

### In this issue.....

- # CEO's Message
- # Product Showcase
- # Product Launch
- # CardioCon
- # HR Matters
- # News Corner
- # Miscellaneous

### WORDS OF WISDOM

A life spent in making mistakes is not only more honourable but more useful than a life spent in doing nothing.

*George Bernard Shaw*

There is a paradox in pride : it makes some men ridiculous, but prevents others from becoming so.

*Charles Caleb Colton*

Contributed by: Rubina Bader



### Newsletter Committee:

Imran Aziz (HR Dept.)  
Rubina Bader (Admin Dept.)  
Muhammad Imran Zai (Creative Dept.)  
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### CEO's MESSAGE



I take this opportunity to wish all the readers a prosperous year 2011. May we begin this new year with peace & prosperity which remain with us for ever. (Aameen)

We are starting this new year with new hopes, new challenges, new goals & commitments. Let us start this new year with resolutions to improve our overall health, exercise more, be more organized and reduce stress. More importantly, to make sincere & constant efforts for the growth and progress of our Company and Country. And we can achieve all this by hard and smart work, offering prayers regularly and asking God Almighty for His mercy and blessings.

While moving forward, we should keep an eye on the new trends emerging in the global economy and industry environment. We must keep pace with the ever increasing competition by adopting balanced approach in our business strategies, provide quality, higher productivity, and increased sales. I am confident to meet the future challenges as we have the basic ingredient for success i.e. professional teams in all our areas of operations.

Let's make Maple Pharma a profitable & efficient mainstream Pharmaceutical Company.

— Shafiuddin Feroz

### Product Showcase:



#### LIPOTRIM<sup>Tablets</sup>

Atorvastatin 10mg, 20mg, 40mg



is a synthetic lipid-lowering agent. LIPOTRIM is an inhibitor of 3-hydroxy-3-methylglutaryl-coenzyme A (HMG-CoA) reductase. This enzyme catalyzes the conversion of HMG-CoA to mevalonate, an early and rate-limiting step in cholesterol biosynthesis. •As an adjunct to diet to reduce elevated total-C, LDL-C, apo B, and TG levels and to increase HDL-C in patients with primary hypercholesterolemia (heterozygous familial and nonfamilial) and mixed dyslipidemia (Fredrickson Types IIa and IIb); •As an adjunct to diet for the treatment of patients with elevated serum TG levels (Fredrickson Type IV); •For the treatment of patients with primary dysbetalipoproteinemia (Fredrickson Type III) who do not respond adequately

to diet; •To reduce total-C and LDL-C in patients with homozygous familial hypercholesterolemia as an adjunct to other lipid-lowering treatments (e.g., LDL apheresis) or if such treatments are unavailable; •As an adjunct to diet to reduce total-C, LDL-C, & apo B levels in boys and postmenarchal girls, 10 to 17 years of age, with heterozygous familial hypercholesterolemia if after an adequate trial of diet therapy the following findings are present:  
a.LDL-C remains  $\geq 190$  mg/dL or  
b.LDL-C remains  $\geq 160$  mg/dL and:  
there is a positive family history of premature cardiovascular disease or two or more other CVD risk factors are present in the pediatric patient

#### STARPRAM<sup>Tablets</sup>

(Escitalopram 10mg)



is an antidepressant (selective serotonin reuptake inhibitor-SSRI) used to treat depression and anxiety. It works by restoring the balance of certain natural

substances (neurotransmitters such as serotonin) in the brain. Escitalopram may improve your feelings of well-being and energy level & decrease nervousness.

#### Fitfree<sup>Capsules</sup>

Carbamazepine 100mg, 300mg Capsules



is used with other medications to help control seizures in adults and children (3 years of age and older).

It is also used to relieve nerve pain associated with shingles (herpes zoster) infection in adults.

Maple Pharma has launched two molecules with the brand name **Esomap** 20mg & 40 mg (Esomeprazole) and **Megab** 75mg, 150mg and 300mg (Pregablin). Esomap (Esomeprazole) is indicated for the treatment of "Acid Peptic Diseases" while Megab (Pregablin) is used for the treatment of "Neuropathic Pain". Maple Pharma believe



in professional grooming and development of its workforce. In this regard Training Session and two Launch Meetings had been arranged in North & South regions for the better understanding diseases & its treatment options. South meeting was held on December 18, 2010 at Countryside Chalet – Karachi & North meeting was held on December 26, 2010 at Hotel Ambassador – Lahore.

Maple Pharma also invited Dr. Gayas-uddin from Aga Khan University & Dr. Amber Elahi as trainers for the session.



Mr. Ahsan Feroz (COO) was also present in both the sessions and distributed Prizes to the successful participants of Quiz & Detailing competition.



## Winners of Quiz and Detailing Competition



Mr. Raheem Zahid - LHE  
1st Prize Quiz Competition



Mr. Anjum Tahir- LHE  
2nd Prize Quiz Competition



Mr. Hafiz Sohail - LHE  
1st Prize Detailing Competition



Mr. Imran Aslam - LHE  
2nd Prize Detailing Competition



Mr. Zahoor Uddin HYD  
1st Prize Quiz Competition



Ms. Fiza Zahra KH  
2nd Prize Quiz Competition



Mr. Athar- KH  
1st Prize Detailing Competition



Mr. Kamran Naseem - MPK  
2nd Prize Detailing Competition

## "21st Annual CardioCon"



*Leading the Race  
for 25 years .....*

Maple Pharma participated in an extravagant manner in the "21st Annual CardioCon" held in Hyderabad from 24th till 26th of December 2010. At this occasion, Maple-sponsored awareness session for general public was an instant hit amongst the participants which included all the top Cardiologists of our Country. The list included Prof Azhar Farroqui, Prof Abdul Samad, Prof Feroze Memon, Prof Nazeer Memon, Dr Fazal Ur Rehman, Prof Khan Shah Zaman, Dr Nadeem Hayat Malik, Prof. Mansoor Ahmed, Maj. Gen. Azhar Mehmood Kiyani, Prof. Hafeez Ullah and Prof. Hamid Shaqquat. The memorable moments were Cholesterol and Sugar Screening Camp, Q/A session, Puppet Show and an engrossing activity with the general public where they were asked questions related to their knowledge regarding heart problems.



The most prominent feature of this event was the 25th Birthday celebration of Maple's leading brand "Moris". Moris has evolved as a brand since last so many years and this was the perfect occasion to celebrate the success of this brand with the people who had and continue to have faith in it. Cake cutting ceremony was done in a business meeting of CardioCon members which included Prof Azhar Farroqui, Prof Abdul Samad, Prof Feroze Memon, Prof Nazeer Memon, Dr Fazal Ur Rehman, Prof Khan Shah Zaman, Dr Nadeem Hayat Malik, Prof. Mansoor Ahmed, Maj. Gen. Azhar Mehmood Kiyani, Prof. Hafeez Ullah and Prof. Hamid Shaqquat. Mr. Ahsan Feroz (COO) was also present at the event.

*Birthday Celebrations*



*Employee Of the Month Awards*



## Employee Get together at the Beginning of New Fiscal Year



## Celebrating CEO's Birthday



## New Employee Orientation



## Training Session on First Aid and Basic Life Support ..



## Hepatitis Screening

## Workshops & Guest Speaker Sessions

Roche Pakistan provided free of cost Hepatitis B & C screening facility to the employees of Maple Pharma. Employees are being screened for the Hepatitis B & C virus. Mr. Shafiuddin Feroz (CEO) can also be seen in the picture.



Hepatitis Awareness Session



Guest Speaker Session on Work - Life Balance



Guest Speaker Session on Stress Management



## # Success Story:

**Sales Force Management (SFM)**

In an era of increased competitiveness, economic uncertainty, ever-increasing regulation and global turmoil, companies are striving to continually improve operational efficiency. Many are looking to information technology to provide reduction in operating costs and increased efficiency by automating and streamlining existing business processes. Maple Information Technology Department has developed an in-house ERP system named Business Management System (BMS) which allows users to perform business activity through BMS (From Purchasing to Invoicing). We, at Maple believe in continuous improvement. We have recently implemented two new modules, Secondary Sales Management and Sales Force Management which are part of our CRM application aimed at productivity and performance enhancement in Sales Force and Marketing Services Department. SFM (Mobile) uses smart technology to integrate seamlessly with intelligent in-office management components, automating day-to-day operations, optimizing in-store effectiveness, and accelerating information velocity to and from the field.

**Salient features of SFM (Mobile) :**

- ⊕ Create sales call plans
- ⊕ Schedule physician appointments
- ⊕ Access practitioner profiles
- ⊕ Submit sales call reports
- ⊕ Submit Monthly Expense

**Toll Manufacturing**

Agreement between  
Maple Pharma & Biogenics



Agreement between  
Maple Pharma & Avital Pharma

**Welcome Aboard!!!!**

Name	Designation
Mr. Muhammad Inran	Graphics Designer
Mr. Kamran Maniar	Marketing Manager
Mr. Faisal Ahmed	Process Operator
Mr. Kamran Ikram	Business Unit Manager
Mr. Muhammad Hanif	Sr. Distribution Officer
Mr. Navaid Ajjaz	Deputy Manager I.T
Mr. M. Fahad Memon	H.R. Executive
Mr. Syed Rashid Azeem	Product Manager
Mr. Rehan Ahmed	Supply Chain Officer

**Wedding Bells .....****Congratulations!**

*Mr. Mirza Majid Baig*  
Incharge Production  
Weds  
Saima  
Sep 17, 2010

*Mr. Akhaz Jaffary*  
Asst. Manager Marketing Services  
Weds  
D/o Mr. Ishtiaq Ahmed  
Oct 2, 2010

*Mr. Muhammad Umair Siddiqui*  
Product Specialist  
Weds  
Zunarra Umair  
Nov 19, 2010



Mr. Mumtaz Ali Khan DTO attended the Seminar on R&D Strategies & Application in Pharmaceuticals-Organized by MOH of Pakistan.



Mr. Mumtaz Ali Khan along with staff attended Excipients & Coating Technical Seminar organized by International Speciality Products in collaboration with Arleen International (Pvt) Ltd.

## Top Achievers in Sales

Last Quarter 2009 - 2010



Ms. Fizza Zahra  
Karachi - Team Matador



Mr. Muhammad Nadeem  
Jhang - Team Specialist



Mr. Adnan Khalik  
Peshawar - Team Braveheart

First Quarter 2010 - 2011



Ms. Fizza Zahra  
Karachi - Team Matador

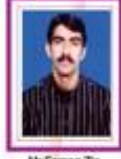


Mr. Muhammad Amir  
Sialkot - Team Specialist



Mr. Salman Haidar  
Gujranwala - Team Braveheart

Second Quarter 2010 - 2011



Mr. Farooq Zia  
Sahwal - Team Matador



Mr. Muhammad Amir  
Sialkot - Team Specialist



Mr. Adnan Ali Khan  
Karachi - Team Braveheart

### “ 10 Tips to Improve Interpersonal Skills ”

- 1. Practice Smiling Often.** No one wants to be around someone who is always frowning. Maintain a positive, cheerful attitude about work and life.
- 2. Pay Attention to People.** Make eye contact and address people by their first names. Ask them for their opinions and suggestions.
- 3. Be Generous with Praise and Words of Encouragement.** If you let others know that they are appreciated, they will want to give you their best.
- 4. Keep Your Promises.** If you promise something to someone, follow up on it.
- 5. Treat Everyone Fairly.** Do not play favorites and avoid talking about others behind their backs.
- 6. Pay Close Attention to Your Body Language.** This and the tone of your voice have a lot to do with how people feel about you. Think before you speak!
- 7. Make other's Laugh.** Most people are drawn to a person who can make them feel better.
- 8. Try to See Things from Another Person's View.** Empathy is about being able to put yourself in someone else's shoes and understanding how they feel.
- 9. Keep an Open Mind.** Remember there is always room for discussion and compromise.
- 10. Don't Complain.** There is nothing worse than a chronic whiner. Try to focus on helping other people solve their problems and it will be remembered.

Contributed by: H.R Dept.

### From the desk of:

Mr. Mazhar Abbas Rizvi  
Manager I.T

*Knowledge is the key to success.*

We are all aware of the emphasis on knowledge in Islam. The first word of the Holy Qur'an revealed by the God Almighty was, "Iqra" which means "Read". Further revelations like, "Are those equal, those who know and those who do not know?" and Ahadees like, "Anyone going on his way in search of knowledge, God will, thereby make easy for him the way to Paradise" Quaid-i-Azam Mohammad Ali Jinnah had given direction to his new-born state by listing three main pillars which go to make a nation worthy of possessing a territory and running a government, one being "Education".



*Let's make Pakistan a  
Knowledge-based Economy*

During the previous centuries, neo-classical economics had recognized two elements of economics, land and labour, which were later replaced by Capital and Energy. This has now changed. Information and knowledge are replacing other elements as the primary wealth-creating assets. In addition, technological developments in the 20th century have transformed the majority of wealth-creating work from physical to "knowledge-based." In recent years, early investments in education did miracles in countries like Malaysia and India. To build a strong nation, the government should encourage the creation of an educated society, build a knowledge-based economy (K-economy), strengthen human resource development and ensure that all citizens have the opportunity to twelve years of education in terms of access, equity, and quality. The portfolio of education must be kept clear of political appointments and its working should be in the hands of committed educational experts. No amount of foreign assistance can make the difference in the education field unless and until the people of Pakistan take ownership of the reform effort. The day we do, the deed will be done.

## Seven Rules of Motivation



**#1 Set a major goal, but follow a path.** The path has mini goals that go in many directions. When you learn to succeed at mini goals, you will be motivated to challenge grand goals.

**#2 Finish what you start.** A half finished project is of no use to anyone. Quitting is a habit. Develop the habit of finishing self-motivated projects.



**#3 Socialize with others of similar interest.** Mutual support is motivating. We will develop the attitudes of our five best friends. If they are losers, we will be a loser. If they are winners, we will be a winner. To be a cowboy we must associate with cowboys.

**#4 Learn how to learn.** Dependency on others for knowledge supports the habit of procrastination. Man has the ability to learn without instructors. In fact, when we learn the art of self-education we will find, if not create, opportunity to find success beyond our wildest dreams.



**#5 Harmonize natural talent with interest that motivates.** Natural talent creates motivation, motivation creates persistence and persistence gets the job done.

**#6 Increase knowledge of subjects that inspires.** The more we know about a subject, the more we want to learn about it. A self-propelled upward spiral develops.



**#7 Take risk. Failure and bouncing back are elements of motivation.** Failure is a learning tool. No one has ever succeeded at anything worthwhile without a string of failures.

### سوال...؟؟؟

یہ کیسی آگ میں میرا دہن ٹھنکتا ہے؟  
 کہ جنکو دیکھ کر ہر شخص کا دل جھنکا ہے؟  
 کہوں میرا گاؤں اب وہ عالم میں رہتا ہے؟  
 کہیں اسکا ذکر اب گزرے نہیں میں مٹا ہے؟  
 یہ کس نے دہن میں لٹکت کا کچا ہویا ہے؟  
 یہ کون ہے جو اس کی آبیاری کرتا ہے؟  
 مگر سے گیت اور وہ دل آویز سے نکلے؟  
 بہاریں اب کیوں یہاں سے گزر نہیں کرتیں؟  
 کئی سالوں کی ٹھانسیوں کے بعد بھی کیوں؟  
 میرے دہن کے جواؤں کو کس کی نظر لگی؟  
 جنہیں دہن کے ستاروں کے سپہا بنا تھا  
 یہ کس نے آگے خواہشوں کو ڈنگ لگایا ہے؟  
 زمانے بھری شہنائی کا دم بھرنے والا  
 جو اپنے بچوں کی خواہش نہ پوری ہونے پر  
 کبھی سوچا ہے اس افلاس ذہن کا تم نے؟  
 ظاہر کلاں 7 بس ہر دم یہ دعا کرتا ہے۔  
 اورنگشاہ (آئی۔آئی۔ایم۔پارٹس)

## SMILE A WHILE

