**International Women’s Day – Kabul**

Searle Afghanistan celebrated International Women’s Day in key healthcare institutions across Afghanistan where leading gynecologists addressed the importance of women in human society.



**International Days on Disease Awareness**

**World Iron Deficiency Day** was observed where a session was conducted on awareness of iron deficiency complications during pregnancy and in young women. A poster-based activity was also conducted and an awareness video was shown in the local Afghani language.

**World Diabetes Day** was observed in Afghanistan in which public awareness posters were placed at 1,500 patient access points throughout Afghanistan.

**International Day of Epilepsy** was observed in which patient awareness posters were placed at 1,000 patient access points across the country. An awareness video was also published on Facebook which got 4,000 organic views.



**Diabetes Screening Camp**

Searle Afghanistan regularly conducted free Diabetes Screening Camps around the country. During the camp, the public was being screened for blood sugar.

These camps created awareness about diabetes among the general public and helped in the diagnosis of undiagnosed patients.



**New Product Launches**



*Panzium was launched in Searle Division I by team Gbazi*



*Virdi, a new addition to Searle Antibiotic portfolio launched across Afghanistan by team Saljuki*



*A successful launch of Vocinti across Afghanistan by team Khurwarzmi*

**Searle Uganda**

Searle in Uganda launched new products after a very long time. We have approached our distributor with a new vibe, focus and determination to establish a strong corporate image in the country.



*RTD Uganda*



*RTD Uganda*

**Searle Tajikistan – CIS**

The Searle Company Limited marked its global footprint in the CIS region country Tajikistan.



To memorialize this occasion, Mr. Moujood ul Hassan (COO Global Business), Mr. Muhammad Kashif (BM for Afghanistan & CIS Region), and Mr. Abdullah Ibrahim (ABM for CIS Region) were in Dushanbe, Tajikistan.

The formal business partnership signing ceremony was held between Director Mr. Jamshed Hamidov on behalf of Tajik Medicine LLC and COO Global Business Mr. Moujood Ul Hassan on behalf of The Searle Company Ltd.

10 brands were launched in the Cardiology, Gastroenterology, and Respiratory segments and a team of 10 well-experienced professionals was appointed in Dushanbe, Tajikistan.



**Searle Sri Lanka**

Searle has also become the 2<sup>nd</sup> Largest Exporter of Pharmaceutical products in Sri Lanka from Pakistan with a turnover of USD 4 Million per annum. Searle employs 60 people who represent us from the platform of 2 distribution partners.



*Annual Sales Conference Team TSCL 2020-21*



*Endocrine Conference 2021*



*Budget Meeting Team SPL 2022*



*Training on Soft Skills*

**Searle Myanmar**

Searle's Myanmar operation started in 2000 based on a trading model, with the addition of a marketing model coming in 2015. It now operates through its dedicated field force of around 28 local team members. As per the import data of Myanmar, Searle is one of the largest exporters of pharmaceutical products from Pakistan.



**Engagement Activities**

Searle Myanmar team members presented new year gifts to the KOLs and business partners in Myanmar during the year 2021-22. Other engagement activities were also conducted acknowledging their long-standing and continual trust and confidence in Searle products.



*CPD Forum For GPs/Family Physicians at Lotte Hotel, Yangon*



*Webinar On Pain Management*



Thadingyut Homage To KOLs



Ward Presentations and RTDs

### Searle Cambodia

Searle has now established a strong foothold in the Cambodian pharmaceutical market with continuous expansion and growth propelled by a young and motivated team of 35 members. With a highly diversified product portfolio, Searle is all geared up for a promising future. As per the import data 2021, Searle is the 2nd largest exporter from Pakistan and the 5th largest pharmaceutical company in the country with an impressive 5 years CAGR of 64%.



### Searle 7<sup>th</sup> 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 the past 7 years and set the vision for the year to come. This event created a very strong bond with the team.



### Local CME with KOLs

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.



### Engagement Activities

2021-22 was an eventful year for Searle Cambodia. Several new products were successfully launched, and customer engagement activities were performed including Webinars, RTDs, Ward Meetings, Celebrating Birthdays of KOLs, Participation in Local Conferences, Team Trainings and much more.

**SEARLE**

**Speaker**  
Asst. Prof. TOUCH KHUN, MD  
Chief of Cambodia-Korea Diabetes Center,  
Deputy Director of Cambodian-Korea  
Friendship Pech Romarak Hospital  
Vice President of Cambodia Diabetes Association

**Chairman**  
Prof. SENG SEIREY, MD  
Vice President of Cambodia  
Diabetes Association  
International University  
Health Sciences University  
Phnom Penh, Cambodia

**Speaker**  
CHEA VIDEM, MD  
Endocrinologist at Cambodia Korea  
Friendship Pech Romarak Hospital

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

For more Information

**Topic**  
Diagnosis and management of diabetic neuropathy

Date: 14<sup>th</sup> August 2021, Saturday  
Time: 2:00 PM – 4:00 PM

### Webinars



### New Product Launches



### RTDs



### KOL Birthdays



### Local Conferences



### Team Trainings

### Searle Vietnam

Searle has 9 registered products marketed through a local distributor and is in the process of registering new products. It is planning to change its business model from trading to marketing through its dedicated team in the near future.



Activity on World Heart Day and Vietnamese Lunar New Year (Tet) Celebration with the KOLs



### Pedital Customer Activity



### Ward Presentations on Spiromide

**Searle West Africa**



Searle is planning to start its operations in Senegal and Ivory Coast initially and will expand soon to other countries once the registration of products is approved.



*Distributor Meeting 2021 – Ivory Coast*



*Registration Consultant (Nouram Pharma) – Ivory Coast*



*Distributor Meeting – Cameroon*

**New Product Launch 2021-2022 - Global Business**



**New Product Launch 2021-2022 - Pakistan Business**



“

**Our character is basically a composite of our habits. Because they are consistent, often unconscious patterns, they constantly, daily, express our character.**

Stephen R. Covey

”

**Launches**

**Entrance of Searle in the Anesthesia Portfolio**

**SANBE**

This year Searle has launched two products in the Anesthesia Portfolio:



**Hospicaine Injection (Bupivacaine)** is indicated in adults to produce local or regional anesthesia or analgesia for surgery, dental and oral surgery procedures, diagnostic and therapeutic procedures and obstetrical procedures.

**Proanes Injection (Propofol)** is used to help relax or sleep before and during surgery or other medical procedures. This medicine is an anesthetic and a sedative. Propofol may also be used to sedate coronavirus (COVID-19) patients who need mechanical ventilation in the intensive care unit (ICU).

**Budesonide Formoterol as Multidose Dry Powder Inhaler**

**neutec**

For the first time in Pakistan, Searle has launched Budesonide Formoterol as a multi-dose dry powder inhaler imported from Turkey – Europe, for chronic obstructive pulmonary disease (COPD).

**Enlistment and Commercialization of Searle Nutraceutical Section**

This year we have successfully launched VitrumOD Tablet, OstegemOD Tablet and M-Folate Tablet from Searle’s in-house Nutraceutical Facility at F-319. Further, we have received approval for the Probiotic Section with enlistments of 12 products. Business deals are in-progress with Morinaga Singapore for the local production of probiotics.

**New Business Agreements**

**Infant and Adult Milk Portfolio**

We have signed business agreements with Spanish, French, and Malaysian companies for bulk import and local manufacturing of infant and adult milk at the Searle Consumer Plant.



**Targeted Drug Therapy – MABs**



Recently Searle has signed an MOU with FDA-approved reputable innovation-driven biopharmaceutical company Mabwell Therapeutics Inc. China for local manufacturing of **Denusumab** at Nextar Plant. Denusumab is a targeted treatment that stops bone-removing cells before they can reach and damage the bone.

**Medical Device Portfolio**



Business agreement with German company ACTO GmbH, Germany for wound care products, specializing in this category. All products are standardized according to GMP, CE-93/42/EEC, ISO 13485:2016, and ISO 9001:2015;



Agreement with Honnes Turkey for adhesive surgical tapes, bandages, and sterile wound dressings;



Business agreement with Shandong Ande Healthcare Apparatus Co. Ltd., a Sino-French joint venture, located in China for IV cannula set.



Business agreement with USFDA-approved Bandex Industrial Corp. China, which manufactures adhesive bandages, first-aid kits, non-resorbable gauze/sponges for external use, occlusive wound dressings, and various types of eye pads;



Business agreement with Malaysian world-class company WRP Asia Pacific SDN BHD which is one of the leading manufacturers of surgical examination, high-risk specialty nitrile, and multipurpose gloves with global coverage in every key market sector;

**GMP Certification of SPL**

This year Searle Pakistan Limited has received GMP with Compliance of Ecowas (West Africa Countries United) GMP Guidelines.

00002404  
N°...../MSAS/DGS/DPM/DICI  
Dakar, le 07 JUIL 2022

REPUBLIQUE DU SENEGAL  
*Un Peuple - Un But - Une Foi*  
MINISTÈRE DE LA SANTÉ  
ET DE L'ACTION SOCIALE  
\*\*\*\*\*  
DIRECTION GÉNÉRALE  
DE LA SANTÉ  
\*\*\*\*\*  
DIRECTION DE LA PHARMACIE  
ET DU MÉDICAMENT  
\*\*\*\*\*  
LE DIRECTEUR

**CERTIFICAT DE CONFORMITÉ D'UN FABRICANT AUX BPFs**

*La Direction de la Pharmacie et du Médicament (DPM), Autorité Nationale de Réglementation Pharmaceutique sénégalaise confirme les éléments suivants :*  
The Directorate of Pharmacy and Medicine (DPM), Senegalese National Pharmaceutical Regulatory Authority, confirm the following:

L'établissement pharmaceutique : SEARLE PAKISTAN LIMITED  
The pharmaceutical Facility: C-14, Manghopir Road, S.I.T.E, Karachi 75700 PAKISTAN

*Est un site autorisé à fabriquer, contrôler, stocker et distribuer les formes pharmaceutiques provenant de l'usine située à la même adresse :*  
• Injection liquide,  
• Comprimés,  
• Capsules,  
Is a site authorized to manufacture, control, store and distribute the pharmaceutical forms coming from the factory located at the same address :  
• Separate liquid injection,  
• Tablets,  
• Capsules,

*Vu les éléments constatés lors de l'inspection menée dans cet établissement le 01 mars 2022 est considéré comme fonctionnant à un niveau acceptable de conformité aux règles de Bonnes Pratiques de Fabrication publiées par la CEDEAO*  
Based on the evidence found during the inspection carried out at the facility on March, 1st, 2022 it is considered to be operating at an acceptable level of compliance with ECOWAS's Good Manufacturing Practices rules.

*Le certificat reflète le statut de l'établissement à la date de clôture de l'inspection ci dessus mentionnée et ne devrait pas être utilisé pour refléter le statut de conformité au delà de trois ans, soit le 1 mars 2025*  
The certificate reflects the status of the institution on the inspection closing date mentioned above and should not be used to reflect compliance status beyond three years, until March 01st, 2025.

*L'authenticité de ce certificat peut être vérifiée auprès de l'autorité compétente.*  
The authenticity of this certificate can be verified with the relevant authority.

PROFESSEUR YERIM MBAGNICK DIOP

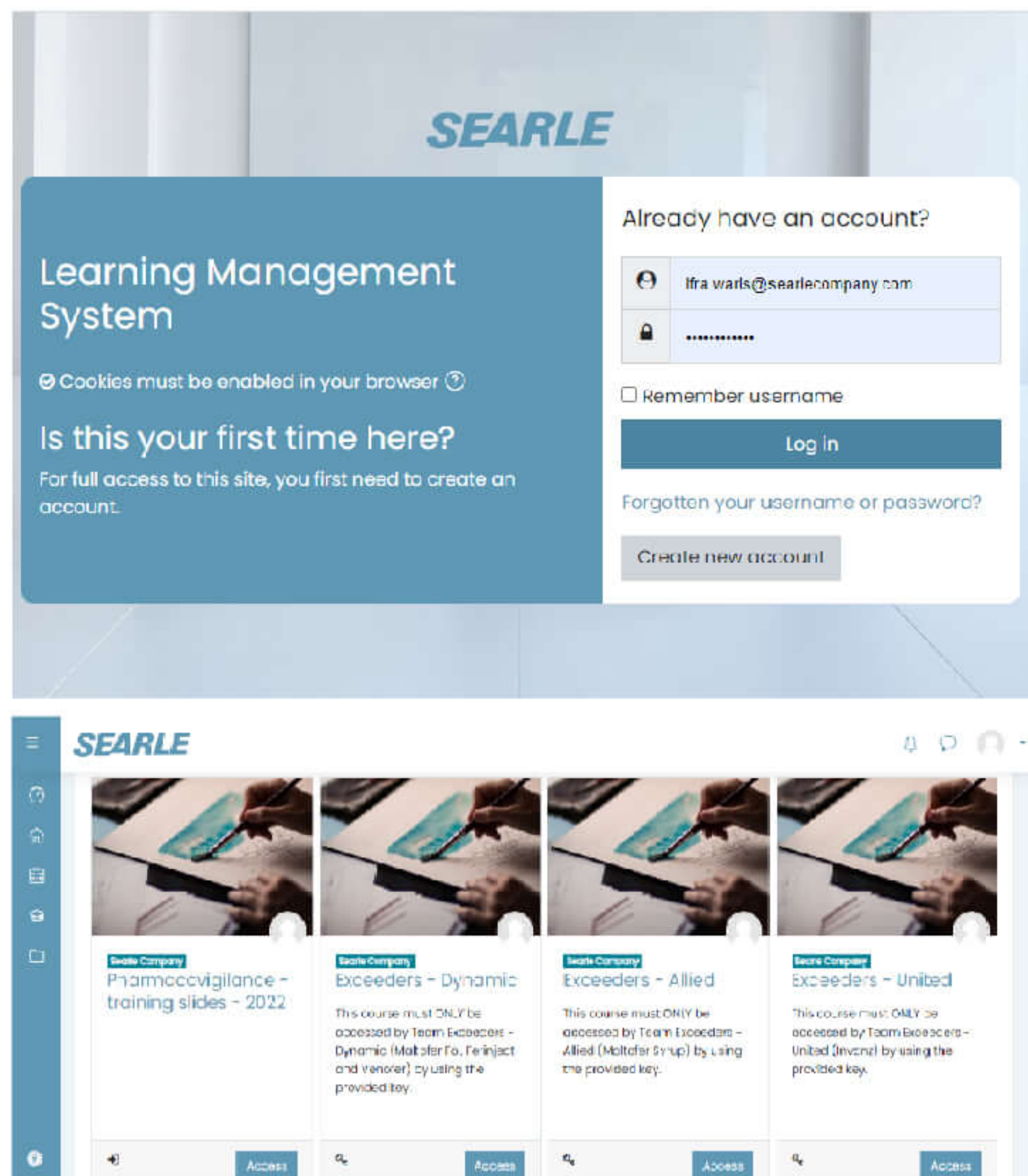
Direction de la Pharmacie et du Médicament, 153, rue Moussé DIOP x Victor-HUGO  
Tel : ( 221) 338224470 BP: 6150 Dakar Etoile, www.dlrpharm.sn

**Expansion of Decadron Injectable Facility**

After the induction of the Decadron injectable facility with the installation of compact linen from Hi-Fine China, the production numbers of Decadron injections increased by a huge number.

### Launch of Searle Learning Management System

Moving to a paperless methodology of training and evaluation, Searle Pakistan in collaboration with Group IT successfully launched LMS, in November 2021, to fulfill its pharmacovigilance (PV) compliance and other development needs. The support role of IT is recognized for this initiative. LMS is a cyber-based software through which we are currently offering a learning and testing platform fulfilling local and international (MSD, Organon, Vifor, Santen) pharmacovigilance regulatory requirements. Time-limited remote access is provided to the customer-facing field staff on a monthly basis for testing their PV knowledge. The concomitant need assessment helps in bolstering our program further for seamless compliance adherence. The outcome is also shared with our Principals as per requirement.



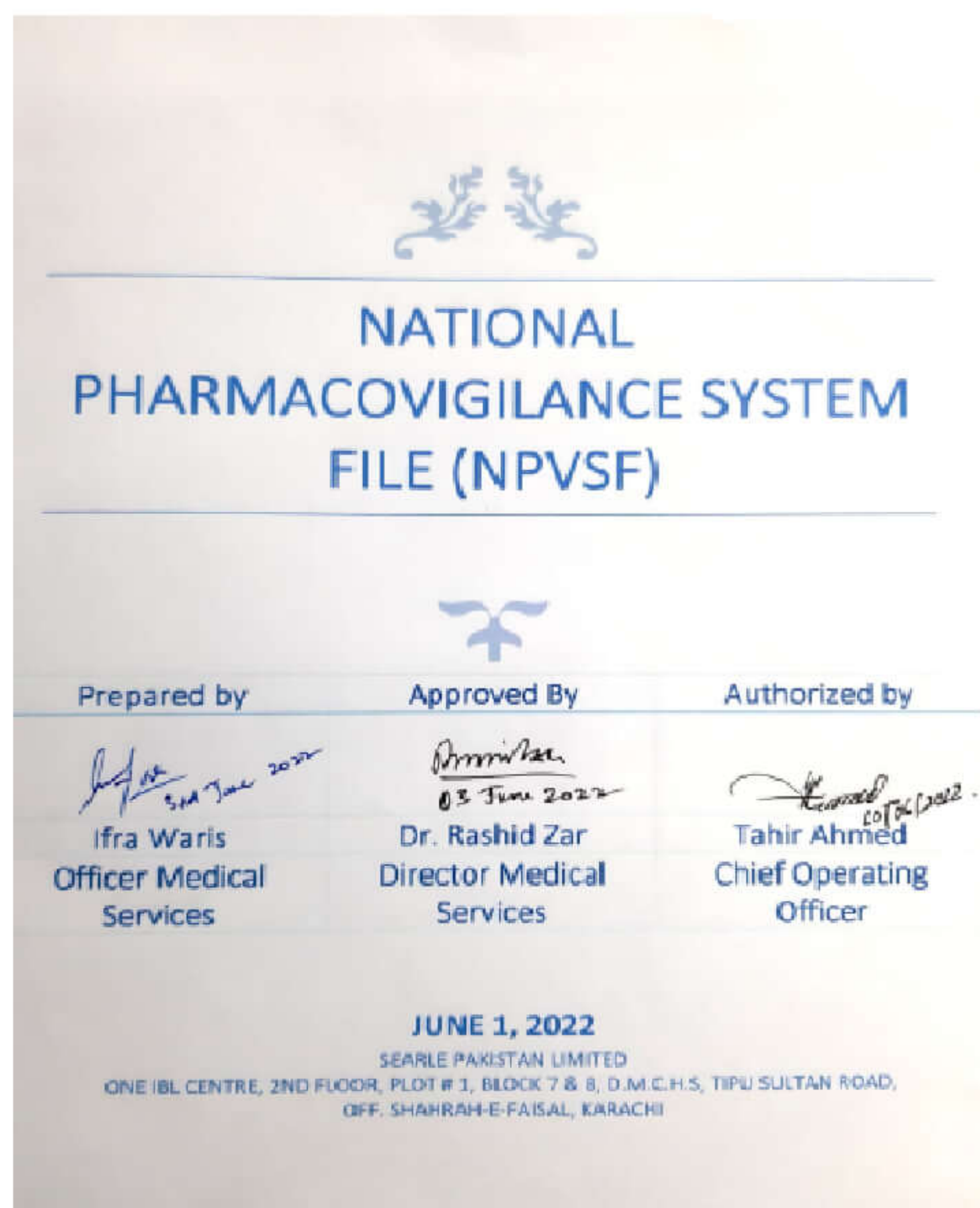
### Pharmacovigilance | Searle Safety Awareness For everyone (SAFE)

This time the Searle PV team stepped in with their vision of spreading PV awareness under the SAFE campaign among healthcare professionals at Nursing School at Jinnah Post Graduate Medical Center, Pharmacy, Pharmaceutical Department of University of Karachi and Pharmacy Department of Nazeer Hussain University.



### National Pharmacovigilance System File

The Good Pharmacovigilance Guidelines (14th April 2022) and The National Pharmacovigilance Guidelines (17 October 2019) published by the Drug Regulatory Authority of the Ministry of Health have ordained the development of the 'Pharmacovigilance Master File' as a mandatory dynamic document capturing and encapsulating a company's pharmacovigilance (PV) system and its related confidential data. It also describes the pharmacovigilance system of our multinational partners, and how it integrates with ours. This makes the PV system robust and sensitive to local as well as international regulations, thus placing a constant eye of vigil on new safety data, for the provision of safe and efficacious medicines for ensuring patient safety.



### Medical Check-Up

To ensure the health conditions of our devoted employees, under the General Physical Examination, a requirement by the manufacturing facility, Searle Medical Team provided their support for the medical examination of around more than 100 employees at the manufacturing facility of Searle Pakistan Limited.



### CMEs, Product Presentation & RTDs

The Medical Affairs department extends its support to the marketing department in product promotional activities such as KOL engagements, RTDs, CMEs and ward presentations in the Centre & North regions of Pakistan.



### Basic Medical Training

The Basic Medical Trainings (BMT) were conducted by Medical Affairs to train and enhance the knowledge of the new inducting Searle sales/field force team.



### MSD Pharmacovigilance Global Audit

Our global Principal (MSD) conducted a pharmacovigilance audit on several countries including Pakistan from 13th June to 17th June 2022. The audit scrutinized our pharmacovigilance system components as per defined standards. Our audit was laudable and observation free.



**Nutri-Nergy**

*Where nutrition becomes therapy in Oncology*

**Nestlé Health Science** took an initiative to empower the lives of oncology patients of Pakistan Atomic Energy Commission Nuclear Medicine & Oncology Hospitals (PAEC NM&O).

An origination program was conducted at PC Muzaffarabad in October 2021 where all top oncologists of Pakistan Atomic Energy Commission Nuclear Medicine & Oncology Hospitals (PAEC NM&O) were invited and engaged.

This initiative is helping oncology patients improve their nutritional status and have a better chance at fighting their battle against cancer.



**PNDS International Conference**

Nestlé Health Science stood side by side with Pakistan Nutrition & Dietetic Society (PNDS) and supported them in conducting their 2nd PNDS International Conference held at Movenpick Hotel, Karachi from 11 to 13 March 2022. Dietitians and doctors from all over Pakistan attended the conference.



**Engaging HCPs**

Paramedics and nursing staff plays a vital supporting role in ICUs in patients' recovery process. Nestlé Health Science ICU team engaged these HCPs in an informal session of 10 minutes to show our gratitude and brief them about how our brands can help them fulfill the nutritional needs of their patients.



ICU team of Lady Reading Hospital, Peshawar



Medical ICU of Khyber Teaching Hospital, Peshawar



Peds ICU team of Lady Reading Hospital, Peshawar



ICU team of Jinnab Hospital, Lahore



ICU team of PNS Shifa Hospital, Karachi



Oncology Ward of Mayo Hospital

**Dubai International Nutrition Congress**

Nestle Health Science participated in Dubai International Nutrition Congress held at the Ritz Carlton DIFC, Dubai from the 4th to 6th November 2021.



**Nutrition Assessment Camps**

Nestle Health Science has taken an initiative to conduct nutrition assessments of hospitalized patients which includes calculating the calories and protein requirements of the patients with permission of the ICU Incharge.



**Neonatal Resuscitation Workshop Program**

Mead Johnson conducted successful workshops on Neonatal Resuscitation all over Pakistan, educating the nursery in charge and the nursing staff of tertiary care hospitals and becoming a part of the greater cause.



**Prep-up Vegetables-Rice-Milk Launch**

IBL Healthcare successfully launched a new variant of Prep-up baby cereal. "Prep-up Vegetables-Rice-Milk" the only baby cereal with Vegetables-Rice-Milk in KLI with the Medical and trade team.



**PedNutrition Exchange Program**

A grand event arranged by Mead Johnson Nutrition at Muzaffarabad for doctors to spread awareness about their physical health and the role of nutrition in it alongside sharing the brand details of the World's Number 1 Brand Enfa A+.





**Ophthalmology Division**

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



For more details about products please email: [Mohammad.Sabeeh@iblhc.com](mailto:Mohammad.Sabeeh@iblhc.com)

**Participation in Lahore Ophthalmology Conference**

IBL HealthCare Ophthalmology team participated in Pakistan's leading ophthalmology conference, Lahore Ophthalmology. It is one of the biggest conference in Pakistan having top local and international ophthalmologists being a part of it.



**Participation in Khyber Eyecon**

Khyber Eyecon is the biggest ophthalmology congress of north region of Pakistan. Ophthalmologists from Islamabad, Peshawar and various cities of the northern region participated in it. IBL Ophthalmics team participated in this event with full zeal.



**Bausch & Lomb's Visit to Pakistan**

Key Account Manager of Bausch and Lomb Middle East Mr. Khaled El Sayed visited Pakistan to conduct several seminars across Karachi and Lahore. Discussions with all leading Ophthalmologists were carried out during his visit.



**World Sight Day: Love Your Eyes**

This World Sight Day our team celebrated with ophthalmology heroes by giving the message of 'Love Your Eyes'. A nationwide campaign was run in which awareness about the vision was given to patients.



**B&L Store Branding**

Our Vision Care team conducted activities all over Pakistan in which Bausch and Lomb's branding was done at optic stores. The branding helped increase the visibility of B&L products among the masses.



**Artelac Advanced: Save Your Tears**

The entire field force of IBL Healthcare dedicated 4 days in which they detailed their doctors about Dry Eye and its symptoms.



**Learn and Earn with Enfa**

Mead Johnson Nutrition rolled out E-learning for improving the knowledge of the sales team by rolling out certification courses of The Early Nutrition eAcademy (ENeA) and conducted several trainings related to it.



**Uro-Nation**

Uro-Nation was an Academic conference held in PC Muzaffarabad with young urologists from across Pakistan. The main purpose of the event was to create an alliance on innovative minds in urology with Searle.



**Proud Sponsor of Urology Masterclass**

IBLHC was the proud sponsor of Urology "Laparoscopic Pyeloplasty" Master Class at Liaquat University of Medical and Health sciences Jamshoro.



**PCDA Symposium 2022**

IBL Healthcare collaborated and sponsored in PCDA Symposium 2022.



**Free Nutrition Camps**

IBL Healthcare collaborated with DVAGO in executing free nutrition camps where Dieticians and nutritionists were providing assistance and guidance to all the walk-in customers of DVAGO across Pakistan.



**Healthcare Shop Launch**

IBL Healthcare proudly launched its own ecommerce platform "Healthcare Shop" showcasing all the health and OTC brands of IBLHC and making them available for consumers all over Pakistan.

Visit: [www.hcshop.com.pk](http://www.hcshop.com.pk)

**Your HealthCare Shop is now online**

**Benefits of Purchasing from The Official Store**

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

**DELIVERY ALL ACROSS PAKISTAN**

**HealthCare Shop**

**SHOP ONLINE AND GET EXCLUSIVE DISCOUNTS AND GIFTS**

[www.hcshop.com.pk](http://www.hcshop.com.pk)



**Launch of Canderel® Drops**

A new SKU of Canderel®, in a completely new product format, was launched in February 2022 by IBL Healthcare. This launch created a new record for the highest first-month in-market sales to date. Launch events were conducted in seven cities to cover each and every member of IBL Operations' Falcons Team.



**Launch of Searle Vitamine Water - Carbonated (SVW-C)**

In July '21 IBL Healthcare launched Searle Vitamine Water – Carbonated nationwide. SVW-C is one of a kind carbonated drink that has 7 vitamins & minerals in it and comes in 3 refreshing flavors – Lemon-Lime, Orange & Lychee.



**World Kidney Day**

Searle Critical Care recorded a video message of Nephrologists including Prof. Dr. Abdul Manan Junejo, Dr. Santosh Kumar and Dr. Aisha Ejaz from Jinnah Post Graduate Medical Center to create awareness regarding kidney health, on the occasion of World Kidney Day on March 10, 2022. In their message, they emphasized the importance of kidney health and provided details regarding some common kidney-related problems.



**International Nurses Day**

Searle Hospicare celebrated International Nurses Day on May 12, 2022, to pay tribute to the Frontline warriors of the healthcare system throughout the country in several hospitals including Jinnah Hospital Lahore, Jinnah Post Graduate Medical Center Karachi and Fatimiyah Hospital Karachi.



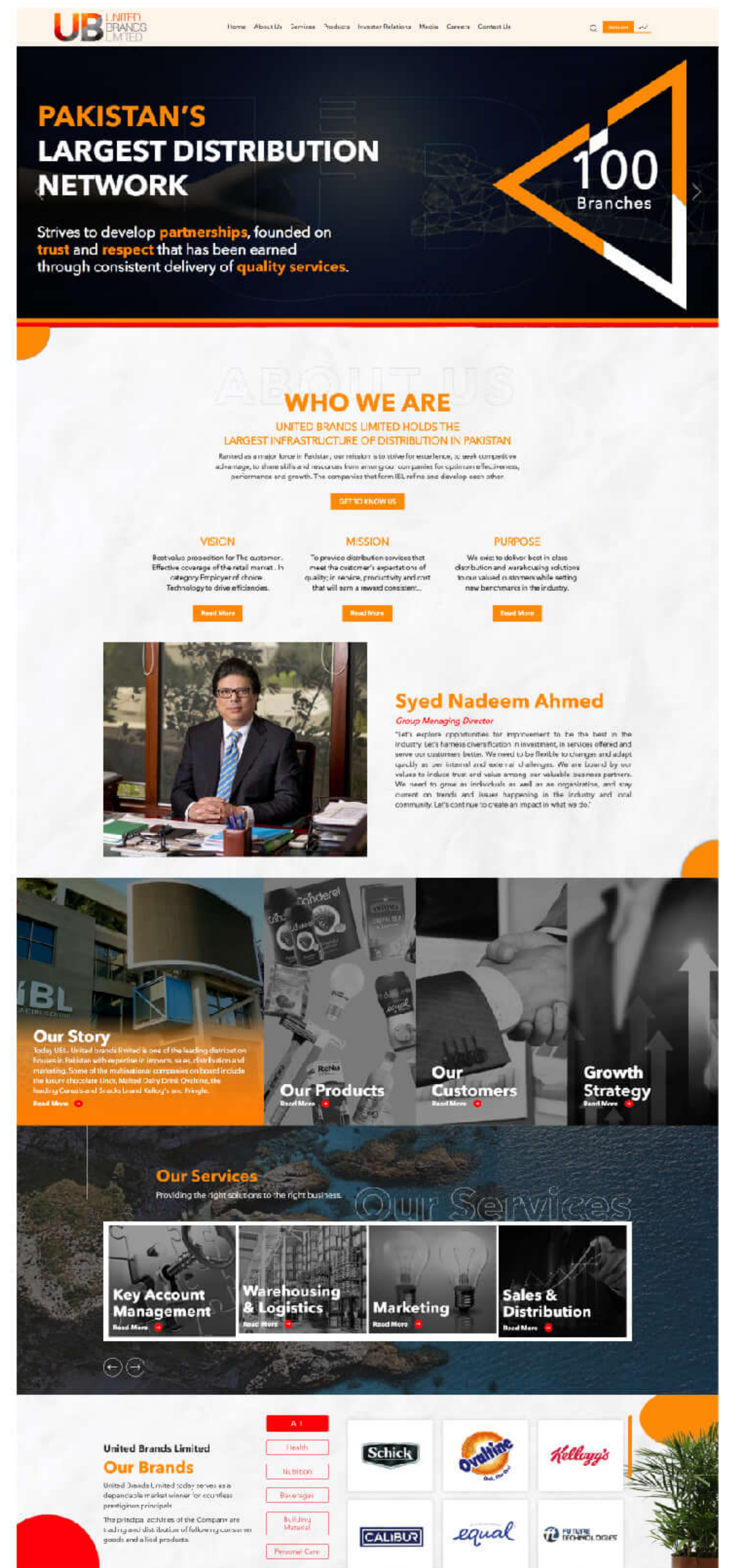
**'Green Pakistan' Plantation Drive**

Searle Hospicare carried out a plantation drive on Independence Day 2021 to combat climate change throughout the country in several hospitals where our representative planted numerous trees and contributed to the fight against climate change.



**Launch of Websites**

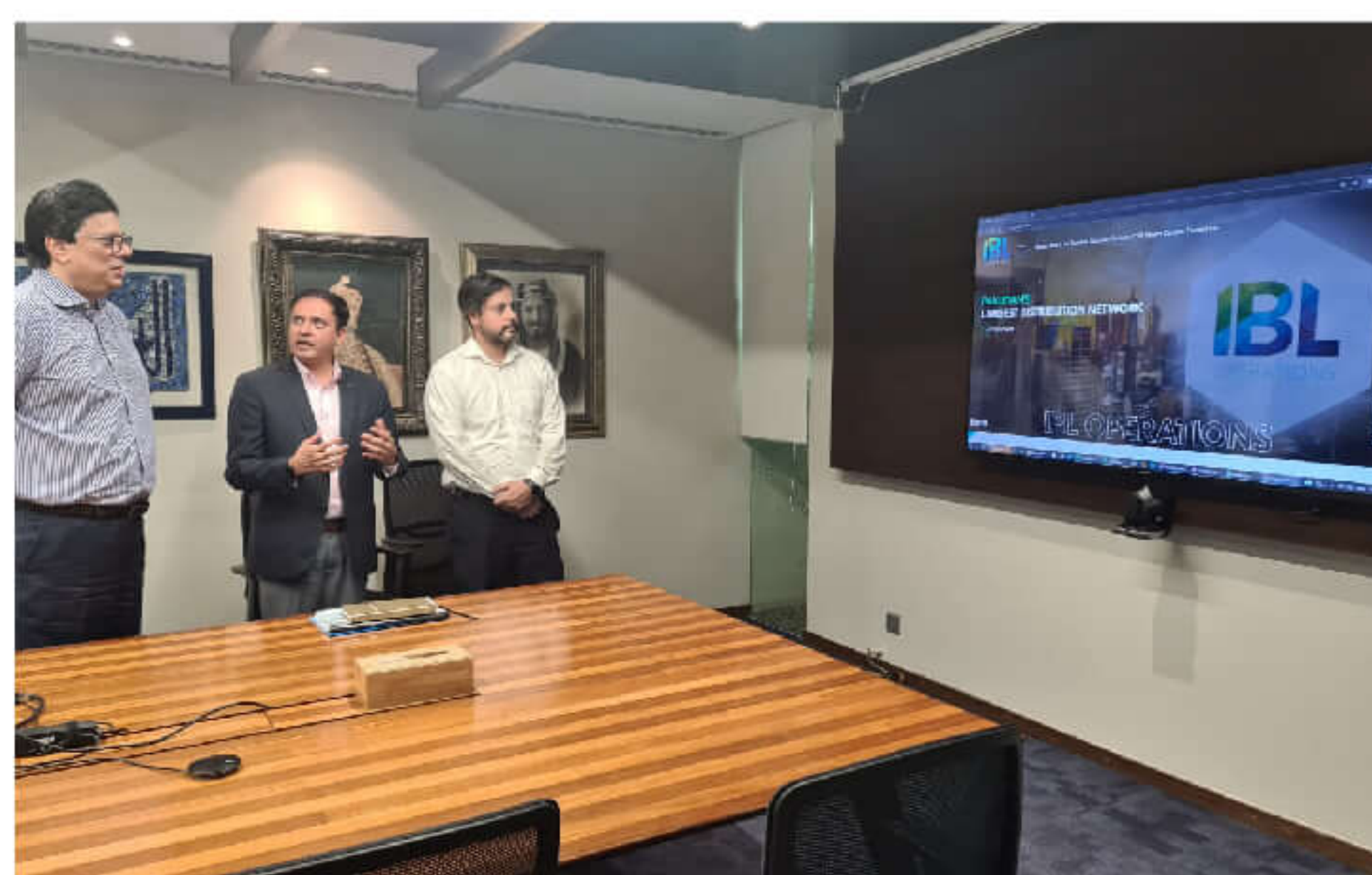
During the year 2021-2022, the websites of IBL Operations and United Brands were revamped while the website of IBL Logistics was made from scratch to establish its presence in the digital space. These websites were provided with a catchy look and comprehensive company details to create awareness and interest in the audience. Websites were launched in different inauguration meetings by the Group Managing Director Syed Nadeem Ahmed at the Head Office.



**IBL Operations Pvt. Ltd.**  
[www.iblops.com](http://www.iblops.com)

**IBL Logistics Pvt. Ltd.**  
[www.ibllogistics.com.pk](http://www.ibllogistics.com.pk)

**United Brands Ltd.**  
[www.ubrands.biz](http://www.ubrands.biz)



**IBL Annual High-Flyer Conference**



The IBL Annual Sales Conference was held in Lahore in November 2021. It honored the high-flyers of 2020-21 who through their hard work and commitment, made IBL Operations proud. "KAR HAR MAIDAAN FATEH" was the conference's tag Line.

**Glimpses of IBL's Annual High Flyer Conference**



**Partnership with EasyPaisa**



United Brands welcomed a new venture in June 2022. A Direct Agent Agreement was signed between Mr. Rizwan Ahmed, Managing Director of United Brands on behalf of the organization, and Mr. Shahzad Khan Head of Channel of Telenor Microfinance Bank. United Brand is a proud partner of Easypaisa!



**Acquisition of Land**

IBL Operations have also acquired land in different locations to establish HUBS for the effective supply chain management. This initiative would also lead to new business ventures for the Warehousing and Logistics Verticals in addition to the distribution of consumer and pharmaceutical products. Lands were acquired in Lahore of 5 acres, Peshawar of 5 acres, and Islamabad of 2.3 acres.





**New Warehousing and Distribution Facility**

A state-of-the-art warehousing and distribution facility was developed by IBL Operations in Korangi Industrial Area. It was inaugurated by Group Managing Director Syed Nadeem Ahmed in June 2022. This warehouse facility spans 2 floors with an accumulated warehousing area of 100,000 sq. ft. CEO, IBL Group, Mr. Munis Abdullah also visited the facility.



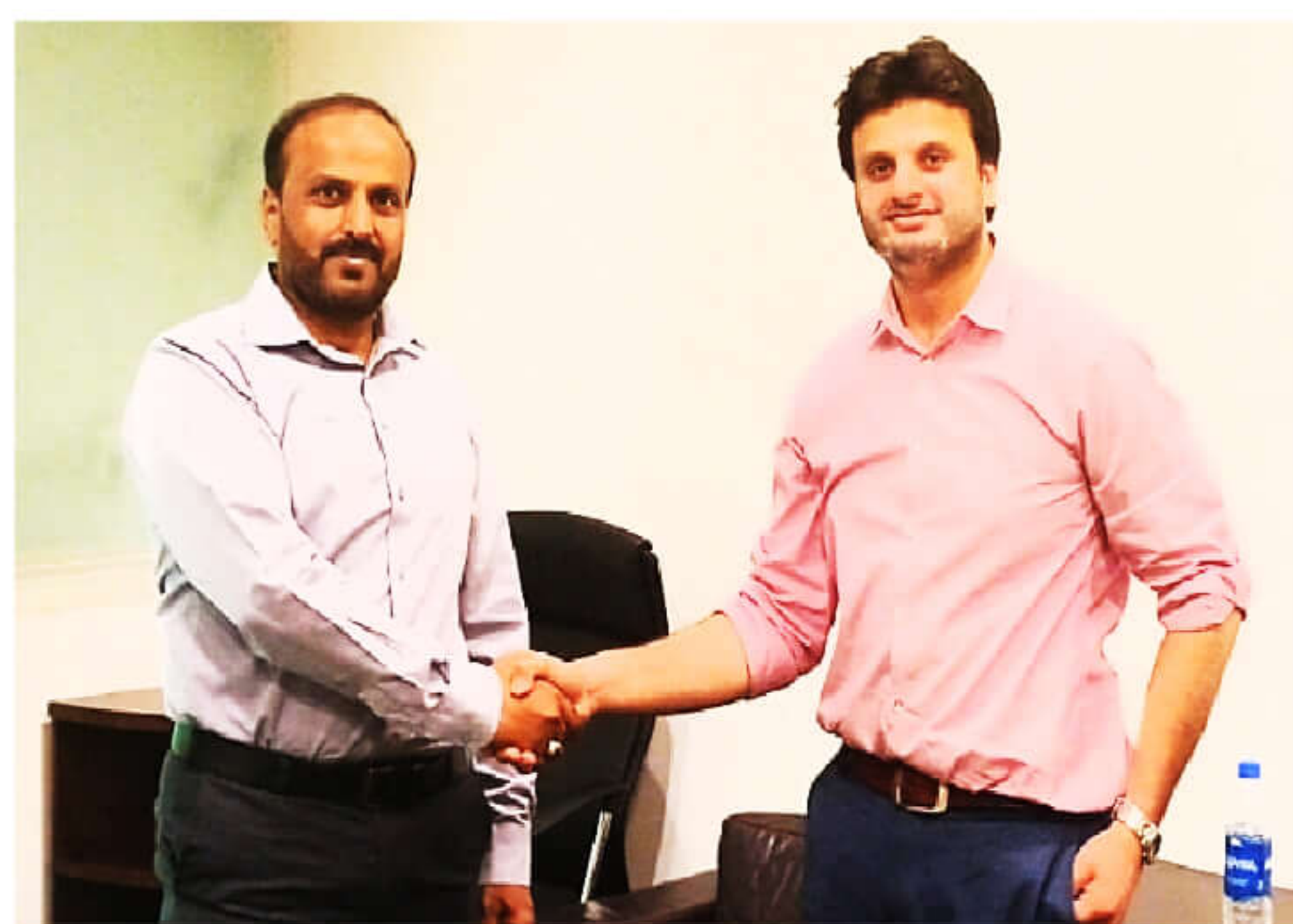
**SAP Implementation**



SAP was implemented in all three entities IBL Operations, United Brands, and IBL Logistics covering 100 locations including all branches, warehouses, and HUBS as part of The IBL Group's Initiative to make this ERP platform as one for all organizations This is the largest implementation of SAP in the goods distribution industry of Pakistan i.e. running end to end on SAP.



**PBC Primary Operations Business Finalization**



**Gojra Warehouse Business Finalization Meeting**



**High-Flyer Conference 2020-21 – Dubai Trip**

IBL Operations celebrated the achievements of High-Flyers for the year 2021-22 in Dubai. This event was a mark of appreciation for our employees for putting in their super efforts and timely achieving the sales target.

Throughout the trip, the team held different appreciation activities, networking sessions, and explored beautiful places in Dubai. We believe that having such celebrations is crucial to any organization as they boost the morale of staff and at the same time appreciate the spirit of hard work and commitment.



**Logistics and Warehousing**

IBL Operations have also acquired land in different locations to establish HUBS for the effective supply chain management. This initiative would also lead to new business ventures for the Warehousing and Logistics Verticals in addition to the distribution of consumer and pharmaceutical products. Lands were acquired in Lahore of 5 acres, Peshawar of 5 acres, and Islamabad of 2.3 acres.



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ANALYSES & COMMENTS BY BRRESEARCH

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

**IBL OPERATIONS**

with **100+** Branches

**Our values**  
Partnership, Integrity, Passion, Excellence

**What makes us the first choice in distribution services?**

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

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**MOU Signing Ceremony**

MOU signing ceremony was also taken place between IBL Logistics (Pvt.) Ltd. and KARSS Paint Industries (Pvt.) Ltd. (Happilac) earlier this year.



**Lead Team Meeting**



**Best Distributor Award**

Mr. Rizwan Ahmed MD of IBL Logistics received the Best Distributor Award for the year 2021 from Mr. Lateef CEO of LTAB



**Annual Meetup 2021-22**



**2 Minutes of Self Reflection**

How do you want a former employee to talk about our organization when he/she has moved on?

*Think of 3-4 adjectives you hope they might use*

**IBL-Unisys**  
An IBL Group Company

**IBL-Unisys Annual Sales Conference**

IBL-Unisys Annual Sales Conference held in Karachi on June, 22. It was our pleasure to have the industry's top executives from our partner organizations:

1. Naveed Siraj - DELL TECHNOLOGIES  
Country General Manager
2. Kashif Ul Haque – CISCO  
Country General Manager
3. Xiaoping Shan - HUAWEI  
Director Channel Business



**Partnership with DELL Technologies**

IBL-Unisys conducted a customer-centric event in collaboration with DELL Technologies at Movenpick Karachi.

Customers from various industry segments were invited to have insights on the latest updates around DELL's AI-Driven Enterprise products and DELL's Cyber resiliency concept among other products.

DELL professionals shared some industry trends and valuable insights about cyber threats, unstructured data solutions, and artificial intelligence.



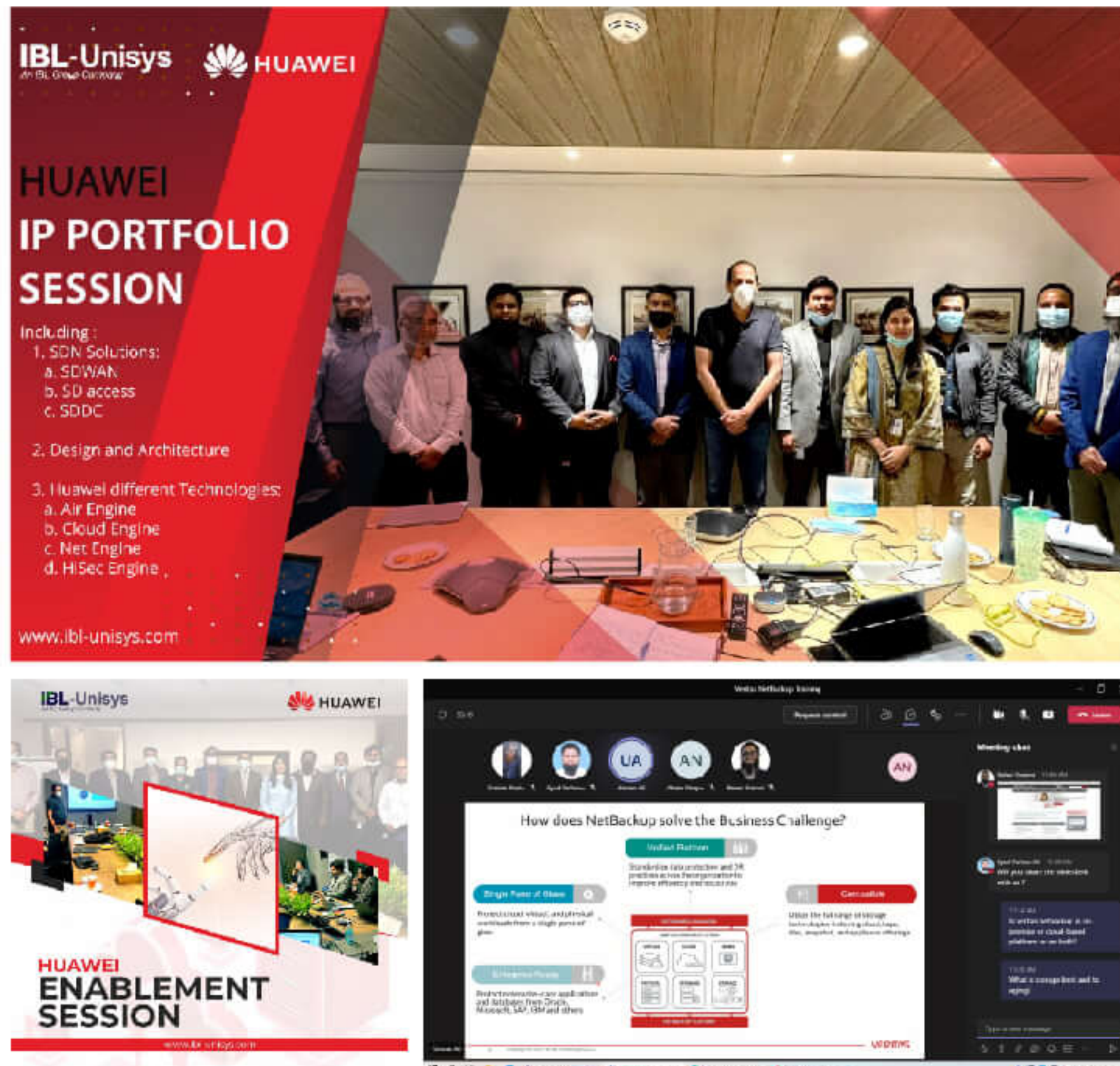
**Participation in AI Summit**

IBL-Unisys participated as a silver sponsor in Pakistan's Third AI Summit on March 29, 2022, at Serena Hotel, Islamabad. The objective of this major initiative was to provide a common platform for all the stakeholders including the government to learn and discuss opportunities, challenges and the way forward pertaining to ARTIFICIAL INTELLIGENCE.



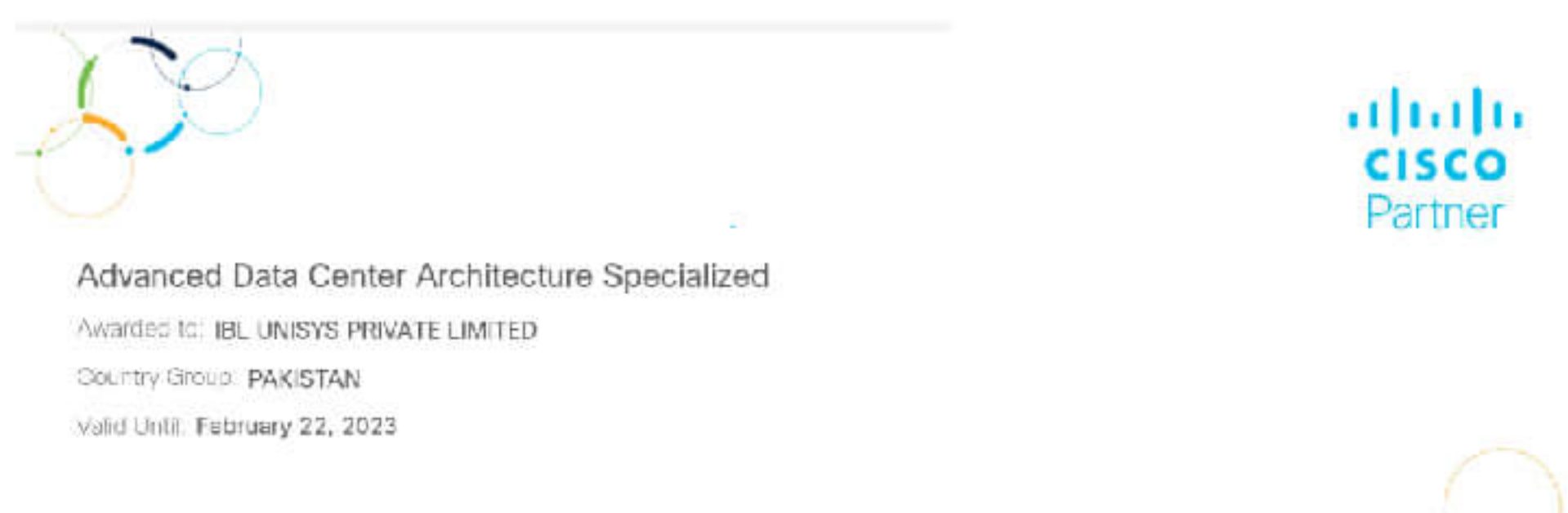
**Huawei Enablement Session**

IBL-Unisys truly believes that appropriate team enablement is a critical step for project success. We achieved this through a structured enablement plan comprising of training sessions for our sales, pre-sales and post-sales teams.



**CISCO - Advanced Data Center Architecture Specialization**

The Advanced Data Center Architecture Specialization demonstrates that the IBL-Unisys has an advanced skill set that will meet our customers' diverse data center needs to support today's highly mobile workforce. Attainment of this specialization is providing expertise in converged infrastructure, multicloud hybrid computing, application or infrastructure as a service, and analytics.



**Leadership Awards**

IBL-Unisys CEO - Muhammad Ali Qureshi presented **"You Made the Difference Award"** to Group CEO - Syed Nadeem Ahmed in appreciation of his inspiring leadership.



IBL-Unisys CEO - Muhammad Ali Qureshi has been awarded with **"The Visionary Leadership Award"** by CFO – Rizwan Ahmed in appreciation of his exceptional guidance & strong leadership



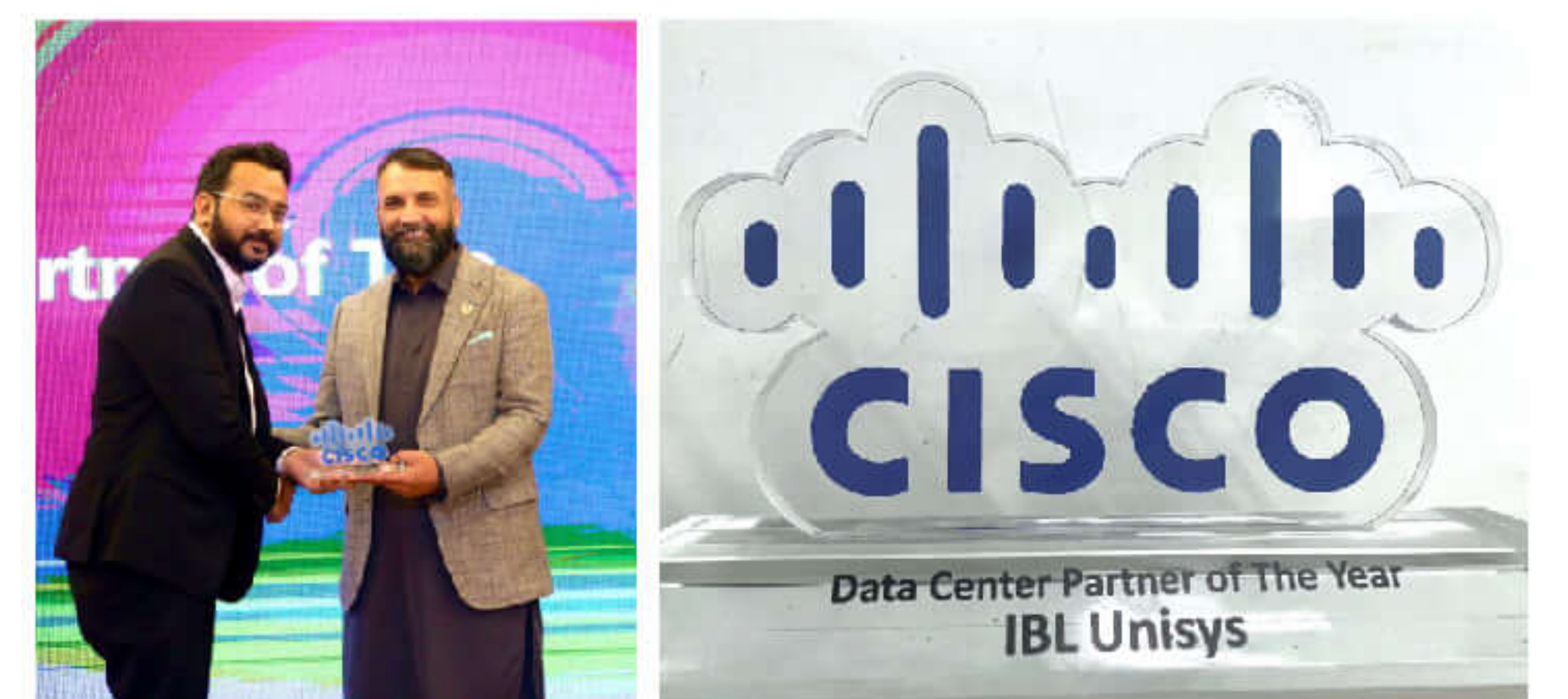
**Growth Incentive Program**

IBL-Unisys and Huawei signed an MoU for the Growth Incentive Program, aimed at enhancing collaboration and driving further partner business growth and success for commercial market in 2022.



**Datacenter Partnership**

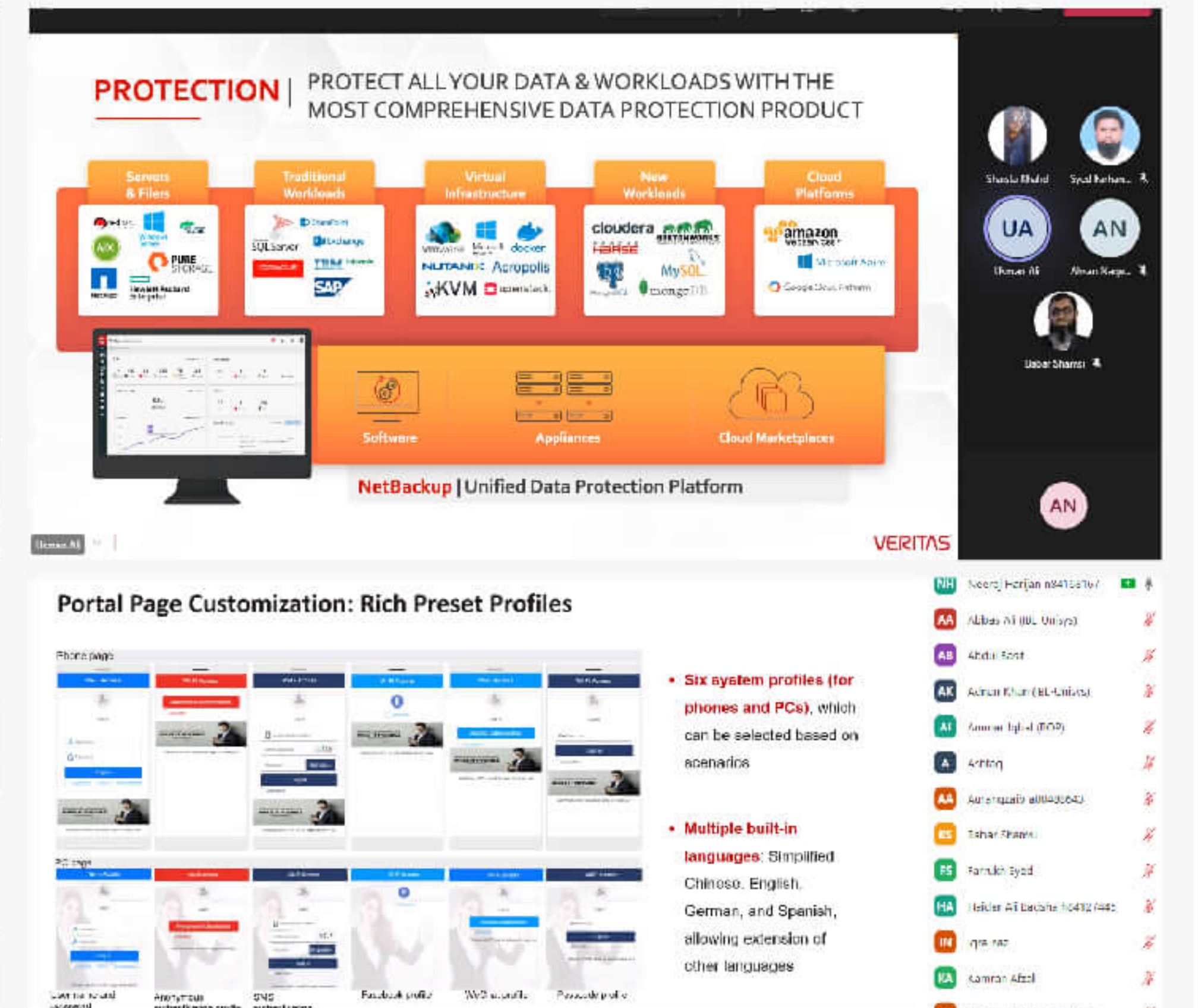
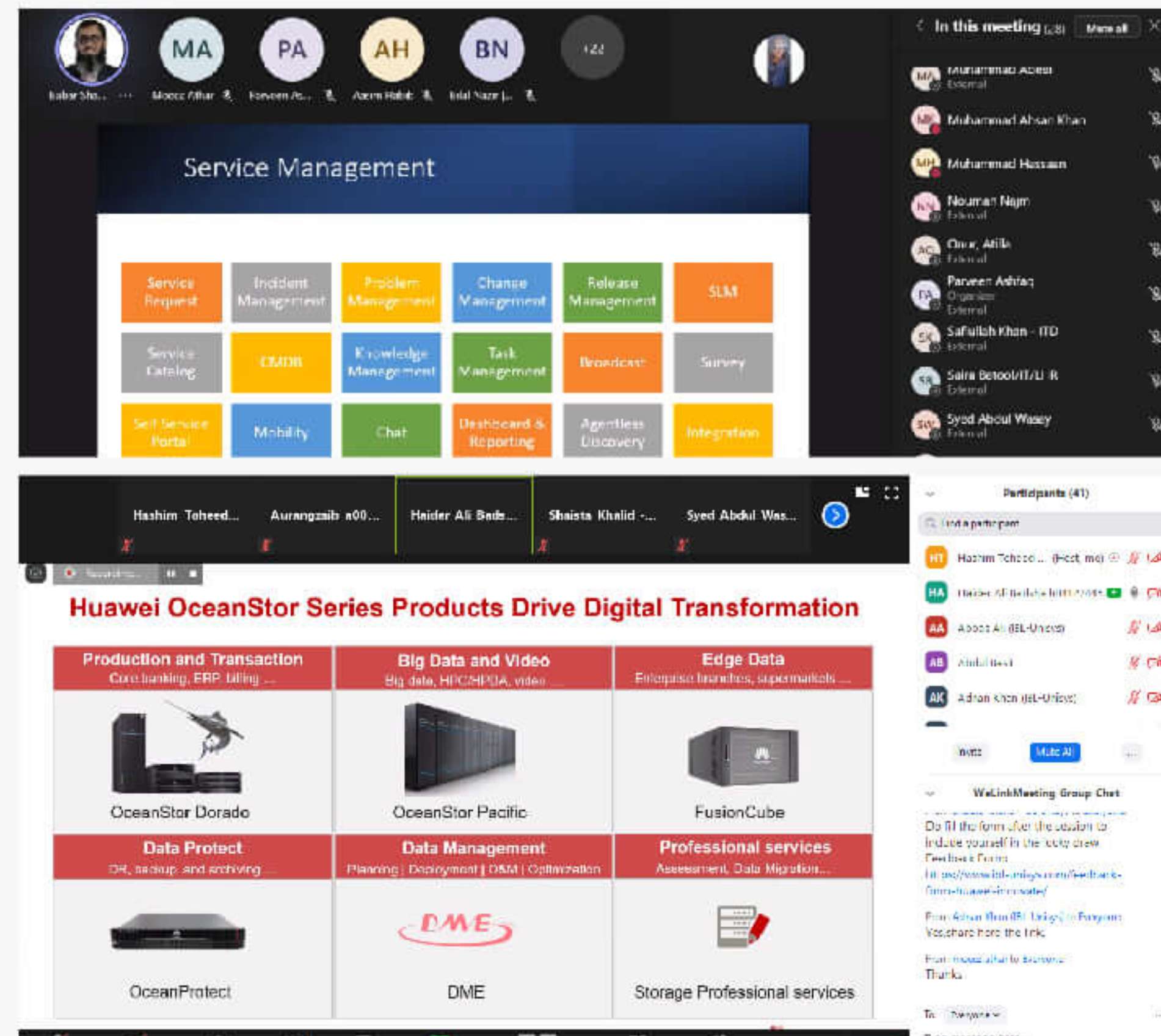
Kashif Ul Haque - Cisco's Country General Manager presented an award of **"Datacenter Partner of the Year"** to IBL-Unisys as a token of appreciation for our services as an advance partner in data center solutions.



**Webinars**

IBL-Unisys in collaboration with renowned global brands arranged multiple technology webinars to transform our esteemed customers' environment into legacy and to provide ease for their operational workload.

- INNOVATE with HUAWEI Solutions**
- Huawei Cloud Campus Network
  - Huawei Storage strategy & solutions
- BMC World – Empowered by revolution**
- VERITAS – Storage solutions**
- NET Backup 9.0



**Brain Teasers**

**I Value the Values**

**WORDS IN A WORD**

Can you find 30 or more words in this IBL value?

**PARTNERSHIP**

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

Average mark 20 words | Time limit 15 minutes

**RULES OF THE GAME:**

1. Words must be of four or more letters.
2. Words that acquire four letters by the addition of "s", such as "bats" or "dies," are not allowed.
3. Additional words made by adding a "d" or an "s" may not be used. For example, if "bake" is used, "baked" or "bakes" are not allowed, but "bake" and "baking" are acceptable.
4. Proper nouns or slang words are not allowed.

**TARGET**

How many words of 4 letters or more can you make from the letters in the box?

In making a word, each letter should be used only once and must contain the center letter. There must be a nine-letter word. (Hint: It is one of our values)

I \_ \_ \_ \_ \_ Y

Can you pronounce this nine-letter word?  
What do you think it means?

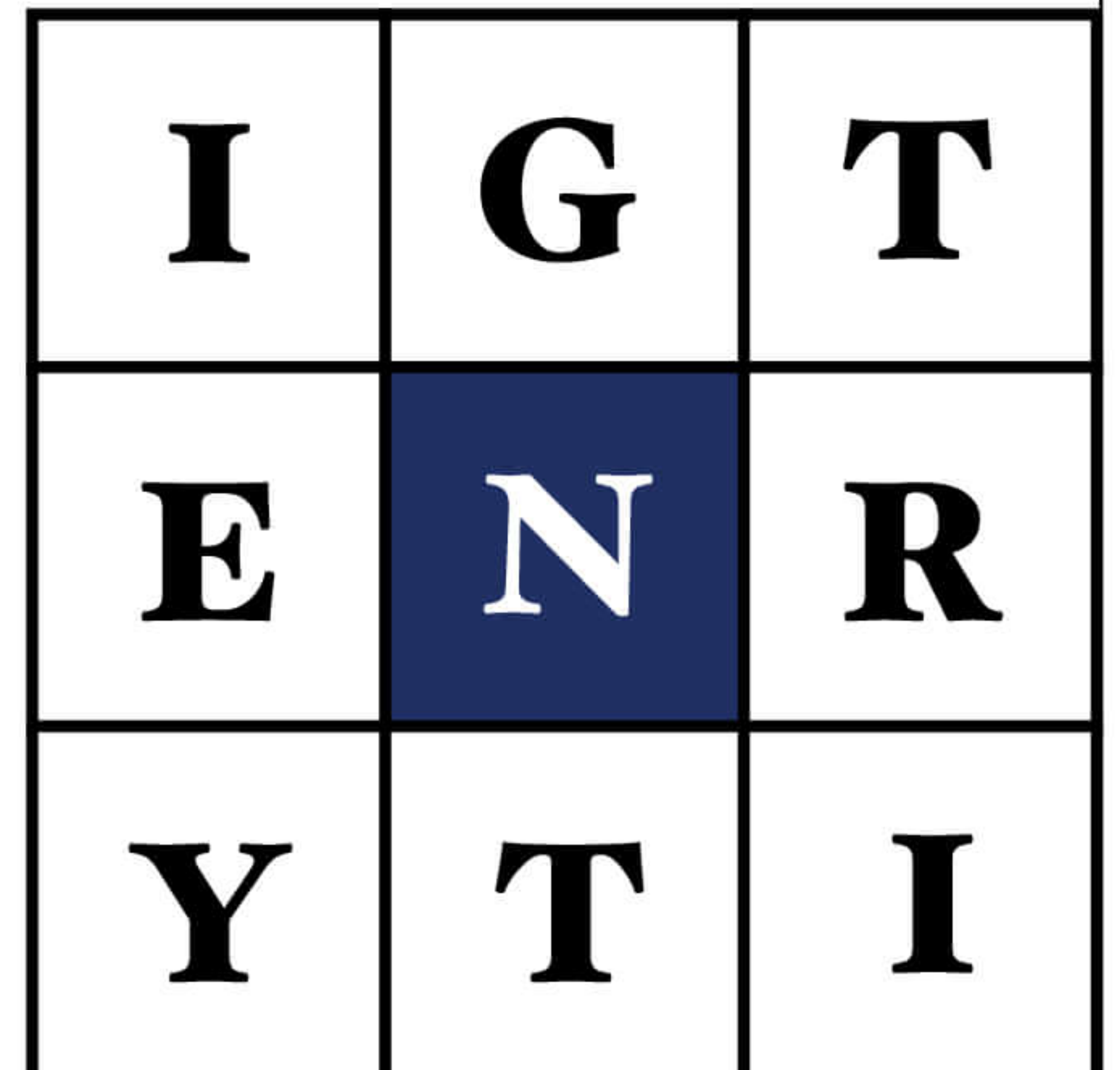
Time limit 15 minutes

**WHAT IS YOUR TARGET?**

**GOOD 12;**

**VERY GOOD 22;**

**EXCELLENT 32 (or more)**



**WORD SEARCH**

Can you find 12 synonyms of this IBL value?

**PASSION**

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

- |            |            |
|------------|------------|
| Zest       | Zeal       |
| Ardor      | Spirit     |
| Desire     | Vigor      |
| Energy     | Intensity  |
| Fervour    | Eagerness  |
| Enthusiasm | Excitement |

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

Time limit 15 minutes



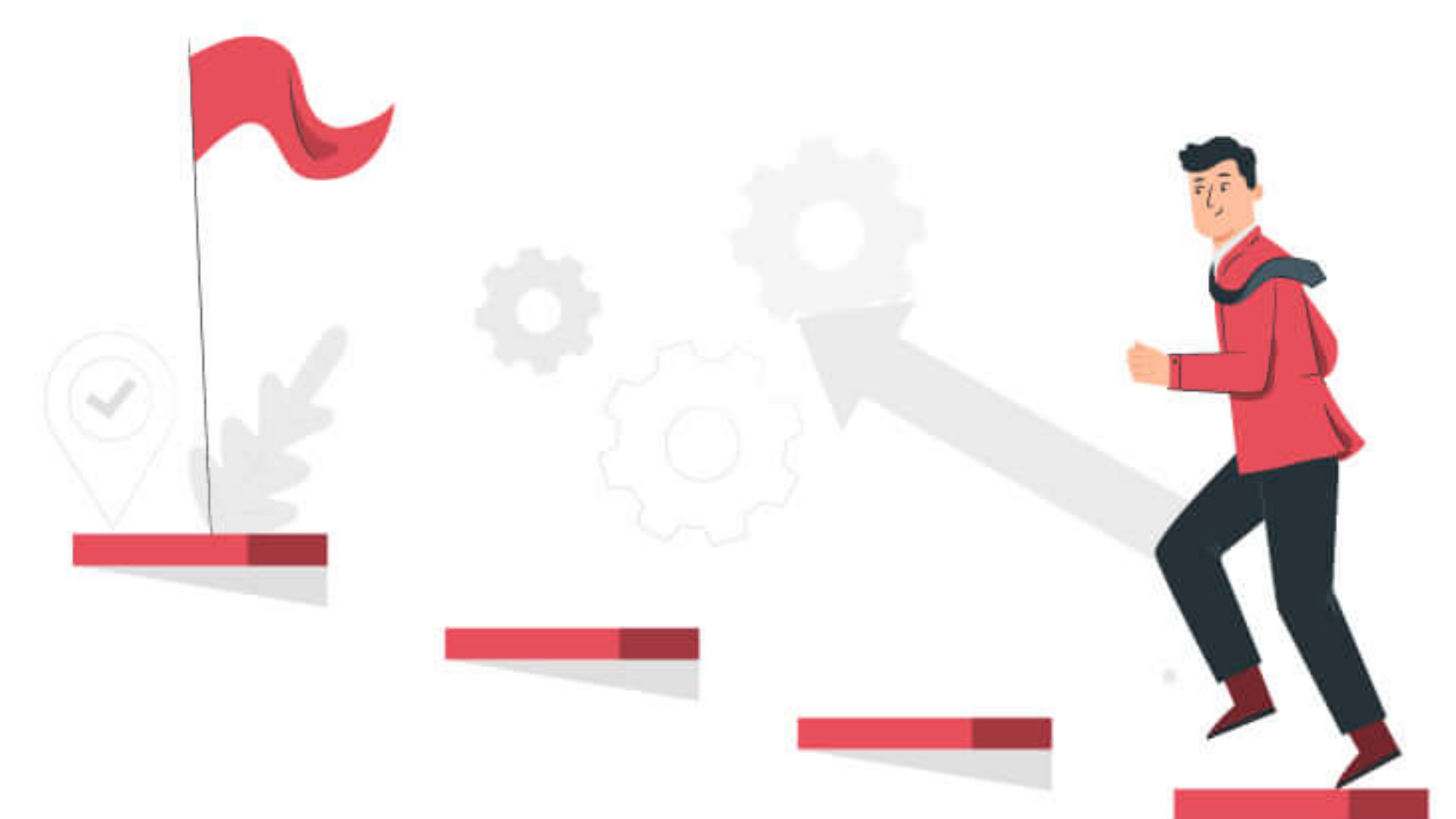
**STEP RIGHT UP!**

Come up with words that represent this IBL value?

**EXCELLENCE**

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

Average mark 10 words | Time limit 15 minutes

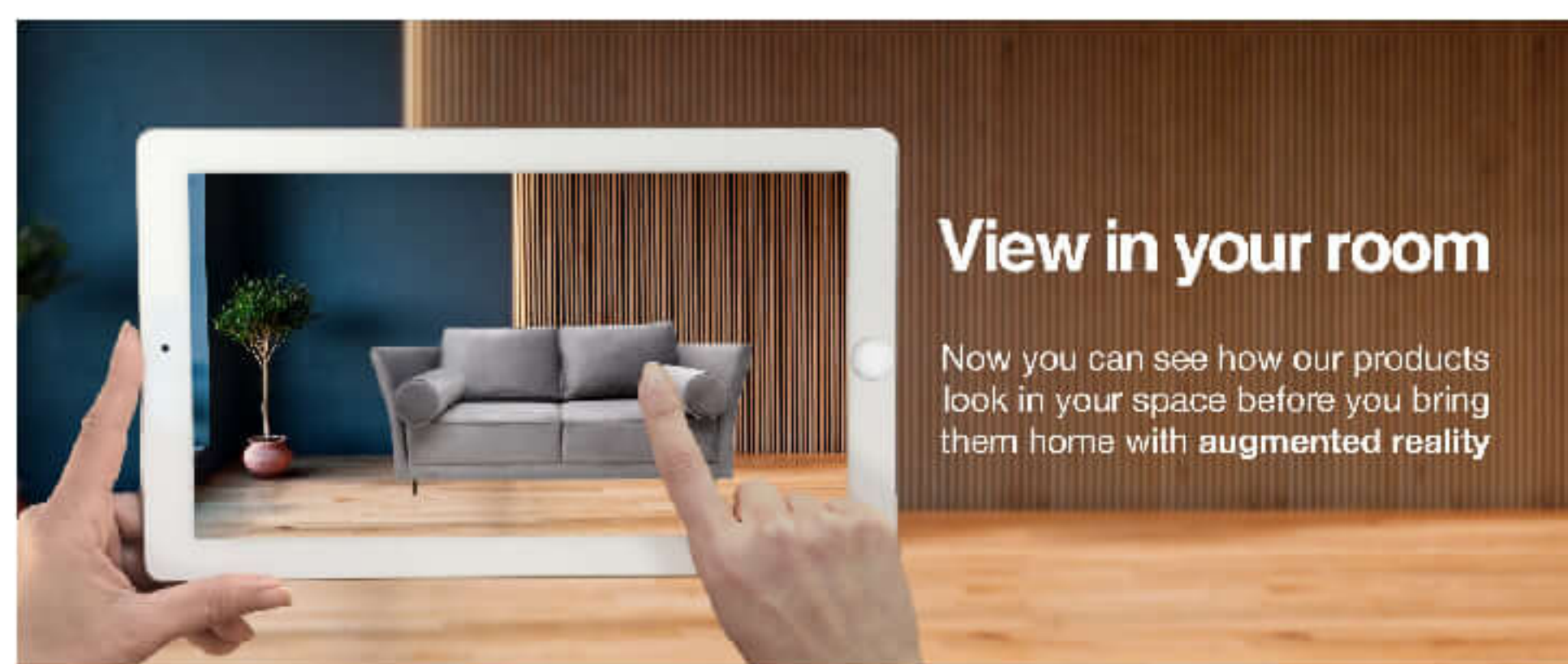


Answers are on page #38



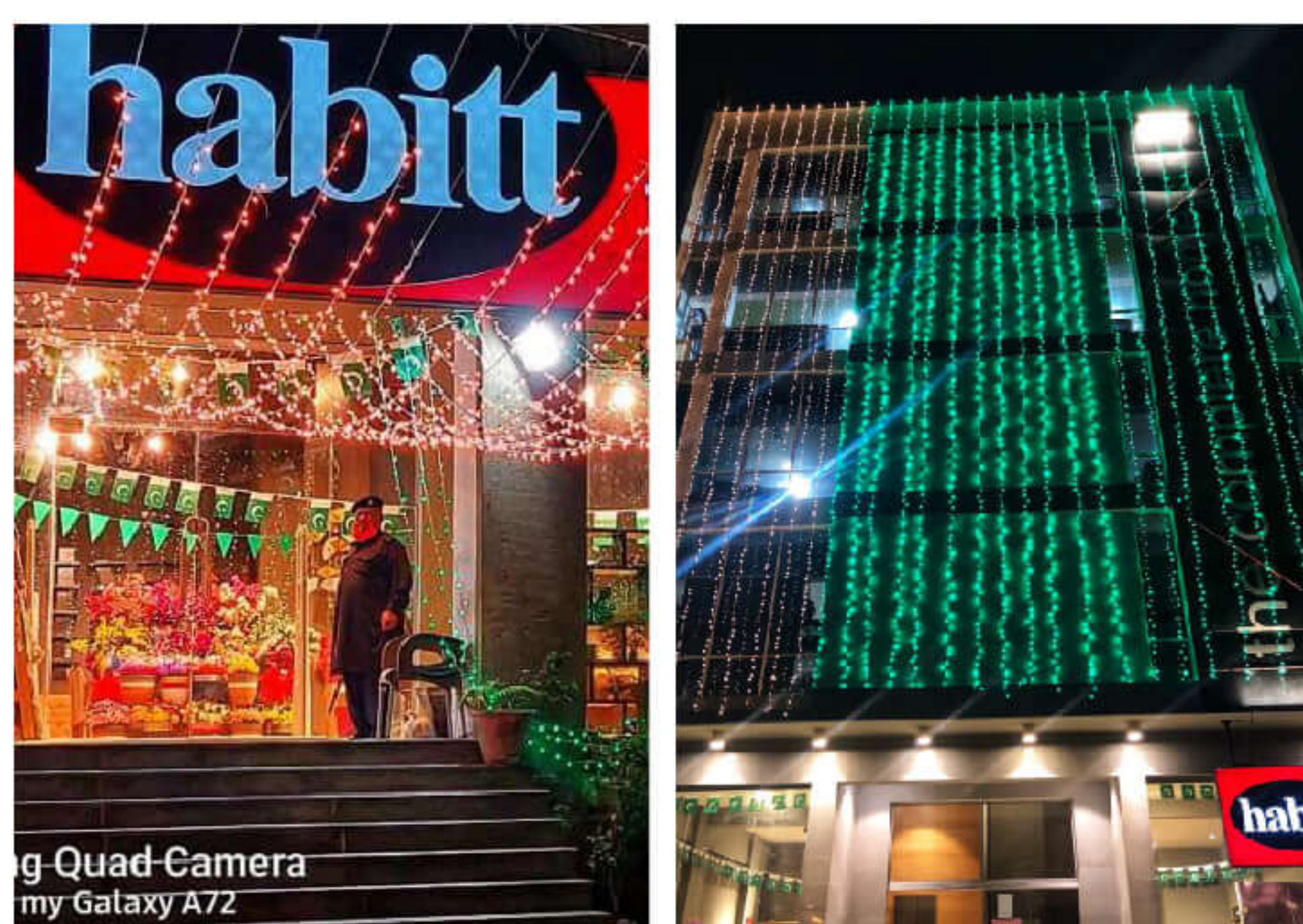
### Launch of 3D Augmented Reality Experience

Habitt has joined an array of augmented reality. It is fast, easy and it has transformed our e-commerce website. We are empowering our customers to use 3D visualization around the world and use augmented reality for more efficient and realistic product reviews. We are excited to deliver this capability to our customers as remote interactions and digital meetings have become the new norm.



### Retail Network Expansion

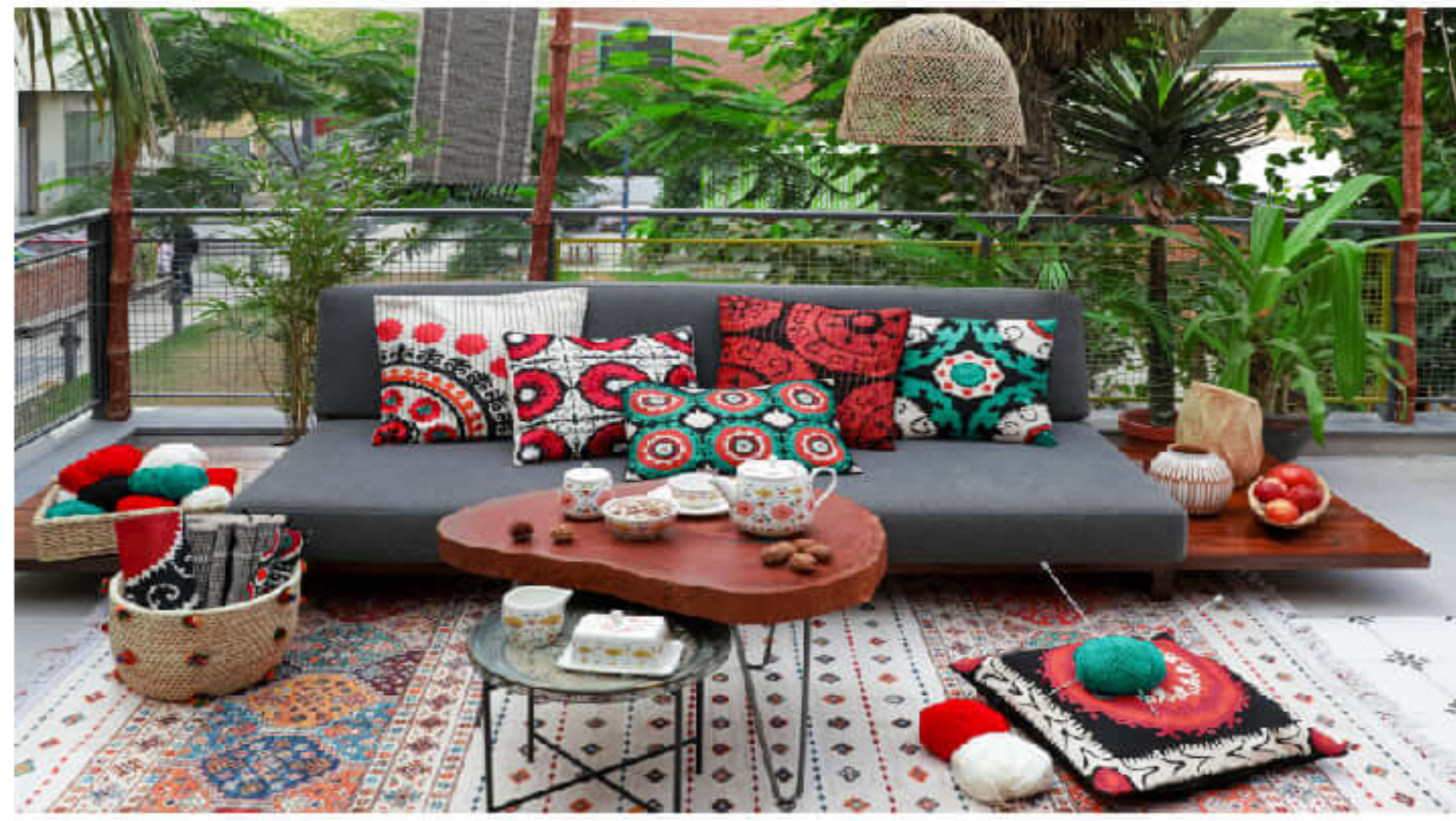
Amongst many advantages of Habitt over industry, its store experience is an absolute delight. Based on massive demand from customers we have expanded our locations to two new vicinities; one in Hyderabad and second in Murtaza Commercial Phase 8, DHA, Karachi.



### Designer Collection Launch

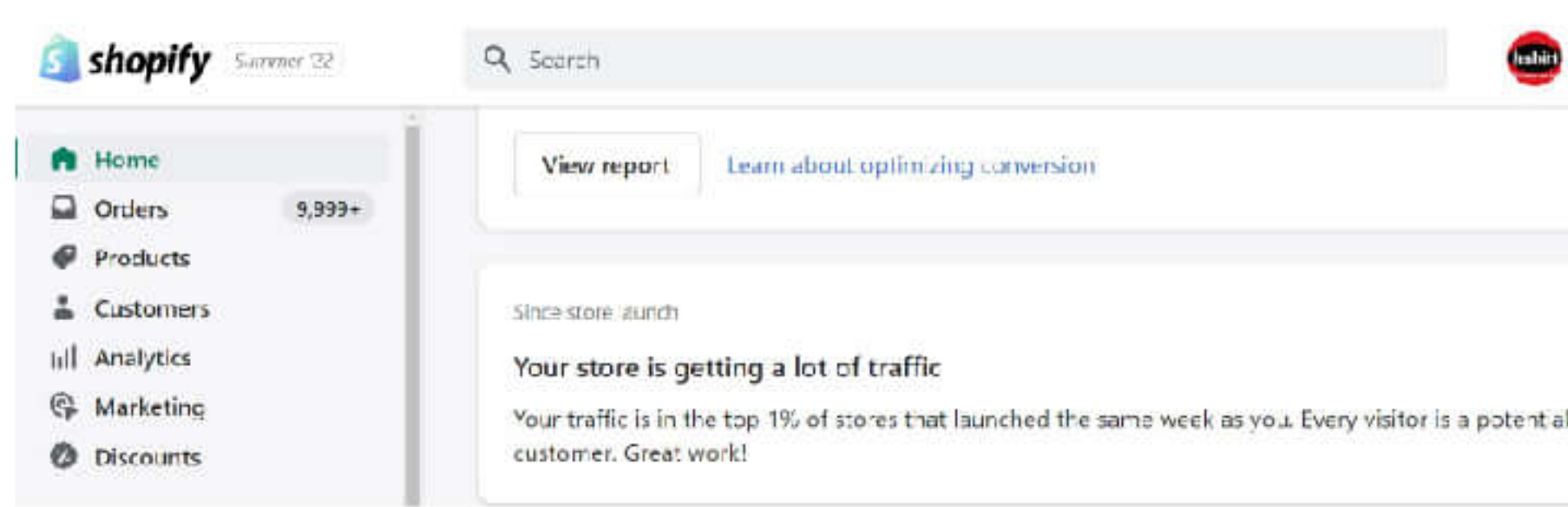
At Habitt, we launched 6-8 collections this year. These statement collections are inspired from various international trends. The home and decor products are an infusion of international trends with our local culture and craftsmanship to make interiors trendy and contemporary. Collections 2021-22 launched:

- Kora Kaghaz
- Kashmir
- Bohemian Vibe
- Suzni
- Turkish Delight
- Floral Impression



### Growth in Ecommerce Business

Habitt e-commerce store traffic lies amongst top stores that launched in the similar category. Habitt's e-commerce store has seen a consistent increase in website traffic showcasing that our business is gradually growing, reaching more people, and adding opportunities.



### Exports

Habitt takes its exclusive range to a global scale by successfully executing textile export orders to Bangladesh's region. Habitt also participated at the textile industry's biggest global conference "Heimtextil" where it received an immense response and experienced strong international demand.



### Events at City Talks

IBL was very fortunate to have launched our recent venture of **Habitt City** at the start of the year. A one-of-a-kind space; Habitt City is specifically designed for the people living in the heart of the city with something new to offer every week for the community to take part in including entertainment, classes, sports, and a lot more. Over the last few months, this spacious community center has offered an extensive portfolio of unique, top-tiered event venues that have hosted multiple shows, parties, classes, screenings, and workshops.



One of the most popular venues has been our **City Talks**, a state-of-the-art auditorium that adds a touch of refinement with its modern chic setup where we hosted all kinds of private and public events which included Literature Festivals, Mental Health Workshops, Comedy Shows, Theatre, Cooking Classes, Corporate Seminars, Club Talk Shows, Screenings, Blogger Meetups and many more. City Talks is always full of overjoyed faces, laughter, and a passion for the community. The aim is to bring together the city and its people from all walks of life to engage and take an active part in learning.



**Art Studio**

Another one of our indoor spaces includes an Art Studio made specifically to rekindle the love of art and culture for all ages. Here we have successfully hosted quite a few varieties of summer camps for the little ones, Art Classes with the Sarwat Gilani (multi-hyphenate brand ambassador), character-building workshops, robotic programs as well as collaborated programs with the most sought-after art institute Indus Valley School of Art & Architecture offering Continuous Education Programs in Resin & Acrylics for adults.



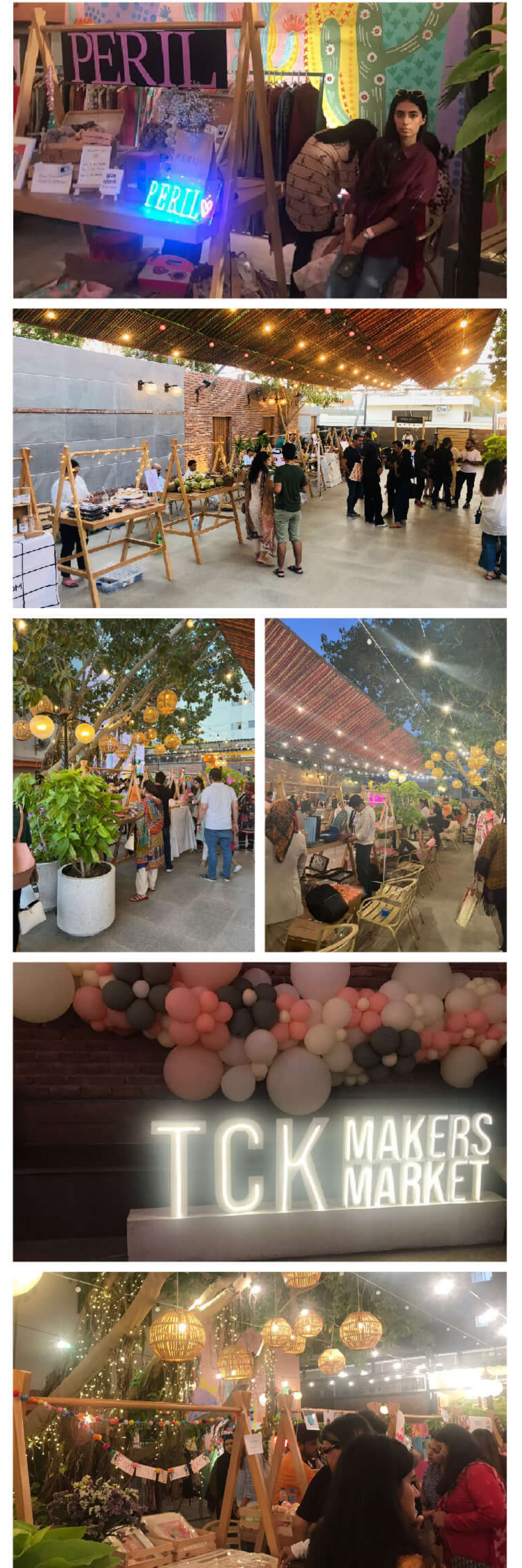
**City Arena**

Our outdoor venues are also one of the most ideal spaces Habitt City has to offer within the vicinity. City Arena which is our spacious multi-purpose garden area has been the hub of sports in holding match screenings for the public, where we have also invited legends like Wasim Akram and Moin Khan for live commentary. Along with hosting fitness classes such as yoga for adults and gymnastics for kids, we have also hosted corporate dinners, art festivals etc.



**City Grand Tree District**

Another outdoor venue by the name of City Grand Tree District was launched in June as a marketplace in collaboration with The Commons Karachi. Throughout the summer, we had some very exciting Makers Market and Farmers Market held on the weekends to provide a platform for local businesses and entrepreneurs to display their products up for sale. We had an overwhelming turnout of the public who came to support these businesses and have a good time with their families with food, music and lots of shopping.



**craft culture**

Craftculture is a manner of creating an ambiance that celebrates traditional and hand-crafted products. It amalgamates the crafts of Pakistan along with cultures from all around the world creating a story for all.

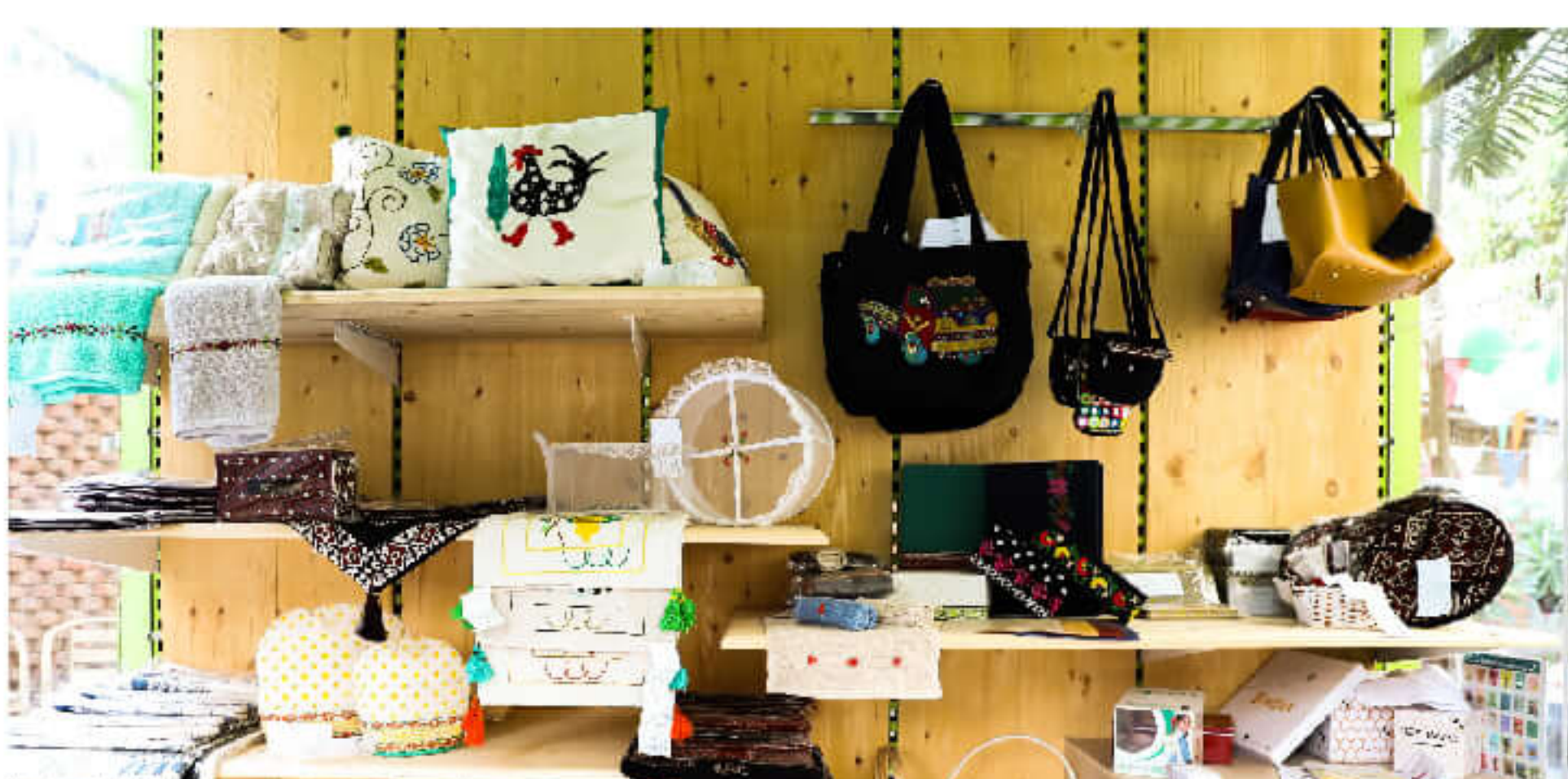
Our purpose is to create innovative design language through the cautious balance of traditional crafts and materials, with modern and contemporary detailing. This is achieved by intervening in design with craftsmen, keeping in mind the sensitivity of the craft itself, therefore, we ensure the aesthetic importance given to our valued customers.



**CSR**

Habitt City is delighted to have partnered up with 4 NGOs: RLCC, NOWPDP, Behbud and Working Women Welfare Trust. This way we have made sure to support them in their noble cause and provide them a platform to exhibit their products in Habitt City.

Uplifting and empowering such communities has helped provide quality education and generated income for many underprivileged women and children. This has helped such NGOs attain all their objectives and goals.



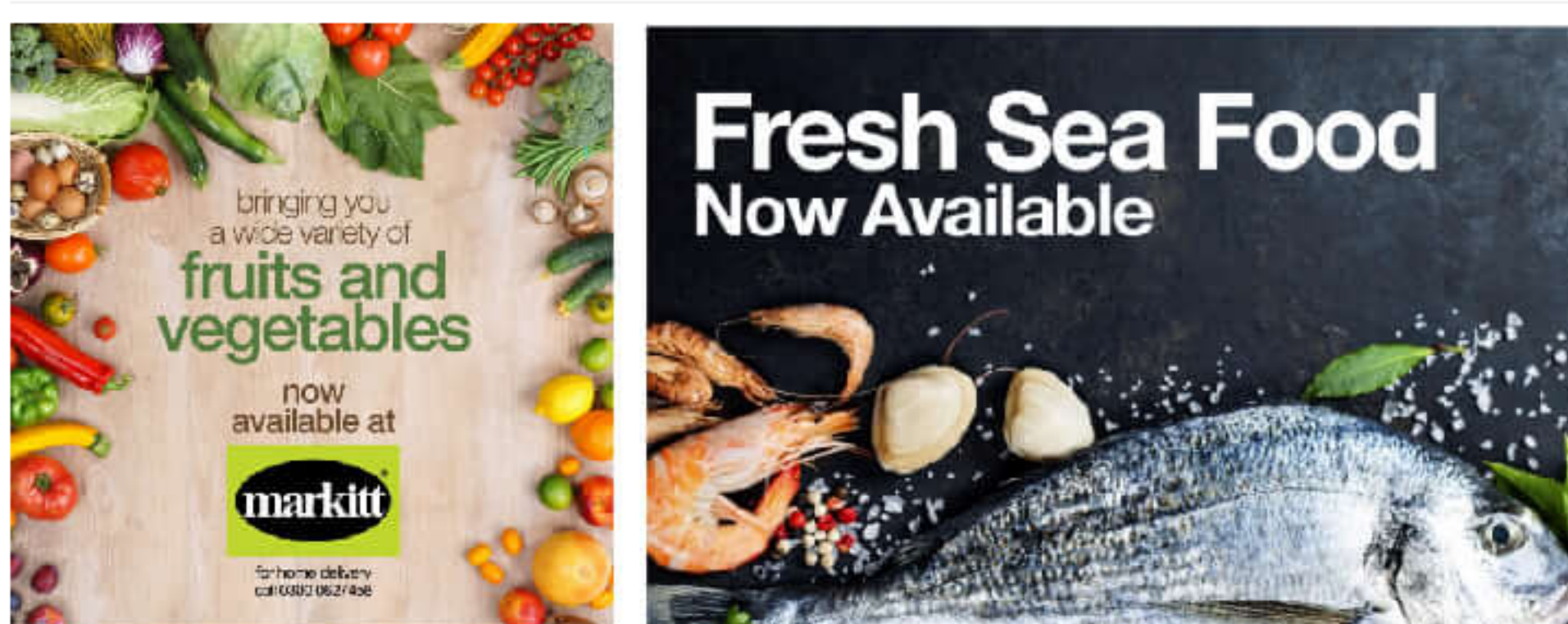
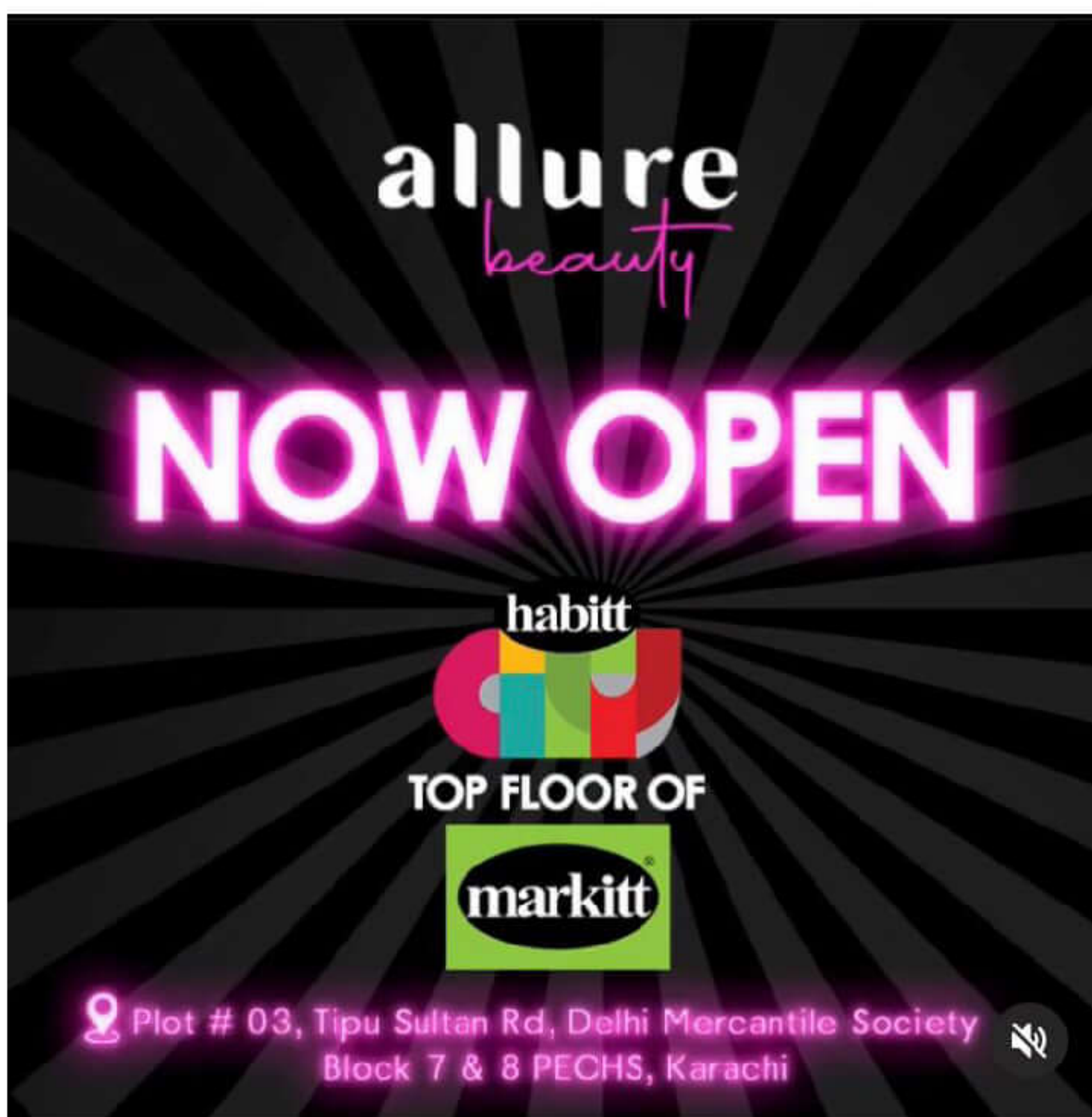
**Ramzan Lucky Draw and Ramzan Packages**

Markitt Ramzan campaign was a huge success with multiple in-store packages and lucky draws.



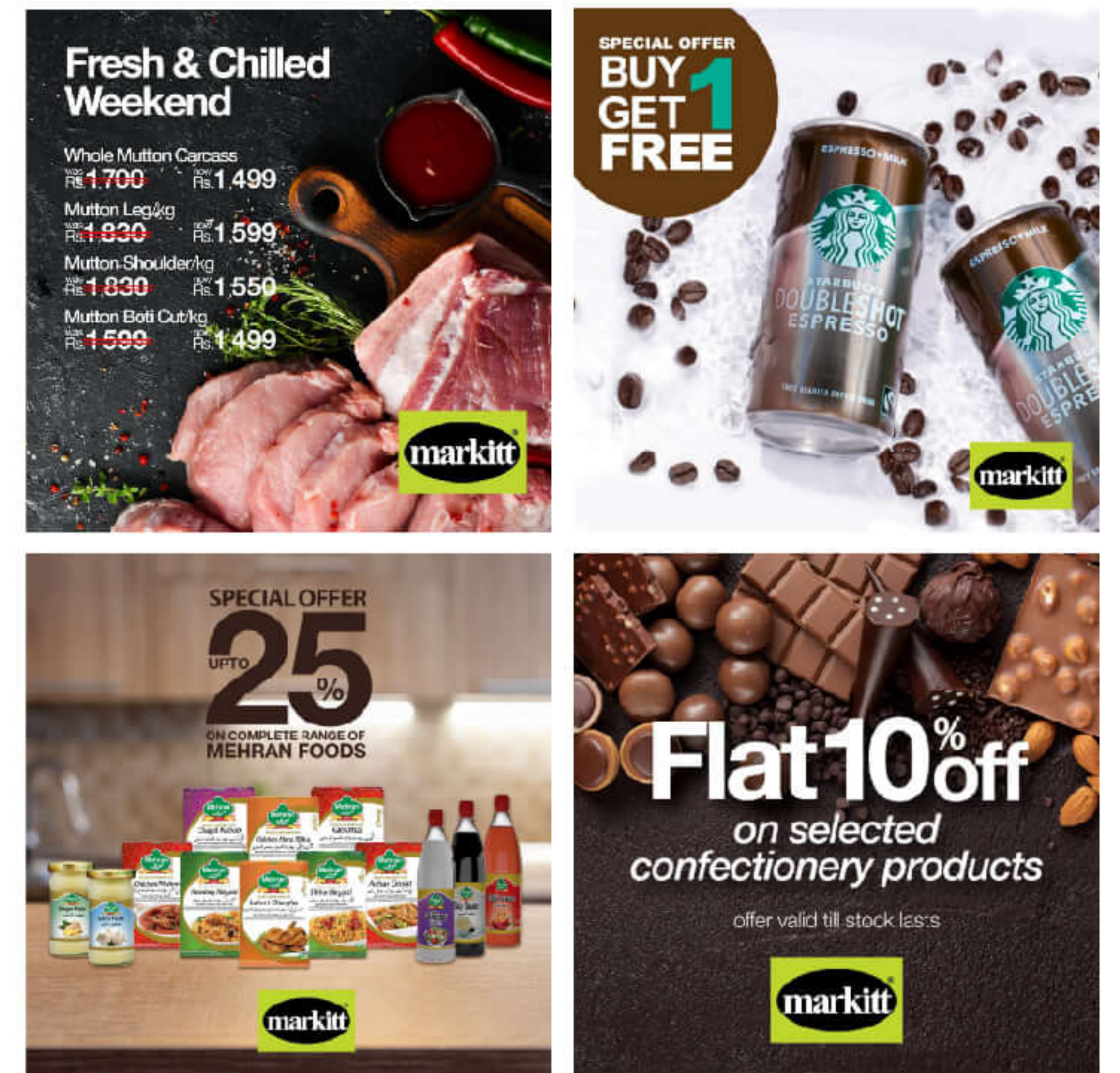
**Launch of Fresh Meat, Make-up, Shop-in-Shop and Other Categories**

In the year 2021-22 Markitt launched many categories in its product offering including famous make-up brands, fresh meat, vegetables and much more.



**Weekend Promotions and Other Tactical Offers**

Throughout the year 2022 Markitt launched multiple discount offers and consumer promotions. Customers loved such offers and as a result, they have now become regular shoppers at Markitt.



**Launch of Delivery Business**

Markitt has been extremely consistent with the delivery business vertical. Our delivery business has grown **135%** compared to the previous year.

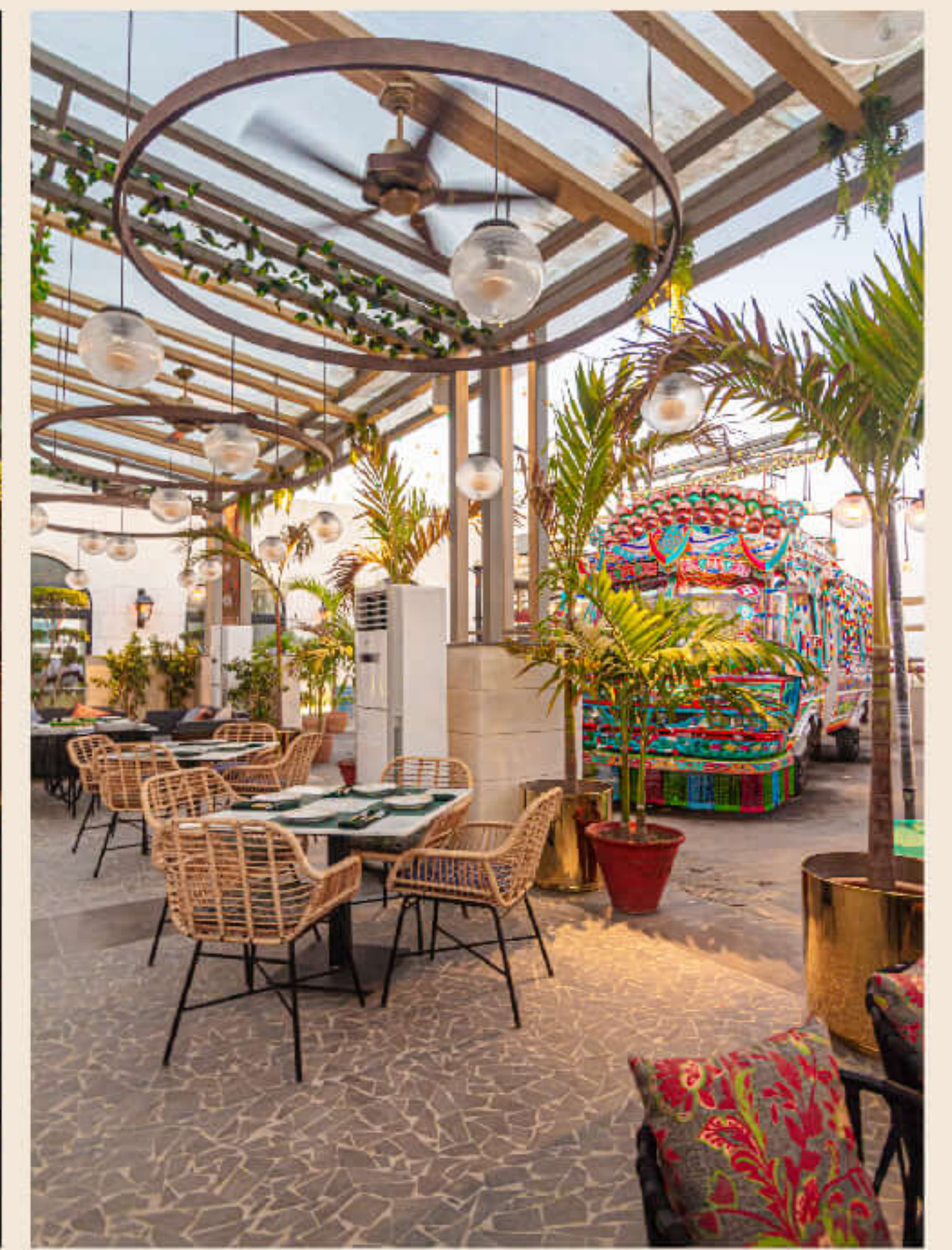


**· G H A L I B ·**

**Ghalib Restaurant – Designed by Habitt Spaces**

Karachi evenings sweep us with their gusty winds, cooling us down after a scorching afternoon. But Karachi has always lacked good outdoor entertainment spaces that makes use of the blessing that is Karachi evenings. Nestled on the rooftop in the city center, Ghalib gives a view of the hill on one side and a view of the dynamic Shahrae Faisal on the other. It serves authentic subcontinental cuisine along with a range of continental food to give a more wholesome culinary experience.

Ghalib was envisioned as a poetic amalgamation of experiences. Having a capacity of 340 people the restaurant is divided in multiple zones, where each zone has different seating style and dining experience. The entrance space leads you to the Baithak area, which is a contemporary take on the street style Takht experience giving an aerial view of Shahrae Faisal on one side. On the lower area, a more formal semi-covered area was created capturing the different eras of Ghalib's life on one side and the street on the other with different food kiosks. The different experiences were created so that every time the customer comes, they have a new experience, a different conversation, and a different mood.



**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*

- Can you name all the employees working as Chief Financial Officers (CFOs) in IBL OpCos mentioned below?  
a. Searle \_\_\_\_\_  
b. IBLHC \_\_\_\_\_  
c. IBL Ops \_\_\_\_\_  
d. Habitt (UR) \_\_\_\_\_
- Where is the new Habitt branch launched in Karachi?  
a. DHA Phase 6  
b. DHA Phase 8  
c. Clifton Block 1  
d. DHA City
- Which IBL Value do these words represent?  
*Energy, can-do attitude, self-motivation*  
a. Integrity  
b. Partnership  
c. Excellence  
d. Passion
- What is the name of the auditorium space built at One IBL Centre?  
a. City Arena  
b. City Bahaar  
c. City Bazaar  
d. City Talks
- How many IBL branches do we have in Lahore City?  
a. 1  
b. 3  
c. 4  
d. None
- Which of these products is not a Searle's brand?  
a. Epival  
b. Extor  
c. Ezium  
d. Emsyn
- Vitamine Water comes in which form?  
a. Only carbonated  
b. Only non-carbonated  
c. Carbonated and non-carbonated  
d. It is not available in any form
- IBL Unisys' Head Office is present in which city?  
a. Karachi  
b. Lahore  
c. Rawalpindi  
d. Islamabad
- Which of these products will you be able to buy from Markitt?  
(Mark all that apply. 1 point for each correct option)  
a. Vacuum Cleaner  
b. Dumble  
c. Mosquito repellent  
d. Unstitched suit  
e. Tissue paper box  
f. Pickle  
g. Frozen parathas  
h. Fresh flowers  
i. Skipping Rope  
j. Sausages  
k. Bandage  
l. Nail Polish  
m. Screwdriver set  
n. Dry fruits  
o. Telephone booth  
p. Wrapping paper  
q. Washing liquid  
r. Yogurt



Find out the correct answers on page #38



*Rashid Abdulla Foundation*

Rashid Abdulla Foundation, formed in April 2022, aims to continue the legacy of Mr. Rashid Abdulla (Late) in his Philanthropic efforts. Taking his great legacy of compassion and community uplift, the foundation aims to do good for society by providing sustainable support.

**Rashid Abdulla Foundation – Helping Flood Affectees**

Pakistan has been hit by the worst floods in history affecting 33 million people. Rashid Abdulla Foundation supported organizations working in those areas by providing medicines for adults and children. This will not only help people live but also protect them from future health poverty.



**RA Foundation Delhi Mercantile Hospital**

Searle has acquired another hospital in Karachi renovated as Rashid Abdulla DMS hospital (previously Delhi Mercantile Society Hospital) built for the community. The hospital is being revamped for full fledged operations and is currently in the renovation phase. As it becomes functional, it will be serving the community, managed by Searle.



**IBL Dost Employee Support Program**



While parents and children were coping with the pandemic's impact on life in general, recent floods and unprecedented inflation will leave additional economic burdens on everyone's life. IBL continues to stand tall with its staff through all these difficult times.

Taking RA's great legacy, the RA Foundation aims to provide sustainable support to IBL staff through the following:

- Assisting our staff of JC-12 / equivalent grade and below by enrolling their children belonging to 4 – 18 years of age into schools provided there is a vacancy in the class.
- Vocational training for boys and girls aged 18 – 25, provided there is capacity.

All eligible staff will be contacted for consent through a letter followed by further intervention for admissions. The process will start by filtering the employee data, based on their JC/grade, income group and length of service. We hope and pray this will ease the current burden on our staff and will create a better future for their children.

**Contribution in setup of MDR Laboratory at LUMS**

Searle has contributed to the setup of **Muhammad Zaka-ur-Rehman Microbial Genomic and Multidrug Resistance (MDR) Laboratory** at LUMS University. The laboratory has been named in memory of the late Mr. Zaka-ur-Rehman, LUMS Alumni and former CEO of Schazoo Zaka, and funded by his family, 14 members of the pharmaceutical industry in Pakistan, and alumni of the LUMS MBA Class of 1991.

As a principal collaborator, Group CHRO & Director HR Searle attended the event on behalf of The Searle Company Limited. We hope that MDR Laboratory will forward Mr. Zaka's legacy and produce high-impact research in areas crucial to the pharmaceutical industry like drug discovery and antimicrobial resistance.



**Rashid Abdulla Consumer Neuroscience Lab**

October 28, 2021: The School of Business Studies (SBS), IBA Karachi, signed an agreement with The Searle Company, at the IBA Main Campus, to establish "Rashid Abdulla Consumer Neuroscience Lab". The ceremony was attended by The Searle Company's Group MD & CEO, Dr. S. Nadeem Ahmed, while IBA was represented by the Executive Director, IBA, Dr. S. Akbar Zaidi.

"Rashid Abdulla Consumer Neuroscience Lab" will transform consumer research and collection of data through knowledge and understanding of neuro-marketing and behavioral research. This is a huge opportunity for academics and practitioners to get unbiased responses in real time to enable an accurate depiction of buying behavior.

On one hand, IBA has evolved from a Business School into an institution offering interdisciplinary programs and on the other, Searle stands committed to providing the highest quality products to people in need of medical care, with greater value for all stakeholders, and making a meaningful contribution to society as a conscientious corporate entity.



**Rashid Abdulla Research Centre – Infrastructure Development Project**

Searle Partners with NED University of Engineering & Technology for Urban & Infrastructure Development Project

The Searle Company Limited is supporting NED University of Engineering & Technology in the Urban & Infrastructure Development Project. Searle also intends to establish a novel research facility called "Rashid Abdulla Research Centre" for the engineering students of NED University to accelerate research discoveries into innovative

technologies and commercial realities.

November 8, 2021: An event was held at the NED University. This event was attended by The Searle Company's Chief Executive Officer & Group Managing Director, Syed Nadeem Ahmed and the honorable Vice Chancellor of NED University of Engineering & Technology, Dr. Sarosh Hashmat Lodi.



**Visiting Afzaal Memorial Thalassemia Foundation**

May 8 is celebrated and observed as World Thalassemia Day. The day is celebrated to spread awareness about Thalassemia as a disorder and to educate individuals to help in curbing the spread.

Share knowledge and experience and fight for a better tomorrow in Thalassemia!

According to a report approximately 100,000 patients are suffering from Thalassemia in Pakistan and every year 5,000 babies are born with this deadly disease.

On this important day, Mr. Muhammad Sajid (Director Business Development & Regulatory Affairs) & Mr. Irfan Akram (Director Marketing & Business Operations) paid a visit to Afzaal Memorial Thalassemia Foundation to not only appreciate and celebrate their countless efforts but also to pledge on behalf of The Searle Company, to continue to work towards this cause while spreading awareness.



**Updates on Projects at Searle Research and Development Center at HEJ, ICCBS**

Bioequivalence studies of generic drugs at CBSCR (Center for Bioequivalence Studies and Clinical Research), ICCBS (International Center for Chemical and Biological Sciences) – 3 BE Studies were approved by DRAP, where 2 have been completed that are as follows:

BE Study of Lamnet 100mg Tablet completed successfully in October 2021 &

BE Study of Xaroban 20mg Tablet completed successfully in April 2022

3rd BE Study of Vaptor 20mg Tablet will be initiated by end of September 2022

Currently, working on the next 5 BE Studies of Searle molecules for the DRAP submission, to be initiated in this and coming year.

Biosimilar Analytical Testing working on upcoming Biomolecules of Searle Adalimumab and Etanercept; their Characterizations of Material and NMR Test analysis of Heparin Sodium & Enoxaparin Sodium.

More than 300 samples testing have been completed from IAC (Industrial Analytical Center) HEJ, ICCBS and routine samples analysis are being continued.

Testing of different Herbal products are also being carried out in IAC and HEJ, ICCBS as currently working on Chronic toxicology study of MENERGY Herbal Dietary Food Supplement.

**HEJ In-Process Projects:** Development of Herbal remedies for the treatment of Parkinson's (autoimmune disease), treatment of Epilepsy (neurological disorder), treatment of Cutaneous Leishmaniasis, Development of New anti-infectious agents Multi Drug Resistance and Drug repurposing.

**IBL TRIVIA**

**Solution**

1. Mobeen Alam, Muhd. Tariq, Shariq Ahmed, M. Ali Rasheed
2. b. DHA Phase 8
3. d. Passion
4. d. City Talks
5. a. I
6. a. Epival
7. c. Carbonated and non-carbonated
8. a. Karachi
9. c, e, f, g, j, k, l, n, p, q, r

**Word Search – Solution**

R	N	U	G	S	I	V	R	D	S	I	X	N	N
M	S	V	I	G	O	R	E	Y	A	N	R	I	V
S	E	I	N	Z	O	T	R	G	X	R	E	T	A
A	A	E	E	E	I	R	G	R	E	T	R	F	U
I	G	N	F	X	E	R	T	E	N	I	Z	T	T
S	E	Z	E	R	C	V	T	N	Z	R	G	S	E
U	R	G	R	A	D	I	O	E	E	I	S	E	I
H	N	I	V	R	R	E	T	E	A	P	E	E	M
T	E	N	O	S	G	D	S	E	L	S	R	F	I
N	S	R	U	Y	S	E	O	I	M	I	F	G	I
E	S	P	R	T	O	M	E	R	R	E	R	R	Y
T	S	E	G	A	O	U	G	O	M	E	N	S	E
E	Z	E	S	T	N	A	E	I	E	I	E	T	N
E	Y	T	I	S	N	E	T	N	I	T	R	U	T

**Target – Solution**

Integrity, igniter nitrite, retting, retying, trinity, entity, gentry, ignite, tinier, tinter, tiring, trying, entry, eying, inert, inter, nitty, reign, tinge, trine, tying, gent, grin, rein, rent, ring, tent, tine, ting, tint, tiny

**Words in a Word – Solution**

**Partnership,** transpire, happiest, restrain, sapphire, seraphin, terrapin, apprise, hairnet, harpist, hipster, painter, panther, partner, perhaps, pertain, printer, repaint, reprint, sapient, sharpen, snippet, tarnish, terrain, trainer, arrest, aspire, happen, harper, harpin, insert, parent, perish, phrase, pirate, praise, priest, rapper, rarest, rather, repair, retain, retina, ripest satire, shrine, sierra, spinet, sprain, sprint, sprite, strain, stripe, arise, earth, haste, heart, heist, inapt, inert, inset, inter, paint, paper, paste, phase, piper, print, raise, rinse, ripen, risen, saint, satin, sepia, shape, share, sharp, shear, shine, shire, shirt, siren, sitar, snare, snipe, spare, spear, spent, spine, stain, stair, stare, stern, strap, strip, terra, their, train, trans, trash, anti, earn, east, hair, hare, harp, hart, hate, heap, hear, heat, heir, hint, hire, near, neat, nest, nite, pain, pair, pane, pant, part, past, path, pear, pent, pine, pint, pipe, pita, pith, prep, rain, rant, rare, rash, rate, reap, rear, rein, rent, rest, ripe, rise, rite, sane, sear, seat, sent, shin, ship, shit, sine, sire, site, snap, snip, span, spin, spit, star, step, stir, tape, tear, than, then, thin, this, tier, tine, tire, trap, trip

**Step Up Right Up! – Solution**

Distinction, Quality, High-Quality, Superiority, Merit, Brilliance, Greatness, Caliber, Eminence, Pre-eminence, Supremacy, Value, Worth, Talent, Genius, Mastery, Virtuosity, Accomplishment, Expertness, Prowess, Skill, Supereminence, Ability, Improvement, Prominence, Transcendence

**Work-Life Balance**

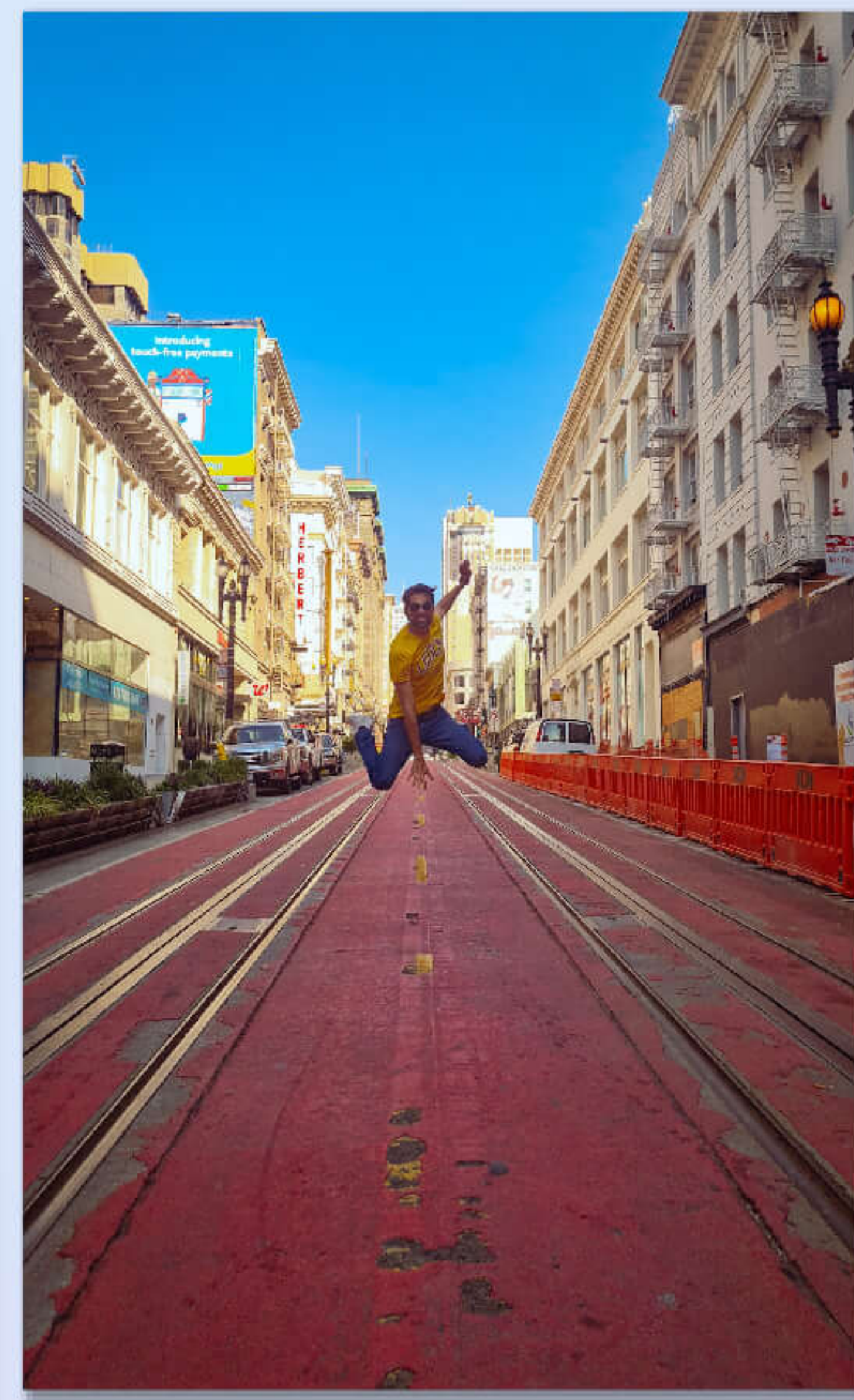
*by Junaid Qureshi, Manager IT, The IBL Group*

My name is Junaid Qureshi and I'm currently working at The IBL Group as Manager – IT. Travelling, blogging and photography has been my passion for the past many years. I believe that it is the best way to preserve your memories, pen down the tales and gift yourself a personal souvenir that you could cherish forever.

I have been successfully administrating one of Pakistan's largest online travel communities and bear a strong social media presence with my multiple posts, tips and tricks on traveling, backpacking, itineraries planning, photography, and visa assistance on some of the toughest ones like US/UK/Schengen.

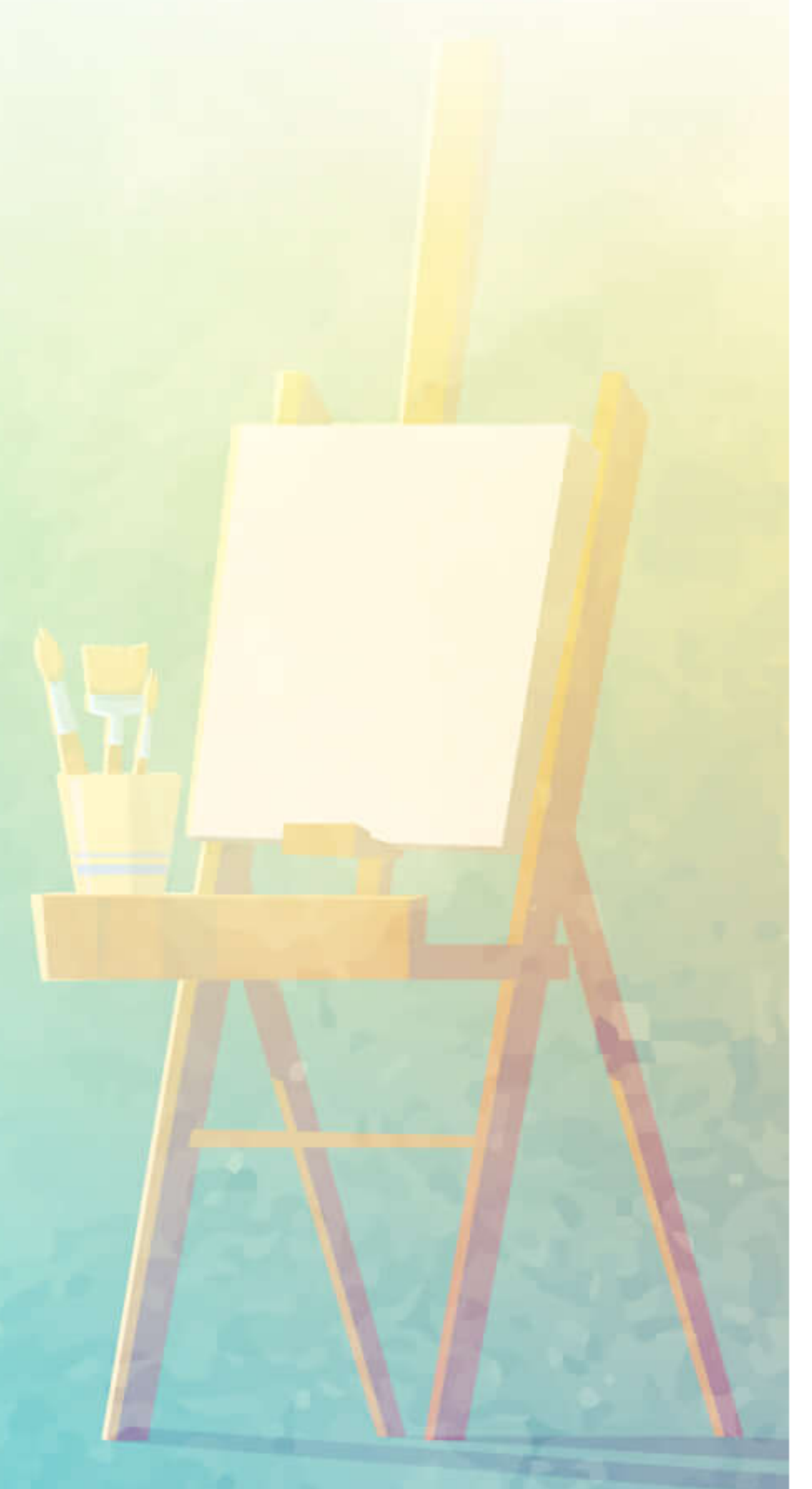
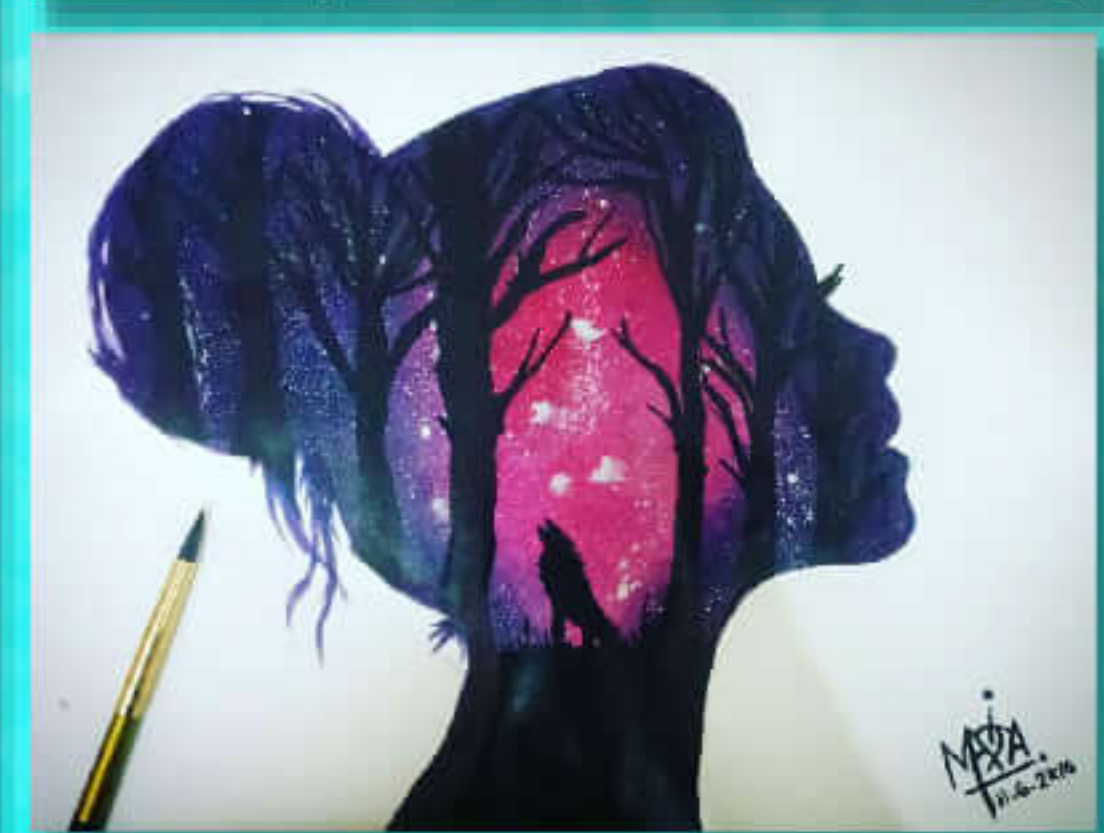
This inadvertently tells that I have been able to achieve a successful work-life balance here at IBL for the past 6 years even with an onus of implementing and supporting the financial systems of all The IBL Group entities. A lot of people ask me how to attain such work-life balance and I will have nothing much to preach on this but to ask everyone to set their priorities at work right, manage people effectively, achieve synergy and stop lingering on with tasks in their hand.

With extensive travel experiencing different cultures, norms, religions, and connecting people from around the world, I would securely say that this is where I find my peace and rejuvenation to achieve more at work and in life. The key to the fulfillment of your passions and dreams lies with you and with the correct attitude, everything 'DESIRABLE' becomes 'ACHIEVABLE'.



**Paintings**

*by Madiha Siddiqui, Senior Executive BD, Searle*



## ہائیں کروڑ بھکاری

Poetry by Dr. Kamran Yamin  
Head of HR - Commercial, Searle

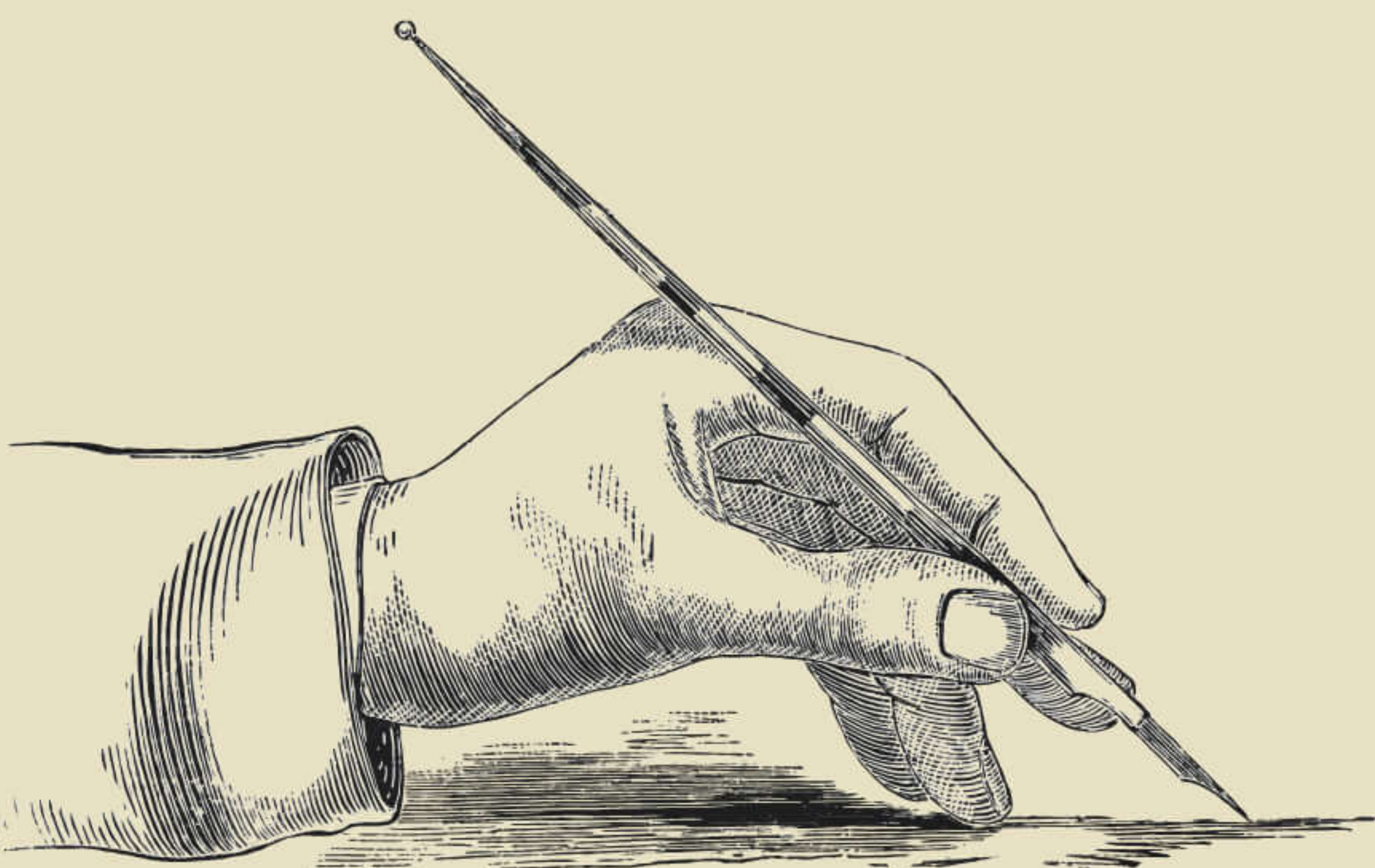
شرم و حیا سے عاری ہیں  
ہم ہائیں کروڑ بھکاری ہیں

اب کوئی نہ بھوکا سوئے گا،  
نہ کوئی کبیرا روئے گا  
در در شہنائی باجے گی،  
جسہور پریاں ناچے گی  
یہی بھاشن اب سرکاری ہیں  
ہم ہائیں کروڑ بھکاری ہیں

ہم قرض پہ قرض چڑھاتے ہیں،  
اور بھیک کی گندم کھاتے ہیں  
ہم اتنی سوہنی دھرتی پر،  
اپنوں کی لاشیں اٹھاتے ہیں  
ہم اپنے آپ شکاری ہیں  
ہم ہائیں کروڑ بھکاری ہیں

کیا حنائیں ایم ایم عالم کو،  
ہم دیوانے بس نام کے ہیں  
گر جیکی نام نہیں تو کیا،  
ہم کتے انکل سام کے ہیں  
ڈالر کے سچے پجباری ہیں  
ہم ہائیں کروڑ بھکاری ہیں

ایک ہم پہ زرا احسان کرو،  
یہ مشکل تو آسان کرو  
اس دھرتی پہ دم گھٹتا ہے،  
اک ویزا ہم کو دان کرو  
دو سانس یہاں پہ بھاری ہیں  
ہم ہائیں کروڑ بھکاری ہیں



## Expressions

by Shabzad Shafiq, Lead HRBP Sales, Searle

### Branded

کچھ لوگ اتنے brand conscious  
ہوتے ہیں یا یوں کہیں اس قدر  
branded ہوتے ہیں کہ ان کا بس  
چپلے تو washroom کے لوٹے بھی  
🍏 والی کسپنی کے لگوائیں



### نیکی

پرانے وقتوں میں کہا کرتے تھے کہ  
نیکی کر دریا میں ڈال  
مطلب  
پرانے لوگوں کے لئے دو چیلنجز  
پہلے نیکی کا کام کرو  
دوسرا، نیکی کو دریا میں ڈالنے جاؤ  
لیکن ہمارے لیے یہ کام آسان ہو گیا  
شہر قائد میں  
آپ صرف نیکی کیجیے...  
پورے شہر میں چھوٹے بڑے دریا  
ہی دریا ہیں  
مولا خوش رکھے ہماری حکومت کو

## Mental Health at the Workplace

by Zarish Fatima, Product Manager, Searle

*If social disconnection and the resulting feeling of loneliness worsens mental health, then it follows that social connectedness will advance mental health. Indeed, research done by Gao et al. (2014) backs up this assertion.*

Spending time with someone you can relax, talk to, or simply do anything that you love doing can have a therapeutic effect on your mental health. Many other studies suggest that spending time with family, friends or your spouse can boost your overall health and well-being.

At our workplace, there are many days, when we feel so drained that we just want to run away from everything, but we can't even discuss it with anyone, that is when we realize the importance of having friends at the office. Because they can understand and relate to our situation while family just cannot. If we talk about the corporate culture, many people rarely find genuine friends or someone to share their stress with, often leading to depression build-up and burnout because of not being able to discuss it with anyone. Try and be one listening ear for people without being too judgmental.



While making friends at the workplace might come naturally to some people but can be very difficult for many, try being inclusive and understanding, so that no one feels left out!

*Another study done by Windsor et al. (2016) suggests that greater social network diversity was associated with better mental health, and restricted social networks to poor mental health.*



So, it's important to have a few good mates at the workplace or just one person with whom you can talk and express how you feel when you catch up for lunch or drive back home. The feeling of being heard and understood and a sense of belongingness is all you need sometimes.

## Narrating the Story of My Life

by *Erum Memon, Executive HR, IBL Unisys*

I am not calling me an artist, in spite of that I like to play with colors. I paint at times to bring spiritual joy to my soul so I painted a sunflower – symbol of happiness and sunshine.

Then I challenged myself to paint one of my favorite things!

Plenty of years ago, I was on the journey of finding myself and came to know that I am still in search of my life's purpose therefore, I choose to be happy.

It has been a one tough-ride and confusing one. The goals I penned in my journal weren't even fulfilled. There were instances that I had to compromise my physical & mental health to make it through the spot and crash-out what's in my list. Things didn't go the way I want them to be and some hustles were paid off differently – but they were paid-off.

I learned that detours are not always about you, getting lost, it is Allah SWT's redirection to take you to places you have never been but will teach you to keep a strong foundation within. So, when I am at this age & this stage, I will definitely get to experience a lot of crisis about my role, my purpose, my dreams, my career and most importantly my soul. It's ONLY me who lead my way with the guidance above.

And I want to give out my appreciation to people who have been truly there with me all throughout the way, people to whom I had an instant connection with, to whom I can share my struggles with, to whom I can rely on with the things I am confused about and to whom I can trust with my personal and professional growth stories. I would also appreciate all the people whom I have lost and no longer have in my life.

This is me now seeking the peace I have always looked for, turns out I have been looking too far away. My peace can only burst from within me.



## Book Review

by *Asmah Urooj, Senior Officer HR, The IBL Group*

*To what extent one can go to follow their personal calling?*

**The Alchemist** – A book I cherish the most and recommend to everyone. It is a wonderful story about a young shepherd from Andalusian, Spain named Santiago who boards an excursion to the Egyptian desert to fulfill a recurring dream and learns numerous valuable lessons along the way.

In the story, Santiago goes on an unplanned journey just by following signs from his surroundings. Even though he is just a boy, but also thoughtful beyond his years. On his way to the Pyramids, he meets different strangers, an old gypsy woman, an old man who claims that he is the King of Salem, a trader, a camel driver, an Englishman, a fake alchemist, and the real alchemist so on and so forth, each with a different lesson yet the same suggestion; that Santiago should carry-on with his quest. During this unintended trip, he got robbed, hit numerous dead-ends, got captured, and trusted incorrectly, but his actions, will of chasing his dream, and ignoring impossibilities, helped him change his destiny. In every moment of the story, Santiago keeps wrestling between what he is told and what is real, nevertheless, what began as an expedition to search for worldly things ended up being the discovery of oneself, spirituality, and the treasure found within. It is a wonderful story and I would urge you all to read it. It is life-changing if one deeply studies and understands the incidents that occurred in the book. Moving from hopelessness to hopefulness, the power of our dreams, and most importantly the importance of listening to our heart, this book has it all.

So, give it a read and let me know if you like it and did it help you in changing your perception towards life.

In the meantime, let me share a few takeaways from this book:

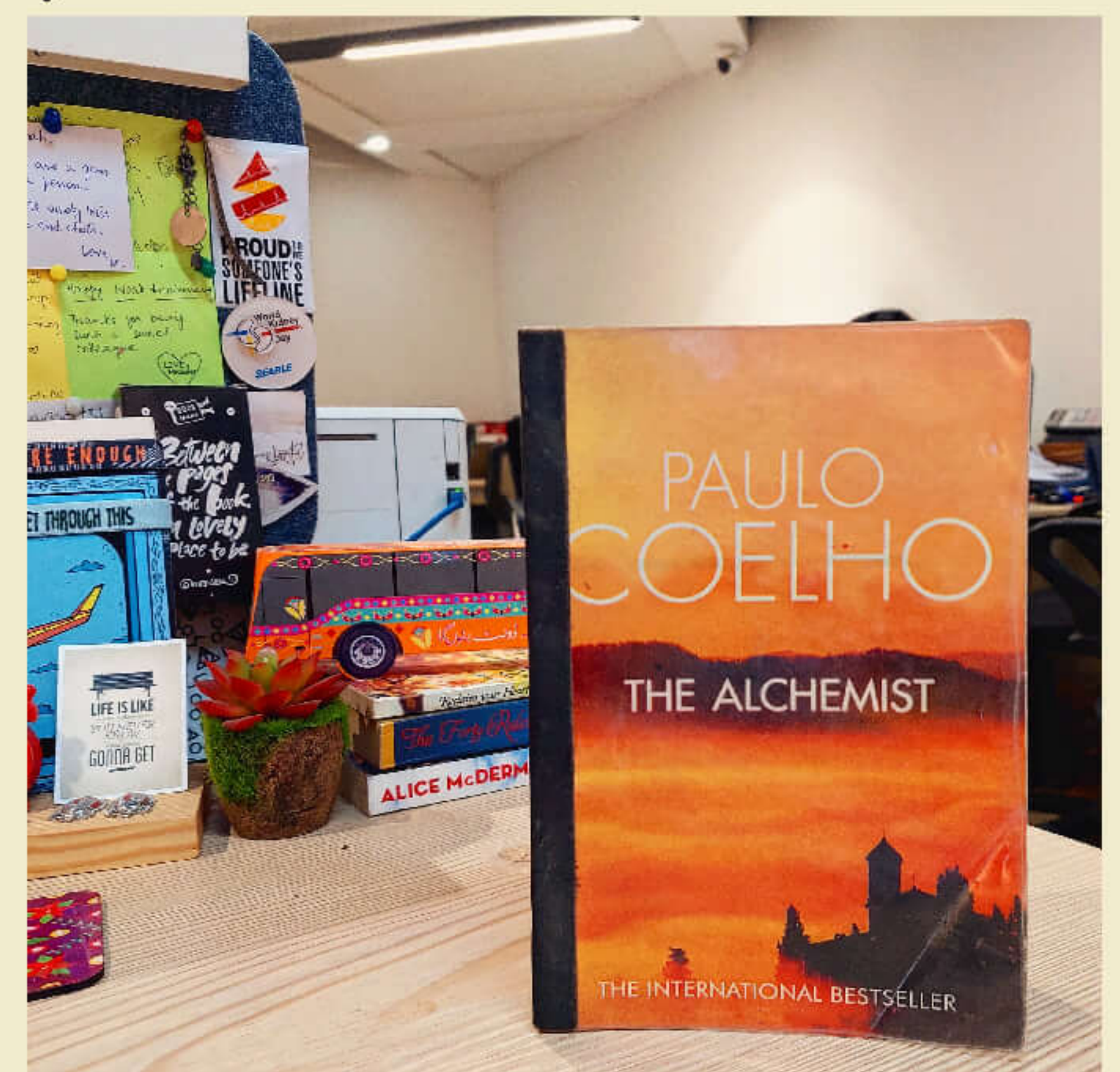
**1. There is always a ripple effect:** We carry a ripple effect with us. The better we strive to become, the better our surroundings get, and vice versa. So we should always try to be a better version of ourselves as it not just positively affects us but also our family, friends, lifestyle, and community.

**2. Embrace the present:** We don't live in the past or future; we only have the present and will always have the present. There is no point in being worried about the future as you don't know what it may bring or dwelling in the past as you cannot change it. The only field of possibility is the present, so focus on that. Only it can direct our life.

**3. Ignore the Impossibilities:** If people had chosen the world as is, the life-changing inventions we have now would have never been possible. Always have a mindset that disregards the impossible as it will lead us to greater achievements.

**4. Fear is a greater hindrance than the hindrance itself:** A new quest requires experiencing unexplored regions. It may sound risky, but remember that risk is always followed by a reward. You will forever cherish experiences gained while chasing your dreams; it is better than having regrets anyways.

**5. Focus on your journey:** It is funny how everyone keeps a notion of how others should lead their lives, but none about their own. There is nothing wrong with taking advice, but when it comes to action, do what your heart says. It is very easy to get influenced by others but the fact is, you will feel miserable living others' life in the end.



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↗ **IBL:** [www.iblgrp.com](http://www.iblgrp.com)

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The Group does not carry any responsibility of any adverse event.

3rd Floor, One IBL Center, Plot No 1, Block 7 & 8, Delhi Mercantile Muslim Cooperative Housing Society, Tipu Sultan Toad, Off Shahrah-e-Faisal, Karachi.