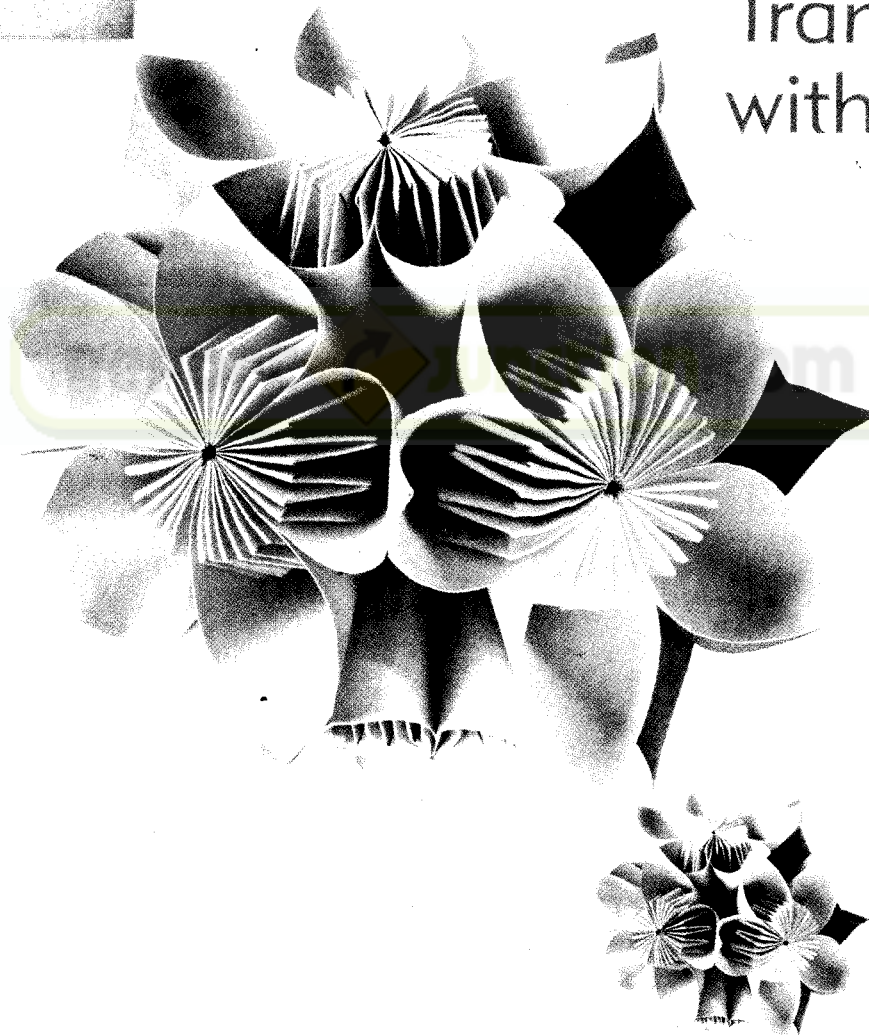


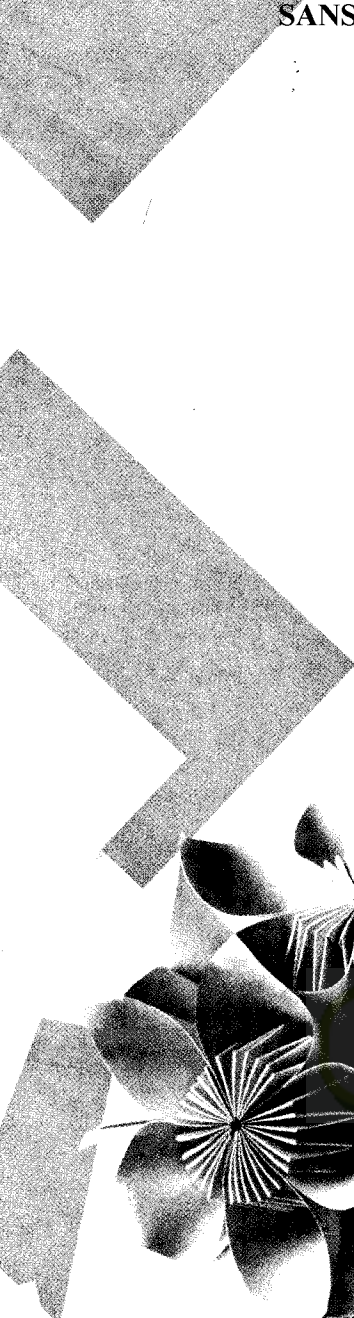
54<sup>th</sup> Annual Report 2009  
Aventis Pharma Limited

Transforming  
with a vision



Group  
**sanofi aventis**

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Because health matters



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Aventis Pharma Limited



Origami is the unique Japanese art form in which plain sheets of folded paper are transformed into beautiful shapes, for example representing flowers and birds. Likewise, our philosophy of change is reshaping the future of your Company, Aventis Pharma Limited.

Your Company's innovative, patient-centric approach and commitment backed with a strong drive and resolve will ensure that your Company continues in its endeavour to be the most admired pharmaceutical company in India.

The government aims to improve and increase healthcare access in the remotest parts of the nation and your Company shares this vision. We are determined to work towards improving the quality of healthcare practices in rural India through various initiatives and ensuring that all patients have access to our high-quality medicines. Further, your Company has launched path breaking programmes to develop fresh insights into major disease areas.

This Annual Report highlights your Company's achievements over the past year. And with your support it looks forward to rapidly continuing its journey to transform illness into health and well-being with its high-quality and efficacious medicines.



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## Our Brands



## Get to A1C goal with 24-hour control

Your Company has some of the world's most admired products - Lantus® being one of them. With a growth of more than 45% in volume, Lantus® is the fastest growing and the third largest insulin brand in India (Source: Qtr. Dec. 09, SSA, ORGims). With a commitment to controlling diabetes in India, your Company has taken various initiatives that will enable Lantus® to scale greater heights in the years to come.

In November 2009, your Company launched SITE (Screening India's Twin Epidemic), a first-time-ever, cross-sectional study that aims to estimate the prevalence of diagnosed and undiagnosed cases of diabetes and hypertension. The study will involve

Screening India's

**epidemic**



**A Saath7 counsellor helping a patient live at ease with diabetes.**

1000 general practitioners and consulting physicians and over 20,000 patients from 10 states. This would be one of the largest studies of its kind in India. This study would help your Company in reinforcing its commitment to an in-depth involvement in one of India's key public health issues and in creating awareness amongst doctors and patients on how to detect these diseases at the earliest.

To add to that, as a part of the brand strategy, your Company has also formed Saath7, an innovative patient relationship programme that works seamlessly with clinicians to counsel patients on diabetes management and help patients on insulin to live at ease with diabetes.

Through these initiatives, your Company hopes to make it significantly easier for medical professionals to curb the spread of diabetes.

# Cardace®

ramipril

## is Prevention

Cardace® is today amongst the top 25 brands of the Indian Pharmaceutical industry. Its tremendous success is demonstrated by its superior performance in the market, where it was the third chronic care brand to cross the Rs.100 crore mark. Cardace® group sales grew by 13% as compared to the previous year. Cardace® improved its market share in 2009 and currently has a share of 26.3%.



**Cardace® 100 crore celebrations at your Company's Head Office in Mumbai**

**100  
CRORES**

Your Company recently launched a campaign that highlighted the benefits of Cardace® in maintaining the integrity of vasculature. This was

done with a view to transforming

patients' outlook towards vascular functions. With support from the doctor community, patients at high risk of having a vascular event were screened for A1C levels, and were prescribed Cardace® by the treating physicians. This activity significantly improved the prescriber base among Diabetologists and General Physicians.

Your Company also launched a campaign called 'We care for those who care'. This campaign, specially aimed at Cardiologists, positively influenced

the brand image of Cardace®. As part of the programme, leading Cardiologists of the country, who otherwise have very little time to take care of their own health, were offered a package of tests. These tests threw up the status of their vascular health and general well-being.

The protective benefits of Cardace® were further confirmed by the publication of landmark trials such as ONTARGET and TRANSCEND.

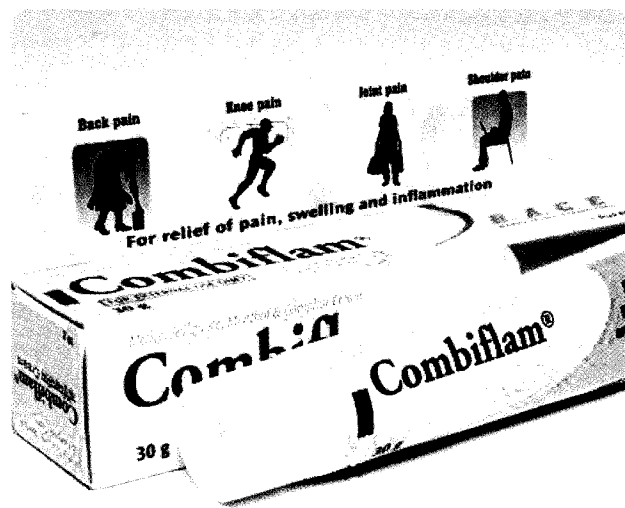
The proposed launch of a line extension of Cardace®, called Cardace® am will further augment your Company's presence in the ACEI category. Such transformation will enable us to accomplish the goals we have set for the years to come.

# Combiflam®

Ibuprofen 400 mg + Paracetamol 325 mg

Combiflam® is today the third highest prescribed brand in the pharmaceutical industry, with more than 2.25 crore prescriptions per annum. Though it was launched 25 years ago, even today it enjoys continued patronage of more than 55,000 doctors across the country. In terms of volume, the turnover of Combiflam® is more than the population of India, with sales of more than 1.5 billion tablets every year.

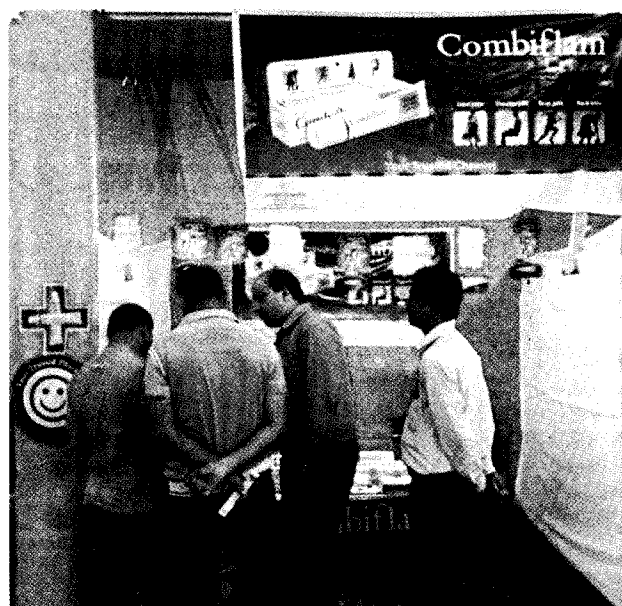
For the last 25 years, Combiflam® has been a trusted household brand in Indian homes. And now, owing to its tremendous success, your Company has launched an equally outstanding product - Combiflam® Cream. It aims to provide consumers a quick solution to mild



and moderate muscular pain. In a short time, it has achieved wide acceptance at both Doctor and Channel levels.



Retail promotion of Combiflam® Cream



Healing the masses - widespread endorsement activities spearheading the success of Combiflam® Cream



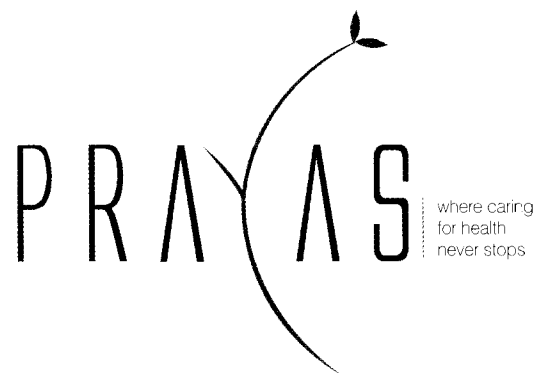
## Reaching Out To Rural India



With 72% of India's population living in rural areas, there are only 20,000 primary healthcare centres struggling to serve 600,000 villages. Many of these healthcare centres lack quality medicines, trained professionals, sophisticated diagnostic tools and other essential facilities.

To help reduce these inequalities, your Company decided to enter the remote villages of India. As part of this initiative, your Company launched 'Prayas'. It is part of a two-pronged approach in transforming the quality of healthcare practices in rural India. It is aimed at bridging the diagnosis-treatment gap and providing quality medicines at affordable prices.

Through a structured and continuous education programme for rural doctors across India, your Company partnered with specialists from semi-urban areas. These medical practitioners share the latest medical knowledge and clinical experiences with



general practitioners based in smaller towns and villages. As part of this project, various workshops were conducted for general practitioners in disease areas that are a major concern in rural India. 554 workshops and three modules on respiratory diseases were conducted in just 5 months. During this pilot phase, over 3,200 doctors across Bihar, Uttar Pradesh and West Bengal were part of the programme.

To complement this knowledge-based programme, your Company has launched a new range of quality medicines at affordable prices. This product range will help address the challenge of accessibility, affordability and availability of quality medicines to patients in remote villages.

Through these initiatives your Company has forayed into the rural market, seeking to transform the lives of those who are in need of quality healthcare.



**Together in effort : Doctors attending the Prayas Workshop held in Bareilly**

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