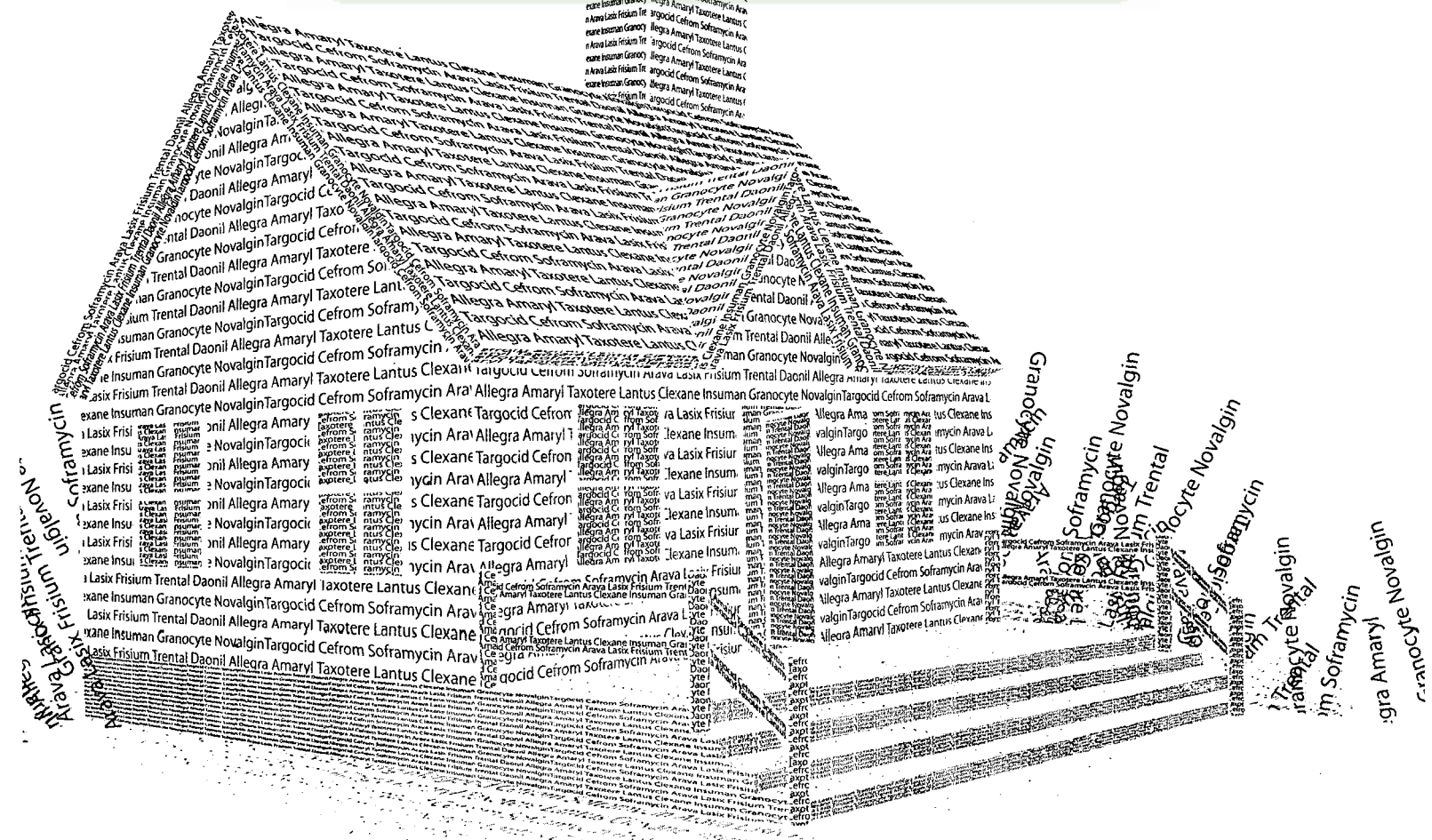




The home of original  
research molecules





To improve the lives of millions with an array of original research drugs is our conviction at Aventis Pharma. We are providing quality healthcare solutions to millions across the country and the world, changing disease management paradigm services to healthcare professionals and ensuring introduction of newer drugs to improve the growing needs of the Indian population.

Our product portfolio stretches across different therapeutic areas and contains many leading brands that include Clexane®, Cardace®, Amaryl®, Daonil®, Lantus®,

Taxotere®, Allegra™, Rabipur®, Soframycin®, Arava® and Actonel®.

As a responsible global healthcare Company, we deliver high quality research molecules to meet the challenges posed by diseases.

The results of these drugs are visible not only in the pages of this Annual Report but also in the smiles on the faces of people who rely on our medicines.

# 52<sup>nd</sup> Annual Report 2007

Aventis Pharma Limited



# DIABETES

Live  
at **ease**  
with diabetes



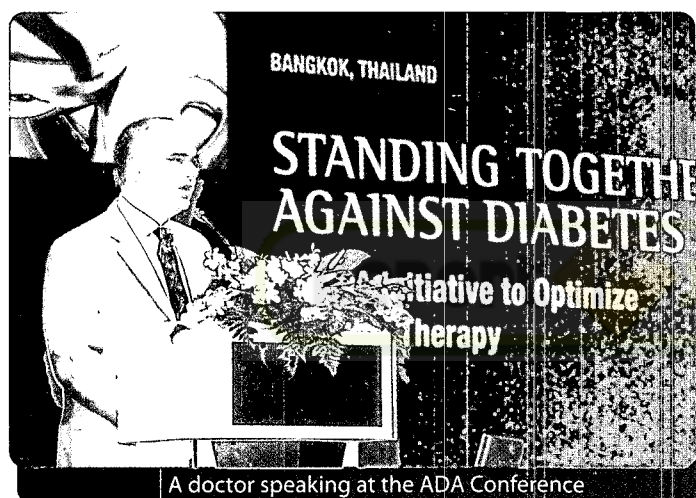
**IMPACT**

A 20-page supplement on  
how to win against diabetes

Diabetes is one of the most important therapeutic areas of your Company.

With more than 40 million diabetics in India, the vision of the Cardio-Metabolism Business unit of your Company is to make it the most admired partner of the medical profession and make a difference in the lives of diabetics in India with a motivated field force working tirelessly towards fulfilling this vision.

In keeping with the changing Diabetes management paradigm, your Company offers doctors the best possible therapeutic options and had launched Metformin – an extended release preparation branded **Cetapin®** XR and line extensions of key products in the form of **Amaryl®** M



and **Daonil®** M. These products have established themselves within a few months of launch. To make products affordable to patients across the socio-economic classes, your Company has launched **Lantus®** cartridges.

Your Company's diabetes business grew significantly in 2007 and the key brands **Lantus®** and **Amaryl®** have shown growth higher than the market growth.

Besides launching products with the latest technology, your Company has extensively worked towards sharing information with doctors on how best to manage diabetic patients based on the recently published guidelines of the American Diabetes Association (ADA) and the European Association for Study in Diabetes. In addition, your Company also sponsors plenary sessions across the country, where the latest trends in diabetes management are discussed.

At the International Conference of The American Diabetes Association held in July 2007, with which your Company

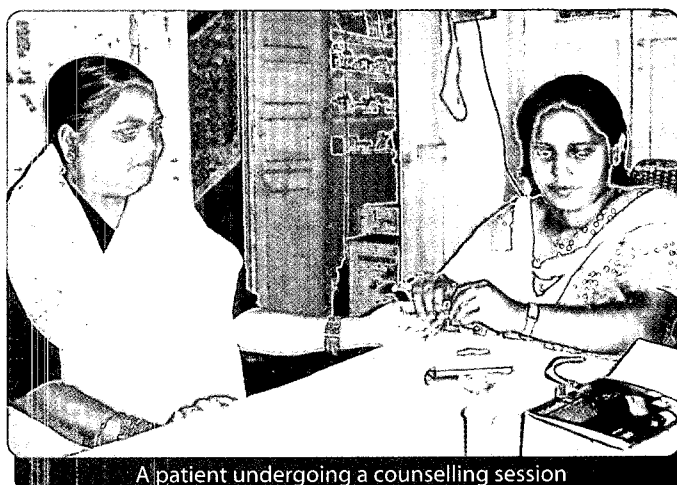
was associated, eminent international speakers shared information about management of Type 2 diabetes and appropriate therapies for lowering blood glucose levels in Type 2 diabetics, the majority of whom are in India.

Your Company believes that helping the clinician towards managing his diabetic patients is the best way forward. The Patient Relationship Management team helps doctors manage patients who are initiated and managed on insulin therapy. The sales teams along with doctors conduct patient camps that help clinicians to guide their patients towards achieving better therapeutic outcomes.

To increase awareness among the public about its involvement and leadership in this therapy area, an interesting programme was initiated on Radio Mirchi where important key opinion leaders imparted information about diabetes, its control and care.

In November 2007, your Company sponsored The India Today - supplement on diabetes, in which key opinion leaders in the diabetes field addressed topics ranging from diabetes prevention and management to the need to eliminate the negativity associated with insulinisation.

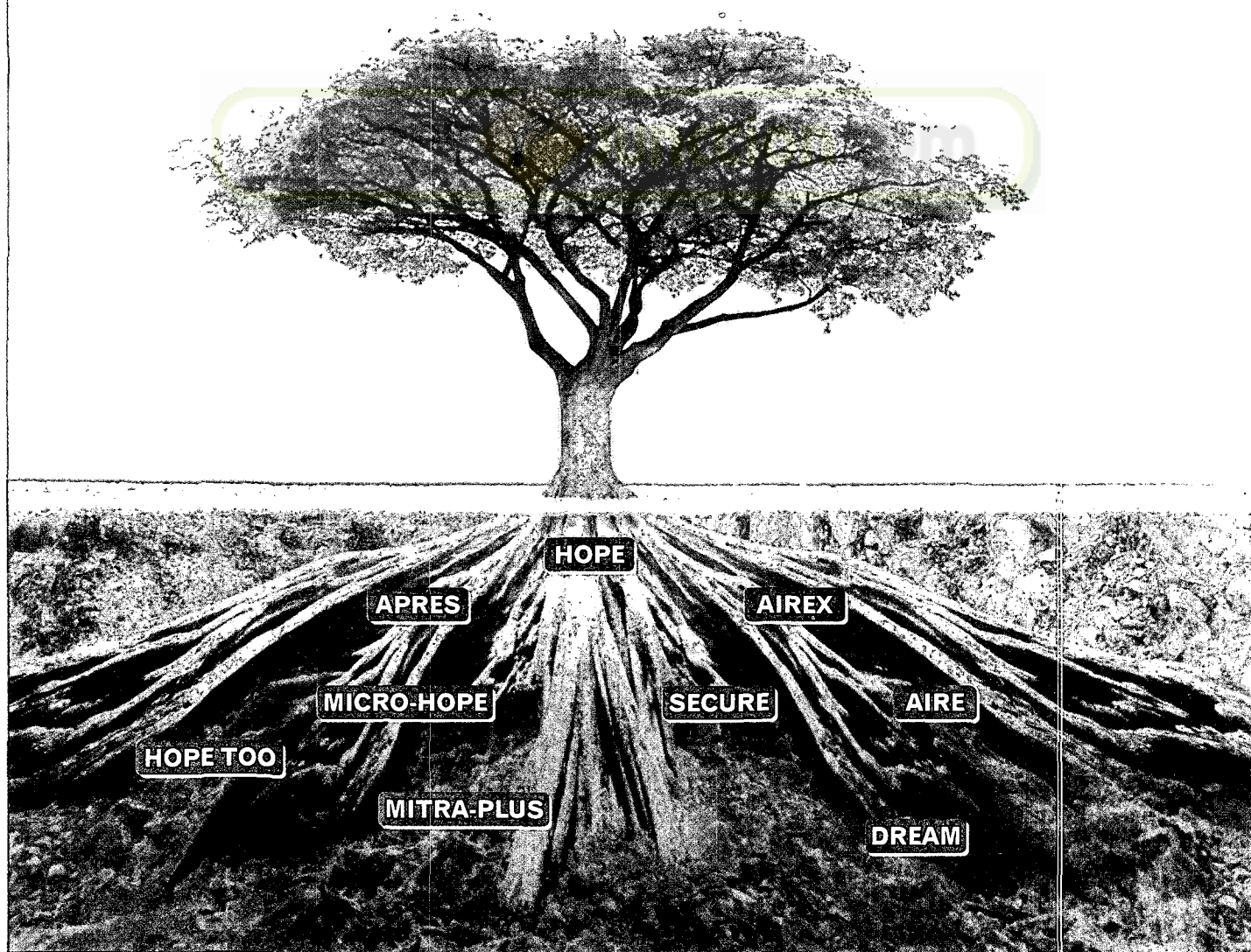
Another supplement on Diabetes was sponsored by your Company in The Week Xtra, where interesting topics were covered ranging from myths on diabetes to the do's & don'ts, living with diabetes, preventing complications of diabetes, etc. Key opinion leaders in the diabetes field discussed the importance of keeping blood sugar under control, the need for insulin therapy and diet and exercise regimen to prevent or postpone the onset of diabetes.

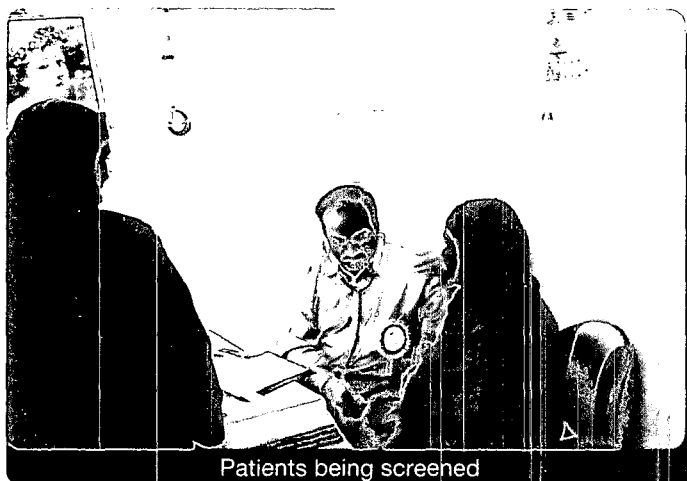




Add  
**Cardace®**  
ramipril  
*for life*

*Life is Precious*





Patients being screened

Your Company's brand, **Cardace®** continues to be No. 1 in the highly competitive Renin Angiotensin System segment of the Indian cardiovascular market. In a situation where the physician's preference is shifting from Angiotensin Converting Enzyme Inhibitors (ACEI) to newer classes of drugs like an Angiotensin Receptor Blockers (ARB), **Cardace®** has not only improved its market share but has also reported good growth in the ACEI segment.

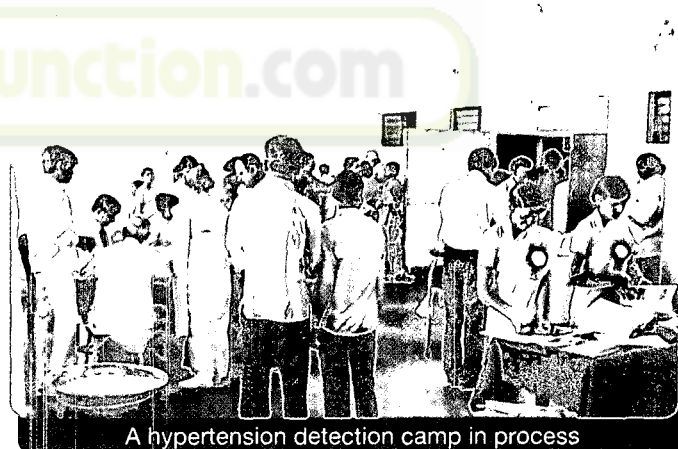
The strength of **Cardace®** as a comprehensive cardio-protective drug becomes evident from the fact that **Cardace®** is the No.1 prescribed ACEI amongst cardiologists, diabetologists and even consulting physicians.

With 32 million ischemic heart disease patients, 35 million diabetic patients and approximately 160 million hypertensive patients, India is the diabetes and cardiovascular disease capital of the world.

Here, **Cardace®** with its deep-rooted strength in saving lives, as evident from studies such as the HOPE-Study, MICRO-HOPE Sub-Study, HOPE TOO Study has proved its cardio-protective role in terms of reducing cardiovascular events and mortality.

The initiatives by your Company such as a speaker program on World Heart Day, Detection camps, Cardio-Diabeto workshops, Free 'Risk Assessment' check-ups and disease registries helped to sensitise physicians on the importance of providing comprehensive cardio-protection to patients at risk.

Overall, **Cardace®** has been able to compete and maintain its leadership position. The proven cardio-protective role of **Cardace®** is the key differentiating factor that would drive the future growth of the brand.



A hypertension detection camp in process

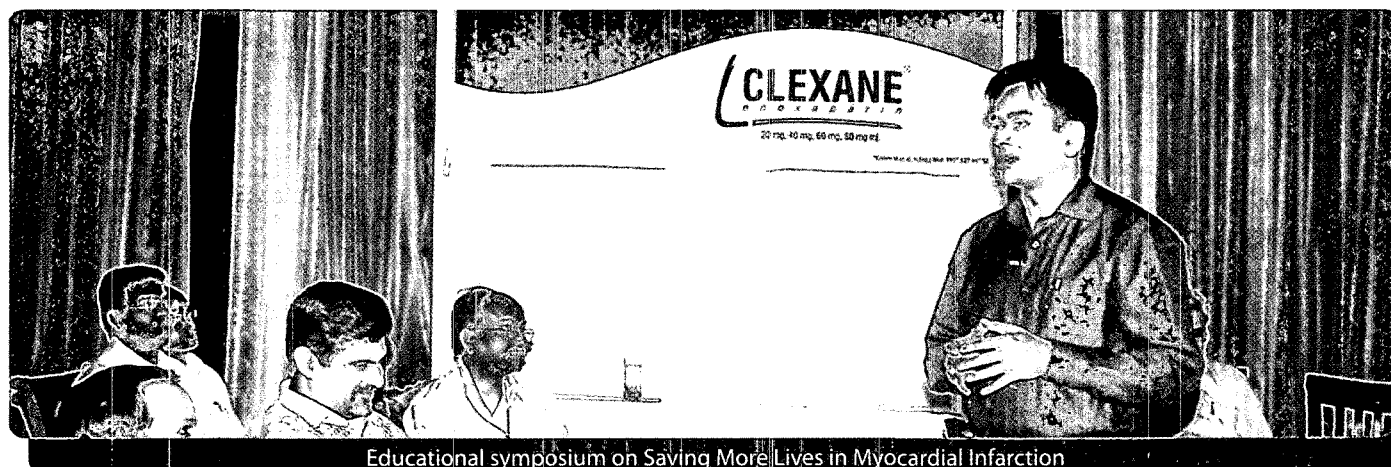




The classic LMWH that saves more lives.







Educational symposium on Saving More Lives in Myocardial Infarction

**Clexane®** has established itself as an important brand in the medical fraternity of cardiologists and physicians as they find **Clexane®** useful in the post-operative prophylaxis of Venous Thrombosis Disease (prevention of blood clot formation in the veins) and in the prophylaxis of Venous Thrombosis Disease in bedridden patients due to acute illness.

The focus on **Clexane®** is of vital importance not only because of the increase in lifestyle diseases but also because **Clexane®** is one of the largest sales contributors to your Company.

2007 marked a recovery for **Clexane®** as is evident in the quarterly sales progression from Q2, 2007 onwards. Despite the many generics launched in the market, **Clexane®** ranks No.1 in the injectable anticoagulant market, with a market share of 25%.

**Clexane®** also ranks No. 2 among all brands as per ORG-IMS statistics - Hospital Sales Audit.

**Clexane®** has managed to achieve this performance due to a cohesive 3-pronged strategic approach:

- Key Account Management
- Improving sales force efficiency - specialised training for sales force and integration in sales promotion model
  - Creation of a task force to maximise growth opportunity in VTE (Venous Thrombo Embolism). Customised training workshops were conducted for this task force.
  - Dedicated Hospital team focusing on maximising growth opportunities in cardiology. The team was given customised training aimed at identifying treatment challenges for the physician.
- Building brand differentiation in communication

Your Company has distinguished itself through several value added initiatives for doctors and hospitals, one of which is DVT (Deep Vein Thrombosis) Free Zones - an initiative aimed at spreading awareness on DVT prevention as a safety practice in patients at risk in hospitals.

