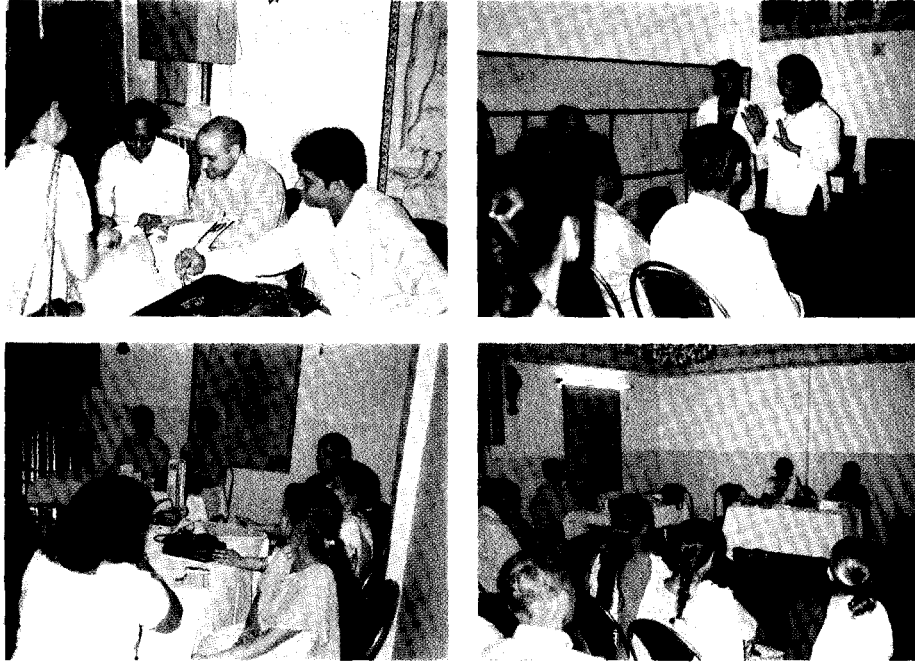


The Tsunami left over 300,000 people dead.
In the wake of this disaster, we embarked
on relief work that looked beyond the
physical and psychological well-being of
the victims. Our philosophy: enable people
to live happy and healthy lives again...
because health matters...



Diabetes Detection Drive



Every year we at sanofi-aventis help people lead better, healthier lives through research and innovation. While we rebuilt what the Tsunami destroyed, we also continued to make breakthroughs in various fields of medicine. The two fields where we have strengthened our base are diabetes and cardiovascular diseases, which cause almost 600,000 deaths every year. In the process, we helped provide treatment to millions of people across the country.



Diabetes Detection Drive

This year our commitment and belief in ourselves saw us grow from strength to strength.



50th Annual Report 2005
Aventis Pharma Limited

RABIPUR[®]

A landmark achievement in 2005



RABIPUR - celebrating 100 crores landmark

Rabies is endemic in India. The statistics are scary. In India, every year around 17.4 million victims are bitten by animals (predominantly dogs) and one patient dies every 30 minutes due to Rabies. India contributes to around 37% of the deaths reported worldwide. Even though mortality due to other infectious diseases is high in India, Rabies is the only disease virtually among all the infectious diseases that is 100% preventable. If the post exposure treatment is given on time, there is no reason for the patient to die from this disease.

Death due to Rabies is amongst the most painful. Rabies manifests itself in 2 forms-Frank (furious) and Paralytic with Frank (furious) rabies being the most usual manifestation of the disease. In this the patient experiences classical symptoms of Hydrophobia, Photophobia and Aerophobia. The patient is generally agitated due to high motor activity and is in severe distress. The painful aspect is that even in high distress and disorientation, the patient is fully aware that he is going to die soon. In Rabies usually the patient dies alone as his relatives are very scared to tender to him due to the fear of the disease.

Even though the disease is 100% preventable, ignorance among the patients and in some cases amongst the medical fraternity leads to so many deaths in India and south-east Asia.

The vision of RABIPUR® is a 'Rabies-free India'. Through RABIPUR®, your Company's endeavour is to protect the maximum number of patients by dispelling the ignorance of the disease in both doctors and patients. RABIPUR® is available through



Advertisement in Mumbai local train

the trade channel and also in public hospitals for all socio-economic classes of the country. Every year, many awareness programmes are conducted for the doctors and patients in various regional languages in all parts of the country-from Metro cities to villages. These awareness programmes are conducted through in-clinic activities and outdoor media designed to reach a large section of the population. These initiatives have been instrumental in reducing the annual deaths due to rabies in India from 30,000 to 20,000 over a period of time. This effort was appreciated and recognized by the 'Organization of Pharmaceutical Producers of India' when it conferred on your Company the Marketing Excellence Award in 2003.

Through all these activities, RABIPUR® achieved in 2005 the milestone figure of Rs. 1 Billion in sales thereby becoming the first brand of your Company to achieve this distinction. RABIPUR® is now one of the elite few brands of the Indian Pharma industry to have achieved this distinction and is the first among vaccines. The satisfaction for your Company and its employees is in growing the brand by saving millions of lives every year in India from the scourge of Rabies.



Innovative road shows





Diabetic patients at a yoga session

Your company launched LANTUS® in the year 2003. Since then LANTUS® has achieved global blockbuster status with sales of more than Euro 1 Billion worldwide. One of the countries where it has been received with enthusiasm is India.

Diabetes has reached pandemic proportions in India and millions of diabetics in the country are either not detected or are not adequately treated and are, therefore, not under control. Lack of awareness, non-compliance to therapy and the chronic nature of the disease have contributed to this fact.

LANTUS® is specifically indicated for Type 2 diabetes patients who are not achieving blood sugar control on Oral medication. Addition of LANTUS® to existing oral regimes in these patients helps them achieve better control of their disease with positive therapeutic outcomes and improved quality of life. Its unique features like once-daily dosage and significantly less incidence of hypoglycemia compared to the other insulins along with its excellent efficacy have made LANTUS® the first choice for initiating patients on insulin therapy.

With LANTUS®, your Company has further strengthened the paradigm of partnership with doctors helping them manage patients better to improve therapeutic outcomes. Towards this, the dedicated LANTUS® patient counselor teams work



Counsellor networking with patients



Counsellor checking blood sugar level

with doctors, demonstrating LANTUS® usage and counseling patients on various management aspects of diabetes. Patient counseling ranges from diet to exercise and yoga, eye care, foot care and helps patients understand their disease and its consequences and the value of tight control. Your Company also conducts hundreds of diabetes detection drives with doctors to help society reduce the increasing burden of diabetes.

One of the efforts of your Company is also to keep doctors abreast of the latest developments in the world of Diabetes Management. Symposia and Workshops have been conducted in India by world-renowned clinicians such as Dr. J. Rosenstock from USA, Dr. D. Owens from UK and Dr. Hannele Yki Jarvinen from Finland which have immensely benefited doctors in India. The belief is to work in partnership with doctors. Your Company's Advisory and Advocacy Boards are attended by some of the most renowned Indian Endocrinologists and Diabetologists.

The ever increasing support from the medical fraternity, gives the diabetes team of your Company the confidence that with LANTUS®, they will be able to change the way diabetes is managed in India for the ultimate well being of millions who suffer everyday from this disease.



Doctors from Kolkata interacting with Dr. Hannele Yki Jarvinen



Dr. Shashank Joshi, Secretary, Mayo Clinic, Mumbai at the LANTUS® stall



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