

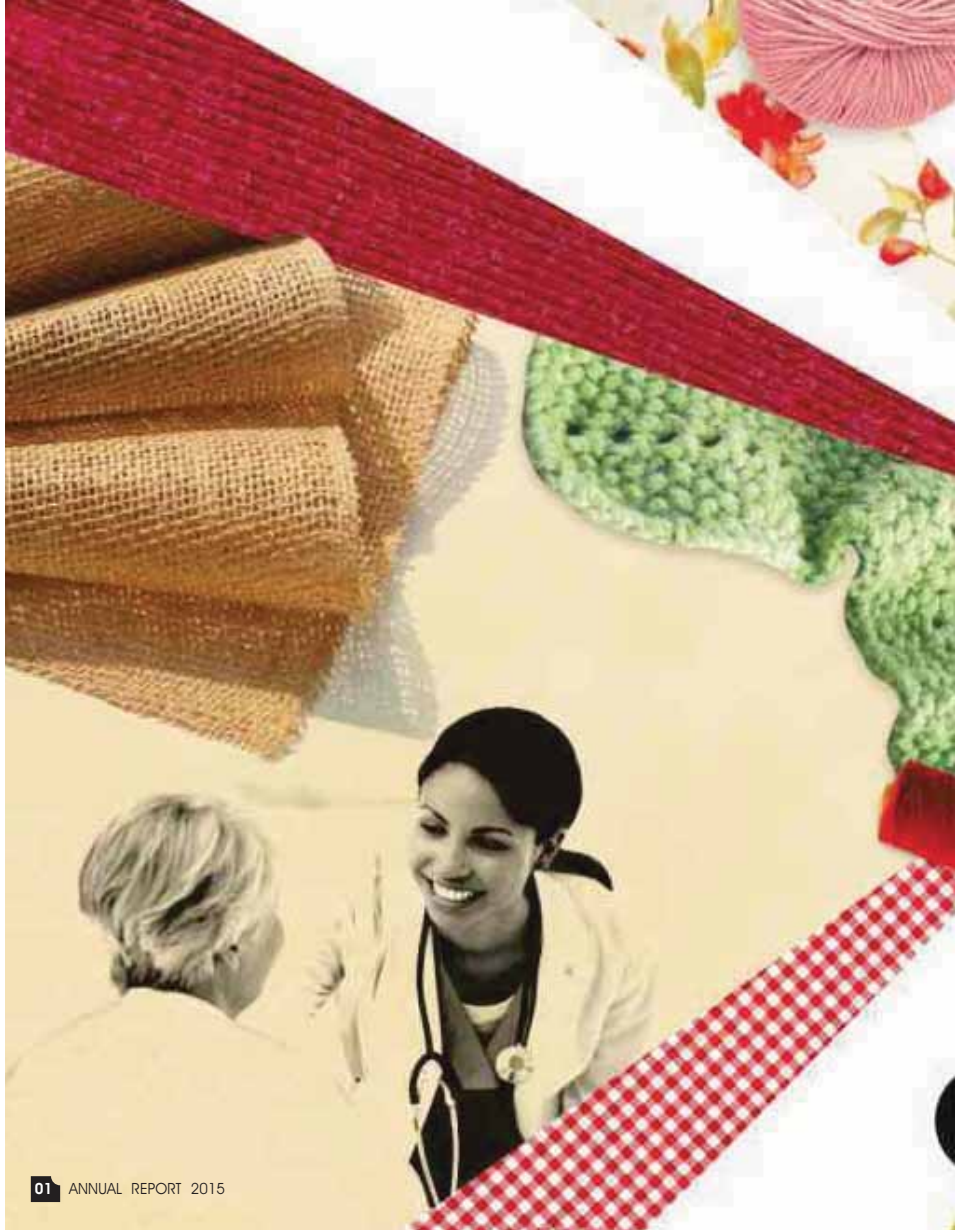


**60**  
YEARS  
OF WEAVING  
HOPE

...INTO THE **FABRIC OF INDIA**

60TH ANNUAL REPORT 2015  
**SANOFI INDIA LIMITED**

**SANOFI** 





# FOREWORD

## 60 YEARS OF SERVICE TO INDIA

Healthy people are the 'building blocks' of a nation.

This is especially true of India, which is home to 1/7<sup>th</sup> of the world's population. Indeed, for our nation to prosper, healthcare must be viewed as an aid to economic growth.

Healthcare is the amalgamation of stakeholders that include hospitals, doctors and medicines, further impacted by factors beyond the sector, such as sanitation, poverty, nutrition, drinking water and housing. It is a challenge that calls for going beyond one's areas of expertise to stitch partnerships along the entire healthcare chain.

At Sanofi, we see ourselves as a healthcare enterprise, always asking the question, 'How do we help the healthcare system achieve better patient outcomes?'. Through these six decades, Sanofi has had the privilege to bring smiles to generations with our products and services.

In this Diamond Jubilee year, we celebrate our value-driven partnerships with all stakeholders who share our dreams and passions. In the pages that follow, we have dedicated the theme of this 60<sup>th</sup> Annual Report to your Company having woven the threads of hope into the fabric that binds India. We have done so along with doctors, hospitals, distributors, NGOs and the Government, excellent manufacturing and supply chain capabilities, a highly committed sales force, and of course, patients, who inspire us to keep fighting for excellence and better results.

This theme is creatively interspersed with a design that's inspired by each decade since 1950. Read on to relive the past, while celebrating the 2015 achievements and performance in Sanofi India Limited's 60<sup>th</sup> Annual Report.

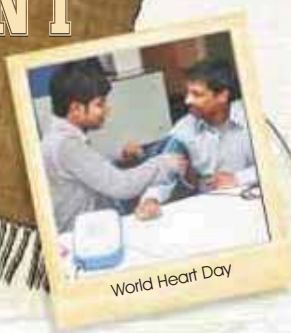


**1950s:** Characteristically sepia-toned, the imagery references of this period were heavily influenced by India's freedom movement. Sanofi India Limited began its long journey - now 60 years, when the Company was incorporated as Hoechst Fedco Pharma Private Limited in May 1956.

# India HEALTHY & SELF-RELIANT



International Sleep Day



World Heart Day



Day

**Khadi.** Simple and resilient, it has transcended decades, spinning dreams of freedom into a tricolour of Independence. Today, patients in India have access to medicines that are indigenous and affordable - just like khadi.



YEARS

OF WEAVING  
HOPE

# Weaving the thread of hope INTO THE LIVES OF PATIENTS

Many strands go into the making of the healthcare fabric. All have one common purpose – the patient's welfare, which is at the heart and soul of the healthcare system.

Your Company's purpose is to make a positive difference in the quality of life and longevity of the patient through our products and offerings. To take care of chronic conditions like diabetes, diet and

lifestyle modifications are as important as medication and prescription course compliance. Patients require complete orientation to a new way of living – one that helps them to be in control of their condition.

Doctors guide patients with diabetes to the Saath7 patient counsellors so that they are educated about this condition that can lead to serious complications.

## Saath7 surpasses the one lakh patient milestone

**Saath7**, Sanofi India's pioneering Patient Support Program (PSP), reached out to over 1 lakh patients (with diabetes) referred to by doctors in 2015, helping them manage their lives better by controlling blood sugar levels through training on device, counseling and lifestyle modification. Every year the number of patients has doubled and Saath7 has helped more than 200,000 patients since the launch of the structured PSP in 2006.



## Call centres expand coverage

The PSP now covers 35 cities across India. The program is run by a team of 75 field counsellors, 3 nutritionists and 7 tele-counsellors. The counsellors have been certified through Project Hope, an International Diabetes Federation (IDF) endorsed diabetes education course.

A call centre for patients was launched in 2015, with staff equipped to speak in 8 languages. Patients in remote locations can connect with the counsellors through Skype and WhatsApp.

## Counseling improves compliance

The Saath7 program has facilitated better compliance-to-treatment regimen. It has become a bridge between doctors and these patients.

## Dare to Dream - Type 1 patient climbs Crete in Greece

In 2014, it was Eshaan Shevate, and this year, 20-year old Maitry Pancholi from Ahmedabad completed the **'Type 1 Diabetes Youth Challenge'** along with an international group of youths by climbing the White Mountains in Crete. Trekking for over 6 hours each day while managing diabetes under tough circumstances, is not easy. Maitry walked for 4 days to reach the summit of Mt. Gíngilos, which is 2080 m above sea level. This initiative inspires all Type 1 Diabetes patients to live life to the fullest and **'Dare to Dream'**.



## Let's make India seizure-free

Awareness can reduce barriers and bring understanding. Since 2010, patient education booklets titled **'Guide to living well with Epilepsy'** have been printed in 12 regional Indian languages and distributed freely to patients and their caregivers by Neurologists. The patient education video on 'YouTube' ensures wider awareness.

Your Company also collaborates with Neurologists who have been conducting camps for 7 years, to educate and treat patients in remote towns where no specialist care is available.




**1960s:** The shift to modernity had begun and patterned art along with paisley designs reigned this decade. This design influence is visible on trucks, even today.

The Company was manufacturing pharmaceuticals for humans and veterinary use and agrochemicals along with basic drug and finished formulations.



# THE WARMTH OF AN **ENDURING PARTNERSHIP**

WITH DOCTORS



Wool. Trusted to provide warmth and comfort on cold days. Just like the trust bestowed by patients upon doctors, who in turn trust our science and world-class medicines, to bring relief and save lives, year-on-year.



**60**  
YEARS  
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# WEAVING THE **THREAD OF HOPE**

INTO THE FABRIC OF INDIA, WITH DOCTORS

Medicine is a dynamic science, reinventing itself every day with new discoveries and learnings. Your Company undertook many initiatives in 2015 that contributed to improved patient outcomes.

## DIABETES

Sanofi India Limited has taken a lead in upgrading diabetes management and care in India, in recent years.

Your Company has been propagating the importance of appropriate and early basal insulin initiation. A decade ago, pre-mix insulin was the initial insulin. Early basal insulin is now well accepted by physicians in line with global trend in diabetes care. Your Company disseminated scientific content certified by the Endocrine Society, USA, and facilitated scientific exchanges at the Research Society for Study of Diabetes in India (RSSDI), to publicize the latest research and findings to physicians.

In the hospital space, Sanofi India supported the In Hospitals Protocols (IHOP) initiative, which aims at developing a common treatment protocol for diabetes management within hospitals.

In the Oral portfolio, Sanofi India supported the South Asian Federation of Endocrine Societies (SAFES) in developing a South Asian consensus on the safe and smart use of sulphonylureas, which was published in the Indian Journal of Endocrinology and Metabolism.

