

Patients -

The centre of our universe



55th Annual Report 2010

Aventis Pharma Limited





Patients - The centre of our universe

Mandala is a mystical and ancient art form that traditionally represents multiple layers of life and spirituality which revolve round a pivotal axis. The 'mandala' also signifies the way different entities come together to create an enchanting portrayal of the cycle of life and philosophy. Its intricate design varies to depict different interpretations and contexts with one common feature – the centre point around which the 'mandala' is formed.

Similarly, in the context of your Company, a 'mandala' represents the holistic approach we have to healthcare. Different facets from within and beyond your Company come together to help create a better life for the patient who is at the '**centre of our universe**'.

The different elements of our 'mandala' represent your Company's efforts to improve healthcare access and provide solutions for patients, with the ultimate aim of becoming the 'most admired' healthcare company in India.

During the year your Company launched many products, introduced innovations in its manufacturing processes, continued its disease awareness and management programmes, conducted studies to understand and generate data on disease prevalence and continued to extend its reach to more patients in rural India. All these efforts resulted in the domestic business growing at a robust 18%.

This Annual Report highlights the achievements of 2010. The following sections will bring to the fore your Company's patient-centric approach and efforts across various therapeutic areas as well as continuous innovations and ethical practices that impact the patients' journey at every stage.

As your Company strides ahead with your support we can together bring hope for a healthy life to patients across all strata of our society.



Patients at the heart
of everything we do





Diabetes, a progressive disease affecting over 50 million Indians is gaining epidemic proportions. Your Company works in close collaboration with the International Diabetes Federation (IDF) and healthcare professionals to bring about awareness and education to the patients apart from providing world-class therapeutic solutions to manage this disease.

In 2010, your Company further strengthened the oral product portfolio with the launch of Amaryl® MP and Amaryl® M Forte which caters to specific types of diabetic patients. Your Company has some of the world's most admired products, Lantus® being one of them. Lantus® is the second fastest* growing brand among the top fifty brands in the Indian pharmaceutical industry.

In addition, your Company partners with doctors to educate clinicians on the latest diabetes management algorithms, thereby empowering them with better insights about the disease, patient needs and evolving guidelines. Various physician education and engagement programmes reach more than 2000 doctors across the country. Your Company continues to touch the lives of more than 50,000 patients through unique patient initiatives like 'Saath7' and 'Together for More'.

Your Company initiated an innovative programme, 'I am a Champ' to celebrate the triumph of patients over diabetes – a unique effort to recognize and reward patients on Lantus® who have managed their diabetes effectively. This and other

unique initiatives were extensively covered by the media to create a strong image of your Company as a leader in the diabetes segment.

Through these and other such initiatives in the coming years, your Company will continue to play a leading role in the management of diabetes in India.



Spreading the message of control - Champs releasing balloons on the occasion of the National Awards ceremony at Mumbai



The seven National Patient Champs



Constantly interacting with Key Opinion Leaders to understand patient needs



Through its flagship brand, Cardace®, your Company has addressed the needs of millions of **cardiovascular and hypertensive** patients. Cardace® AM, a combination of Ramipril+Amlodipine was launched in 2010. The acceptance of this combination by the doctor is good. A structured patient-centric activity was undertaken leading to increased brand confidence by both physicians and patients extending the benefits of Cardace® AM to more than 20,000 diabetic hypertensive patients.



The SITE (Screening India's Twin Epidemic) Study conducted last year with 16,000 patients across 8 states, revealed critical health challenges. With this wealth of information, your Company launched a new division called **ONSITE**, to strengthen the medical fraternity in its fight against the growing health challenges of cardiovascular and diabetic disorders in India, by making affordable and quality healthcare accessible to everyone.

The ONSITE team facilitates **doctor education, patient awareness** and **disease screening** for early detection and, thereby, better management of the twin epidemic – hypertension and diabetes, through its various initiatives with a wide range of affordable cardio-diabetic medicines.



In India, nearly 25 lakh patients suffer from **cancer** and this number is likely to triple in the next 20 years. Your Company's flagship brand, Taxotere®, made a difference in the lives of more than 6000 patients last year through its TMax programme which addresses patient concerns like accessibility, awareness and affordability. Furthermore, your Company's 360-degree approach to cancer was epitomized through the following four initiatives:

- 1) '**Pink Poll**', a revolutionary CME (Continuous Medical Education) series to reach a consensus amongst 250 oncologists on the best treatment options in breast cancer.
- 2) '**ENCEF**', an innovative web-based multi-disciplinary approach in the management of head and neck cancers was conducted across 500 doctors.
- 3) '**Involve**', a nurses' education programme aimed at updating and sensitizing caregivers.
- 4) '**Aashayein**' through which 350 patients were counselled with a 99.9% compliance rate.



Dr Sandra Swain, International Speaker (5th from left) with Oncologists at the Pink Poll 3



Epilepsy directly affects an estimated 10 lakh Indians and by extension their family and caregivers. Self limiting factors like embarrassment or fear holds the patient captive and curbs his everyday life.

Your Company strives to positively impact the health of patients suffering from epilepsy by implementing sustainable awareness and educational programmes like 'Epiclinics and Epicamps', which greatly help patients and caregivers go beyond medicines. While 'Epiclinics' reach about 750 renowned neurologists across top hospitals, the 'Epicamps' touch the lives of almost two-thirds of rural India's epileptic patients, who have little or no access to neurologists.



During 2010 your Company successfully conducted more than 3,000 'Epiclinics' and 500 'Epicamps' reaching more than 100 cities and towns. Patients were provided with Epikits (V-Turn) - a comprehensive kit which contains a patient identification card, a seizure diary, facts and myths about epilepsy, guide to living with epilepsy and therapy starter kits for patients.

Thus, your Company continues to demonstrate its commitment towards empowering patients in their fight against epilepsy for a 'seizure-free India'.



Prayas is a knowledge-based initiative started by your Company in 2009 for doctors in rural India to update their clinical know-how on diagnosis and management of common diseases encountered in their daily clinical practice. This initiative and your Company's range of quality and affordable medicines help patients in rural India receive appropriate treatment.

In 2010 your Company took this initiative to the next level - the foundation was laid to form a **National Congress for Rural Health** in order to get the Key Opinion Leaders and the experts of the regions together to validate the educational material developed for the rural doctors and to accredit the modules.

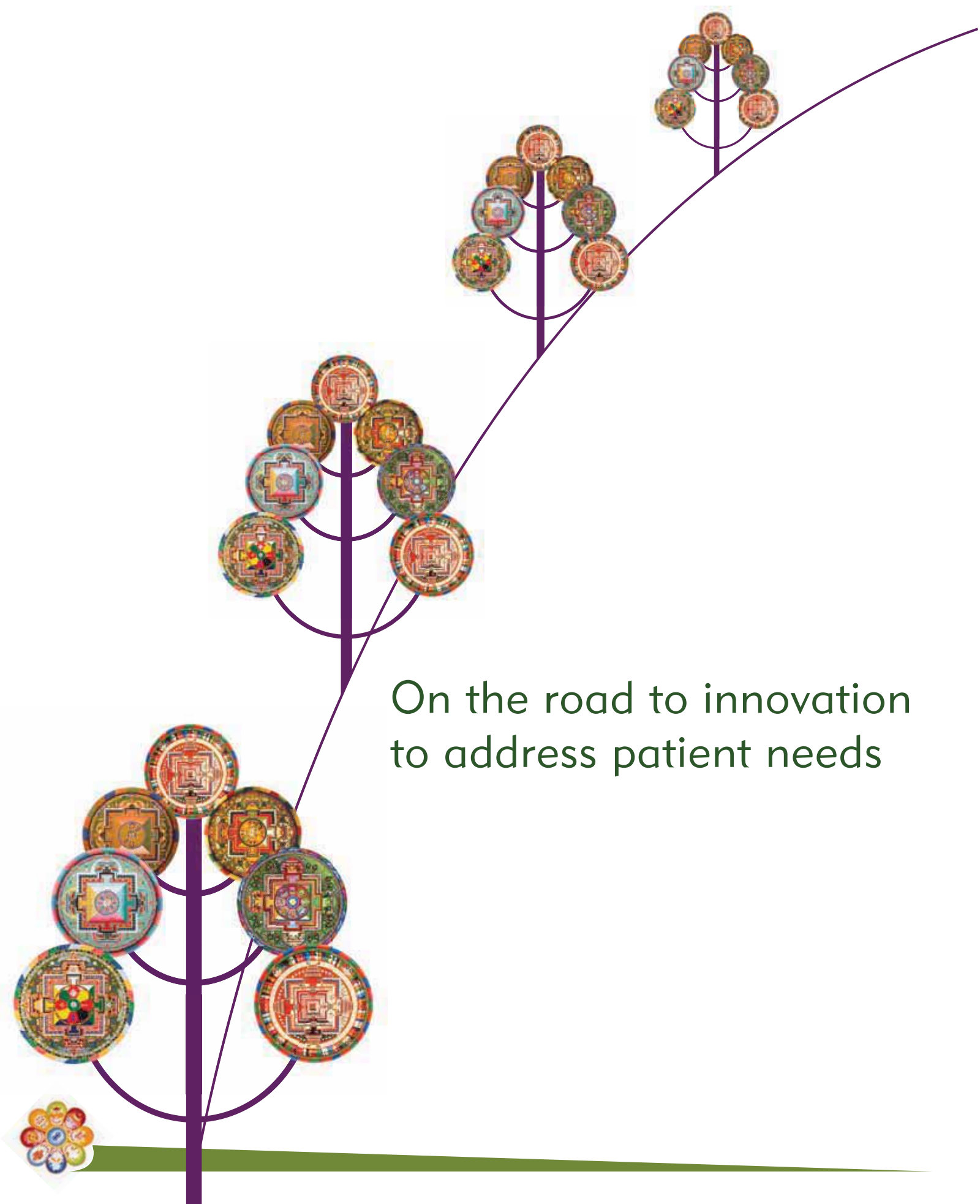
Present in 14 states of India, Prayas has engaged more than 10,000 doctors and conducted over 2,000 workshops in the respiratory and gastroenterology therapy areas. Your Company will continue to extend this programme to many more doctors

and hold workshops in other therapeutic areas.

Prayas is one of the most ambitious and unique initiatives of your Company to improve access to medicine and knowledge to millions of patients in rural India.



Expert Group Meeting organized under the Prayas initiative



On the road to innovation
to address patient needs



We live in a fast changing world. This change has percolated into patient preferences as well. To address the gap between patient needs and our product offerings, your Company is investing time and energy to continuously bring innovation through its products and services that cater to the specific requirements of patients.

Here are some examples:



The rapidly transforming economic scenario in India has caused a shift in disease patterns and focus from communicable to non-communicable diseases.

Despite this, **infection** remains one of the top five causes



Tablet coater with automated process at the manufacturing site

of mortality in India. The launch of M-Nem, an antibiotic, is yet another step in our commitment to provide quality care to patients in the Intensive Care Unit.

A unique comprehensive M-Nem kit comprises of three components - the drug, a closed infusion system and a tag sticker which ensures maximum safety for the patient, assists the medical personnel for easy identification of the drug and ensures minimal contamination.



Needle stick injuries are very common amongst healthcare workers especially those who administer injectable drugs. Such injuries generally lead to serious implications like disease transmission e.g. HIV, Hepatitis B, etc. To overcome this problem faced by medical personnel, your Company has

innovated a new safety device mechanism for its No.1 low molecular weight heparin, Clexane®, which negates the possibility of any such injury. In addition to this, the innovation also ensures better product identification and dosage readability for the healthcare worker and the patient.



With an unwavering focus on quality and patient needs, your Company constantly strives to update infrastructure and manufacturing skills. To ensure the excellent quality of all our products, your Company's sites at Ankleshwar and Goa have adopted a holistic approach which includes quality engagement with vendors, stringent and consistent in-process quality checks, uninterrupted availability of products and most importantly, unique identification codes. Strong systems are in place to check spurious products by using **holograms, barcodes, pharma codes and holographic films** to combat counterfeiting.



Taking a cue from recent developments in the pharmaceutical industry, your Company's manufacturing facilities strive to improve product quality through **online checks such as visual verification, code identification and check weigher for correctness for tablets and packages.**



Reverse printing on tablet strips to combat counterfeiting



Ethical Practices

