

Drishti



Bangladesh excelling in BioCamp 2007

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Country President's Message on 2008



Dear Colleagues,

With this issue of Drishti we start the year 2008 and commence implementation of our strategies for the New Year. Before focusing on 2008, I would like you, with me to evaluate our achievements and missed opportunities of 2007.

2007 in retrospect

The year was another successful period of achievement milestones both in business and organization development. We are WELL POSITIONED in our market and experiencing STRONG GROWTH that has strengthened our businesses in the respective markets both with above market growth and MARKET SHARE IMPROVEMENT. We have simultaneously made QUALITATIVE IMPROVEMENTS of our organization with our commitments toward internal and external stakeholders.

I would like to thank each and every one of you who contributed to this journey of success with hard work and dedication.

Our climb of this steep performance hill with challenges is a difficult one, because our standards are governed by conformity and marketing standards that we strongly are committed to.

2008 seizing the opportunities

Over the years, we have built our organization focused on the key pillar: our people. As usual this year we will focus on performance driven by Novartis values & behaviors and leadership standards and build on OWNERSHIP of our respective responsibilities.

Meeting and going beyond market EXPECTATIONS with our product and services is undoubtedly the other key pillar of our strength. In each of our respective Divisions, we have existing portfolios and new brands to be introduced. As we began our strategy of introduction, I encourage you to 'THINK DIFFERENTLY' and recount our previous experiences, with that build on strengthening our forte in the future.

The challenges will be many, for one, we will again face the ongoing changes in the market environment however our success will depend on your conviction in our goal.

Goal of Novartis Bangladesh is clear and ambitious: business growth over market benchmark, relentlessly developing our human potential to meet the business challenges, and shaping our organization positively in terms of environment and quality.

Your faith, focus and hard work alone will drive us towards such sustainable victory.

I have profound confidence in all of you as I know we will continue our successful performance and even move on the next level of excellence. On behalf of Novartis Bangladesh, I wish you personal and professional success in the year 2008.

Ashfaque ur Rahman

Country President and Head of Sandoz

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Note from the Editor's Desk



Welcome to the first issue of 2008 of Drishti.

Among the topics covered in this issue, our lead story presents the first ever opportunity to participate in 2007 BioCamp, which took the students few steps closer to the global happenings in business and biotechnology world and the opportunity to receive first hand experience from peers and the experts. Particularly we have taken time to focus and establish our commitment to the social responsibility and to the development of our future leaders. Which we believe will strengthen the relationship with educational institution and the media.

Also in this edition of Drishti, you will come across the history of Tongi Plant, initiatives like setting up

pediatric corners, NEM, Aspire, the evolution of Animal Health business and our own production site The Tongi Plant. You will also find the regular features among other things.

We do hope that you will find this issue an interesting and enjoyable read. If you would like to make a comment about Drishti, or any of the write ups, or suggest a topic that you believe we should cover in the future, please contact any of the editorial team or write to rasna.hasan@sandoz.com.

Wish you a successful 2008.

Rasna Hasan

Head of Corporate Affairs and Communications

Lead Story

Bringing Biotechnology closer to Bangladeshi students

Fahimul Alam Melveen, Officer HR and Corporate Affairs, Sandoz Division

In the 21st century, biotechnology is transforming life in many ways through breakthroughs in life sciences, medicine, agriculture and food products. This has become a key technology for any national economy with an eye on the future, as well as a global industry that spans national borders. As a world-leading pharmaceutical company, Novartis shares in the science and passion of biotechnology, and extends support to all countries worldwide in their local development of biotechnology. We believe the cultivation of talent with a global vision is essential for biotechnological innovation. By educating talented young people about recent trends in the biotechnology industry and by promoting regional cooperation, we aim to contribute to the advancement of biotechnology worldwide and thereby also in Bangladesh.

Novartis International Biotechnology Camp is an educational Camp for students, with objective to promote the biotech-industry of developed and developing countries in Europe and the Asia Pacific region by offering them an opportunity to train themselves at the art of business development and/or Biotechnology.

BioCamp has been hosted by Novartis for the past 3 years. This year BioCamp took place in Tokyo, Japan, at the Academy Hills at Roppongi Hills by Novartis Pharma K.K. For the first time representatives from Bangladesh were present. 2 students, Mr. Sagar Sen and Ms. Sadia Mahboob, and Mr. Naimul Haque, a journalist from the prominent daily newspaper, Daily Star, attended the program along with students and journalist from various other countries.

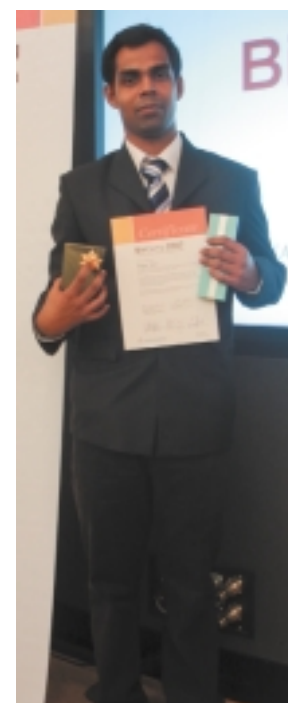
The program started from 6th October and ended on the 8th. The students were addressed by many experts from Novartis and outside. To name a few, Mr. Hiroyuki Mitani the President and CEO of Novartis Pharma K.K.,

Dr. Reinhard Ambros the Global Head of Novartis Ventura Fund, Dr. H. Robert Horvitz a Professor at MIT (Massachusetts Institute of Technology) and Nobel Prize winner for Physiology and Medicine in 2002, Dr. Jürgen Brokatzky-Geiger the Head of Human Resources at Novartis. The three day program was a mix of speeches by the esteemed speakers, workshops, question and answer sessions and presentations.

The program was a huge success and was a unique experience for our representatives. Mr. Sagar Sen, who is in his last semester of his MBA program in IBA, Dhaka University and Ms. Sadia Mahboob, who is in her third year of her B' Pharm at the Department of Pharmacy in Dhaka University, were both highly excited and appreciative of the opportunity presented to them. Mr. Sagar Sen was awarded the “Best Individual Performer” and attained many praises from all the lecturers. He, together with Ms. Sadia Mahboob highlighted the brilliance and capabilities of the young minds in our country. We expect that they will pave the way for Biotechnological development in Bangladesh and along with others will help make Bangladesh a successful and prosperous country in the Biotechnology and Pharmaceuticals sector.



Dr. Horvitz



Sagar Sen with his award



Sagar Sen and Sadia Mahboob with Dr. Horvitz

Business News

Challenging and Breaking the rules: Marketing Plan Meeting and Training at Lek Pharmaceuticals

Md. Tanbir Sajib, Portfolio Manager, Sandoz Division



Customers today are equipped with a greater degree of knowledge and sophistication with regard to the goods and services that they choose to purchase. In order to remain competitive, businesses must also become more sophisticated in their approach to marketing and the innovation process. This year's marketing plan meeting and training session was nothing more than challenging and breaking the rules to achieve the ultimate. Scheduled at The Headquarters of Lek Pharmaceuticals, a Sandoz Company in Ljubljana, Slovenia, the two day training program, started from the 24th to 28th September, 2007.

The programme was divided in two parts, marketing plan and marketing training programme. In the challenge session country specific Marketing Plans for 2008 were challenged by Mr. Gorazd Hladnik, Head of Sandoz APAC Cluster, Mr. Ales Koce, Head of Market Research, Lek Pharmaceuticals d.d., Mr. Bruno Nussdorfer, Head SFE Project, Lek Pharmaceuticals d.d. and Mr. Enayet Ullah

Khan, Project Leader, Sandoz APAC Cluster Portfolio Attractiveness Project. Sandoz Bangladesh marketing plan for 2008 was well appreciated and commended for focus and innovation.

In addition our promotional approach (especially the Vaxtin launch theme) was highly appreciated by the marketing team during the best practice sharing session termed "Generic Launch Strategy" training. The innovative performance of Sandoz (Bangladesh) team was appreciated for focus and creativity, namely, Dhaka Reporters Unity (DRU), patient support program on psychiatry and the establishment of pediatric corners in various hospitals was also recognized amongst other activities.

At the end, we have come back with appreciation for commendable projects and marriage of clear focus and competitive tools and techniques to create usable, implementable marketing strategies.

Mr. John B. Ketchum visits Bangladesh

Dr. K. S. Arefin, Portfolio Manager, Pharma Division



Mr. John B. Ketchum, Head of Novartis Oncology, Asia Pacific Region, visited Bangladesh from the 10th to 12th September, 2007 with the objective to build a strategy to further strengthen the Oncology business in Bangladesh. "With the increasing awareness of cancer among people & patients and gradual development of expertise & institutions, Bangladesh appears to hold promise for a potential Oncology market" - Mr John stated. He participated in an Oncology business review session and provided some strategic directions for further growth of the business.

Mr. John spent a full day in the field to meet Oncology KOLs and exchanged views and ideas with them. He pointed out the fact that Hematology and Thalassemia segment could be the growth driver for the Oncology business in the near future for the Bangladesh market. Our CPO Head, Mr. M. Mansur Alam, expressed his gratitude and thanked Mr. Ketchum for recognizing the potential of the Bangladesh Oncology market. At the same time re-endorsed our commitment to the future strategic growth.

Because children are precious..... Sandoz Pediatric Play Corner

Sujan Kumar Saha, Portfolio Manager, Sandoz Division

Most children dread going to the doctor and most of the time for a good childish reason; after all, most of us still associate the doctor with painful pinches and awful tasting medicines! As parents, we always consider a good doctor as one who can put our child at ease. Without doubt a good pediatrician will always approach the child in such a manner that the child is not intimidated and afraid but rather intrigued, inquisitive and happy.

Experience has shown that children are scared and uncomfortable in an unfriendly hospital whereas children in a friendly and playful environment often show remarkable courage in the face of illness. Creating an environment which encourages a child to express his or her feelings is seen as essential to a successful pediatric division of a hospital as children are very resilient, and can bounce back to health rapidly if given the right environment.

Bearing all these facts in mind and with the corporate focus on creating marketing excellence, Sandoz Division has established two "**Pediatric Play Corner**"; one in the pediatric ward of Dhaka Medical College

Hospital and another one in the Khulna Shishu Hospital. Sandoz Division has undertaken this initiative in order to focus on Constructive play to relieve boredom and provide reassurance for parents.

This one of a kind promotional effort, in the Bangladeshi Pharmaceutical market, has been highly praised by the doctors. Our mission is to bring healthcare of international standard to children because children are our future. A safe, healthy, hygienic and growth promoting environment is fundamental to support the health of children. That includes physical, mental and social well-being.

Dr. Abid Hossain Mollah, Professor, Head of Pediatric inaugurated the corner at Dhaka Medical College Hospital, and Mr. Md. Firoz Alam, Deputy Commissioner, Khulna Division was the chief guest at the Khulna Shishu Hospital.

In the future, Sandoz wishes to install more **Sandoz Pediatric Play Corner** in various hospitals as we want to reach every child who needs physical, mental and social care.



Kendrio Matshaw Mela. 2007

Sonaton Ghosh, Manager Aqua Sales, Animal Health Business Unit

Novartis Animal Health participated in the Kendrio Matshaw Mela, organized by the Ministry of Fisheries and Livestock from July 23 to July 29, 2007. A good number of fish and shrimp farmers, hatchery owners, nutritionists, opinion leaders and people from different sectors of the Animal Health business

were present and visited our stall. Round Table Discussions (RTD) were the main attractions of our stall. Through 40 different RTDs, we were able to convey product messages and communicate our commitment to the well-being of companion animals and on the health and productivity of farm animals.



Special Feature

The Footprints of Animal Health Business Unit

Abdul Gofran, Head of Logistics, Animal Health Business Unit



In view of the great potential of Animal Health industry, Novartis (Bangladesh) Limited, the then Ciba-Geigy, started marketing Animal Health products in Bangladesh in 1977. The business itself was known as Bio Technical Products or BTP, a Sub-Division of the Agricultural Division. The main focus of the business then was imported house hold insecticides. With 5 people in the team, BTP operated in 3 different business segments with product imported from Switzerland:

1. House-hold insecticides
2. Pest control Services
3. Veterinary medicines

In the beginning of 1981, the total sales of the sub-division was only 5 million Taka. and in the same year, considering the market demand, Animal Health Business Unit (AHBU) started private marketing. However due to large pack size of those products we could only reach big farms. This led us to create customized pack sizes that enabled us effectively gain market share from small farms.

In early 1990, Ciba-Geigy Switzerland started product rationalization and most of our leading products were phased out gradually. In order to cope with the changed situation, we came up with a proposal to setup our own production unit to manufacture the products specifically for Bangladesh market. The dream came true in 1993 through setting up of Tongi Production Unit which was a milestone of Animal Health Business in Bangladesh for Novartis. Since then, we have been producing a number of generic products besides our own patent brands at Tongi Plant.

In 1994 Animal Health separated from the Agro Division and became an individual business unit. The Animal Health management ventured into new market segments in 1996 when poultry market started demonstrating diversified needs. In addition to our own antibiotics, feed additives were introduced for poultry. It was a turning point for the AHBU and since 1997 the Animal Health business has posted double digit growth continuously and today the sales projection for 2007 is 370 million Taka.

At present, there are approximately 150 companies operating in this sector. The main selling items are animal therapeutics, feed additives, vitamin and mineral premixes, vaccines, disinfectants etc. Novartis Animal Health Bangladesh is in a leading position in dairy anthelmintics, poultry therapeutics and water soluble vitamins.

We, at Animal Health, have been focusing on our valued customers by providing innovative and quality products for 30 years. We are providing door to door service to serve our customers and maintaining close relationship with them. We also provide valuable technical information regularly to leading farmers, doctors and consultants. Our business is also flourishing through continuous support of all poultry and dairy farms, practitioners, feed millers and hatcheries.

Till date, we have achieved 23% growth compared to 2006 and we are looking forward to a sustainable double digit growth in the years to come.

Passionately saving, prolonging, and improving animal lives

In Focus

Fundamentals of Rapport Building: The Six Clues

Md. Rezaul Karim, Head of Sales, Sandoz Division

The ability to create rapport with others is a skill very important for the Sales function. Many people are naturally talented in this area, while others have to strive hard to develop the skills necessary for effective rapport building. We work in a competitive environment where purchasing decision is primarily based on personal rapport or skill of detailing by the sales colleagues. All the leading companies in this competitive market maintain a minimum standard of quality and with rigorous pricing and marketing strategy the competitiveness of the sector increases in many folds. Thus it is instrumental for people in the Sales function to be able to build effective and efficient rapport to create a differentiating factor with the prospective customers in order to generate sales. A well recognized sales maxim is that, "People do business with people they like!"

Successful sales people have a knack for making people feel important and valued. They understand the value of building trust and rapport early on in the selling process. It really does not matter how knowledgeable we are about our products or how many closing techniques we have mastered, unless one can earn his/her customer's trust and confidence. It is sure that once we have established a foundation of trust and rapport with our customer, we actually have the hard part behind us and can anticipate making the sale. Below are some fundamentals to building rapport, if practiced these will help us build trust & rapport quickly with our customers.

Pont 1 - Create a Favorable First Impression:

Whether you like it or not, people form impressions about you based on such factors as appearance and attitude. When it comes to building trust and rapport, there is nothing more important than making a favorable first impression. Here are four suggestions to help you create a favorable first impression.

1. Maintain punctuality at all times and be well prepared for your sales call.

2. Maintain a well-groomed appearance and dress appropriately to match your product, your company image and reputation and your customer.
3. Be upbeat and personable, without becoming overly familiar.
4. Maintain eye contact and a smiling face.

Pont 2 - Establish Your Credentials:

It is important that you establish your credentials as an expert in your industry as soon as possible during your initial appointment. Hand out your business card, then mention two or three reasons why you like working in your industry and for your company. Make sure your marketing (promotional) materials look professional and are kept up-to-date.

Pont 3 - Look for Common Ground:

Before you begin your sales presentation, you must first "warm up" your prospect and make them feel comfortable. A great way to establish common ground during the warm up is to discuss the weather, sports, a local news story or your prospects favorable subject. If you are meeting your customer in their home, office or in chamber look at personal items on display such as pictures or awards. Generally speaking, people enjoy talking about their hobbies and past accomplishments.

Pont 4 - Use Active Listening Skills:

Successful sales people take notes, listen attentively, and avoid the temptation to interrupt, criticize, or argue with their prospects. It is a good idea to occasionally repeat your prospect's words verbatim. By occasionally restating your prospect's key words or phrases you not only clarify communication, but also build rapport. While it is important to educate your prospect about your products or service, as a general rule, you should listen more than you talk. Keep your attention focused on what your prospect is saying and avoid the temptation to interrupt or

Successful sales people have a knack for making people feel important and valued. They understand the value of building trust and rapport early on in the selling process.





dominate the conversation. When your prospect gives a pause you can do three things- (1) You can make a statement, (2) You can give your opinion on the issue or (3) You can use most powerful technique that is ask a relevant question.

Pont 5 - Adjust to Your Prospect's Temperament Style:

Research indicates that people are born into one of four primary temperament styles; aggressive, expressive, passive and analytical. Each of these four primary temperament styles requires a unique approach and selling strategy. For example, if you are selling to the impatient, aggressive style, they want a short warm up and expect a quick bottom line presentation. While at the other extreme, the cautious, analytical style requires a longer warm up period and is interested in every detail.

Pont 6 - Understand Body Language:

Body language is a complex mixture of movement, posture, and tone of voice. Research indicates that in a face-to-face conversation, over 65% of our communication is perceived nonverbally. Our body language reveals our deepest feelings and hidden thoughts to total strangers. In addition, nonverbal communication has much greater impact and higher reliability than the spoken word. Therefore, if your prospect's words were non-match with their body language gestures, it would be wise to rely on their body language as a more accurate reflection of their true feelings. Be mindful of your own body language gestures and remember to keep them positive by (1) unfolding your arms, (2) uncrossing your legs, and (3) nodding your head in agreement, and smiling frequently where applicable.

Growth Driving Product Portfolio

Md. Enayet Ullah Khan, Head of Marketing, Sandoz Divison



Under the guidance of Mr. Gorazd Hladnik, Head APAC Cluster, Sandoz is running two projects in the areas of Marketing and Sales with the broader objective of improving efficiency. The Marketing project started at the end of May, 2007 with the following strategic goals

1. Realize APAC cluster growth strategy and establish the leading brands
2. Achieve preferred supplier status and market leader position in selected institutional buyers categories in all APAC Cluster markets
3. Develop best in class generic marketing in the region

Within the scope of the project, product submission plans for 2008 for the countries, driven by Bojana Dragovic and Jiqing Madeleine-Wang, Commercial Operations Leaders have been finalized.

Marketing Plans for 2008 have already been submitted and approved by Lek, Bangladesh, Pakistan and the Philippines, whose plan was challenged and approved with the help of

Marketing Services, and ready to be implemented in 2008. Malaysia, Singapore and Vietnam also submitted their marketing plans and currently await approval.

Functional competency development is one of the key performance drivers within the APAC Cluster, and with the guidance of Mr. Gorazd Hladnik, quite a number of training programs have been organized for marketing colleagues in Slovenia and Bangkok.

An award system for marketing colleagues for best practice sharing will also be introduced soon. It is expected that all these activities will allow us to further develop our businesses and marketing effectiveness to post even better growth in the coming year. I wish all sales and field colleagues the best and thank them for their cooperation and support over the year. I take this opportunity to commend our Portfolio Team for their dedication and efforts this year. It is imperative that we strive harder to achieve the performance levels that we are truly capable of attaining so that next year we can post even better growths than this year and more than the budgeted growth.

Diseases and New Launches

Thalassemia and mandatory iron chelation

Dr. K. S. Arefin, Portfolio Manager, Pharma Division

Thalassemia is a disease which refers to some genetic blood disorders affecting the production of hemoglobin. Thalassemia can manifest in the form of anemia, enlarged liver and spleen, bone deformities and at times, the disease progresses to life threatening manifestations.

According to a report of WHO, 7% of total population in Bangladesh are Thalassemia gene carrier and around 0.35 million patients are actively suffering from the disease. There is no curative treatment of the disease except bone marrow transplantation which is an expensive procedure and an appropriate donor is needed. So, blood transfusion

remains the mainstay of treatment. But repeated transfusion warrants a potential hazard that is "iron overload" which results in deposition of iron in heart, liver, pancreas & other endocrine organs. As human body cannot excrete extra iron, the only way to handle this situation is to mechanically bind iron through some chelating agent.

Considering the extended need of chelation, Novartis has made **Desferal injection** available in Bangladesh again. In addition globally, Novartis has launched in some key markets, Exjade® (deferasirox) - the first and only once-daily oral iron chelator which has significantly changed the outlook of iron chelation therapy.

'Tiamutin 15%' : A new hope for Mycoplasmosis Control

Dr. Ripon Kumar Paul, Product Executive, Animal Health Business Unit

Tiamutin is a worldwide popular brand for the control of Mycoplasmosis, one of the most common chronic respiratory poultry diseases worldwide. In Bangladesh it is one of our top three brands in poultry sector. We have been successfully marketing Tiamutin 45% since it was launched in 2001. With an objective to further increase our market share we have launched Tiamutin 15%, a brand extension of Tiamutin, on September 06, 2007. The launch was done in presence of renowned veterinarians, consultants, key opinion leaders

and experts from different organizations. Dr. Priya Mohan Das, Professor, Bangladesh Agricultural University presented the keynote papers during the launch program.

Tiamutin 15%, is available in 10x100 gm packs at an affordable price. It will strengthen the Tiamutin brand further towards improvement of poultry health and fortify our strong position in the Bangladesh Poultry Sector.



NOVARTIS (BANGLADESH)



Celebrating Boshonto at the Head Office



Abdur Razzak and his son, Shomrat at Durbeen



Screening for Hypertension on International Hypertension Day



Associates enjoying the 10 Years Anniversary



Sagar Sen and Sadia Mahboob at BioCamp 2007 in Tokyo, Japan



Associates performing at the Cultural Show during Town Hall Meeting in January 2007



Associates at Town Hall Meeting in July 2007



Interactive activities during CPD



NBL Associates at the APAC Excellence Awards 2007



NBL extending financial support to the Chief Advisor's Relief Fund for flood victims



Birthday celebration at the Sales Center



Participants at COMPASS



Community Partnership Day 2007

Training and Workshops

Strengthening Emergency Management at NBL

Fahimul Alam Melveen, Officer HR and Corporate Affairs, Sandoz Division



"NEM (Novartis Emergency Management) is a compulsory corporate system which effectively manages any physical or chemical incident, product emergency, or other critical situations which could have a negative impact on persons, the environment, company property, and / or reputation. In an emergency it establishes the internal decision-making structures and procedures to be followed."

The workshop was divided into two parts. The first part concentrated on the structure of the NEM System, its objectives and methods of operation. The next stage was a Pandemic Simulation Exercise where the participants had to face a rigorous program that tested our capabilities to take the pressure if and when the real situation arises. With a total of 24 participants a good percentage claimed that the workshop met their requirements and enhanced their knowledge on the situation and activities to be performed during a pandemic.

The Holiday Inn Central Plaza was the venue for the NEM workshop for Asia on the 18th of October 2007. The workshop was conducted by instructors from Dyson Consulting and Novartis Associated from Corporate NEM and BCM, HSE and QA.

Mixed Bag

Movers and Shakers



Mr. Ahmed Obaidur Rab, joined Novartis Animal Health UK Limited as a Financial Accountant effective from 1st October, 2007. Prior to this position, he was Finance Manager of Novartis Animal Health, Novartis (Bangladesh) Limited. During his professional career in Novartis, Mr. Rabb became the Regional Champion for Finance in-control and assisted in the implementation and validation of NFCM controls in the Asia Pacific region. He was instrumental in implementing SAP in Bangladesh in 2002.



Mr. Salim Solaiman, Head of Marketing, Pharma, has left NBL on a short term assignment lasting one year, and has joined the Singapore CPO as Business Head, with effect from December 01, 2007. In the Singapore CPO, he will be looking after the marketing and sales of the CPOs business.

Births



Noirhit

Son of Subarna Ghosh
and Sonaton Ghosh
Manager, Aqua Sales, AH BU
6th October, 2007

ASPIRE

Shashwata Prosad Das, Portfolio Manager, Pharma Division



At Novartis, we practice a particular set of values & behaviors that have been engraved in our culture. These values & practices differentiated us globally and locally from our competitors.

The continuous changing environment asks for an increasing level of innovation and requires motivated & goal oriented human resources. We need to find new ways to create an inclusive and inspiring work environment, free up time and energy within the organization and foster a culture of innovation, so that we can take on the exciting challenges of multiple launches, drive continued external focus and sustainable growth.

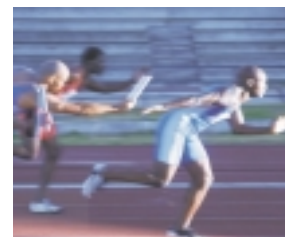
With this in mind Novartis has introduced Aspire, which stands for achieving sustained performance through innovation, recognition and empowerment. Aspire is a program of cultural change that encompasses many different initiatives.

To be driven by ASPIRE, Novartis needs to implement three (03) aspects in all its processes:

- (a) Unleash the full potential of people
- (b) Free up time & energy within organization
- (c) Exceed patient & customer expectations

This evolves around the idea of giving the best for the job, and help others in the process, and at the same time set aside time for family and for relaxation. Continuous Innovation is key here to create better & simpler ways of getting the job done.

Feel ASPIRE, Realize the essence of ASPIRE, & Practice ASPIRE. Be a successful professional & make Novartis the most successful company.



The Success formula: ANVISA inspection

Dr. Shariful Alam, Head of Quality Assurance, Tongi Plant, Sandoz Division

As a key export market it is imperative to maintain utmost quality standards and continuously perform well in any GMP audit of the Plant. ANVISA is the abbreviated form of AGÊNCIA NACIONAL DE VIGILÂNCIA SANITÁRIA, i.e. National Agency of Sanitary Surveillance, under the Ministry of Health of Brazil. Approval of ANVISA in favor of Novartis (Bangladesh) Limited or other Novartis Country Organizations is a must for Sandoz Brazil to import products for their country.

Novartis (Bangladesh) Limited has been exporting finished dosage forms to Brazil through Sandoz Brazil since 2001. The Novartis Tongi site is an approved production site for products for European, South African and Brazil Regulatory Authority, and to remain one we undergo audit every two years interval.

The first ANVISA audit took place in 2002, then in 2004 and lastly in November of 2007. We have successfully completed the audit without any critical/major observation and hoping to receive the approval soon.

The Brazilian market is a strategically important market for Novartis (Bangladesh) Limited's export business. The products exported to Brazil are mostly film coated tablets produced by the Sandoz Division and composed of Alendronate, Azithromycin, Clarithromycin, Mirtazapine, Ramipril, Sertaline and Simvastatin.

The Export business with Brazil constituted about 18% of our total export revenue in 2006. Therefore from a business point of view the inspection was of great importance and strategic value for Novartis (Bangladesh) Limited.



The Changing face of Tongi

A B M Yusuf Ali Khan, Manager IR & Admin. Sandoz Division



Novartis (Bangladesh) Limited (NBL) came into existence with the global merger of Ciba-Geigy and Sandoz, two Swiss Healthcare giants in 1997. From early 1970, Novartis - then known as Ciba-Geigy - engaged in trading with various chemical and healthcare products in Bangladesh. The Bangladesh group company was incorporated in 1973 with the 40% participation of Bangladesh Chemical Industries Corporation (BCIC). In a first joint venture agreement of both partners in 1980 the investment in a crop protection formulation plant in Chittagong was implemented. In 2000 Novartis decided on a global basis to spin-off the agro business and the former Crop Protection Business of NBL at present continuing with the business partner BCIC, under the authority of Syngenta as a separate legal entity.

In a second joint venture agreement in 1988 NBL and BCIC invested in a pharmaceuticals production plant in Tongi for life-saving products fitting the needs of the country. The state-of-art manufacturing plant of Novartis (Bangladesh) Limited was established in 1989 with an annual capacity of 200 million tablets/capsule. The first buildings were raised in 1989 and commercial manufacturing was initiated in 1990. Total headcount was 65 (Mgmt. 20 & 45 Associates). In 2002 the production facility expanded and with the expansion the capacity increased to an annual production capacity of 600 million tablets/capsules. Now the Total headcount of the Plant 217.



The Sandoz Division of NBL is the owner of the Tongi Plant. The plant is located about 20 Km north of Dhaka city and cover an area of about 36,634 m². The site is surrounded in the north by a 10 m wide road beyond which one can find the village of Tongi, in the west bordered by fields, in the east the pharmaceutical factory of Eskayef, and to the south and southwest the site lies adjacent to the river Turag.

The site comprises of buildings for production, quality control, IT, warehousing, engineering support, product development, animal health production, storage of inflammable substances, diesel storage for generator, incineration, water supply, waste water treatment, vehicle repairs, offices and the canteen along with a guest house and guard barrack. A scrap yard for retaining samples is also present.

Pharmaceutical Production comprises of two sections dealing with Manufacturing and Packaging. Most of the active substances used in manufacturing are supplied by Novartis AG, Basel, Switzerland & Sandoz GmbH (a Novartis Company) Kundl, Austria. Most of the auxiliaries used for production are bought from approved supply source of Novartis AG, Basel, Switzerland and Sandoz GmbH Austria. Secondary packaging materials are bought locally from third parties.

Apart from producing globally developed patented & generics drugs, traditionally Tongi Plant was instrumental in local development of finished pharmaceutical products e.g. Famotidine, Ciprofloxacin, Omeprazole, Sparfloxacin, Diclofenac etc. Since 1997, Tongi Plant has been producing finished drugs for export purposes, but after the recent expansion the Plant became a global supply point for Novartis generics. Besides, we have been successfully toll manufacturing Roche products like Toradol, Naproxen, Dormicam, Tilcotil, Revotril, Dilatrend from mid of 2006.

From one of the most experienced production operator of the plant:

Md. Abul Kashem, Emp # 2012, Senior Production Foreman, started his journey with Novartis, then Ciba Giegy, on 3 September, 1989. According to him his long tenure with Novartis derived from amicable working

environment. One of his lasting memories is from the time in the year 2004 when he met with an accident at work. He treasures the support and cooperation he received from his colleagues and the company. He wishes success for us and looks forward to the same support he has been receiving from Novartis for the past 3 decades.



Longest serving Associates of Tongi Plant

FARIDUDDIN AHMED	Manager, Warehouse	October 1972
MD. ANWARUL KABIR	Sr.Production Foreman	September 1989
MD. AFAZUDDIN	Production Operator II	November 1989
MD. ABUL KASHEM	Sr.Production Foreman	September 1989
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