

Excella Times

Issue No. 1

In Pursuit of Excellence!

Jan. 2010 - Mar. 2010

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from the Editor's desk.....



29th March 2010

Dear Excellains,

This is a great occasion to celebrate!

As we will be entering into the prestigious league of Indian Pharma companies which have 20 Cr. turnover this year by 31st March 2010, the coming Year will be a 'Landmark Year' for Excella and we shall create a New record in the Indian Pharma Market (IPM)!

Is it not the best occasion to start our 'Excella Times'?

The basic idea is to share with all of you, all the good things which are happening at Excella on a quarterly basis. Success of 'Excella Times' will depend on your enthusiastic participation.

With 7 successful years behind us, Excella has created a unique record in the IPM!

- ✓ We have grown by 272% and added 15 Cr. to our Top line revenues in the last 3 years
- ✓ We have an enviable 15 Brands Portfolio.
- ✓ Our Brands are extensively used in most major Institutions across India.
- ✓ We are an ISO 9001:2000 Accredited Company.
- ✓ We are already listed in IDR & ORG may start tracking our sales from April 2010.
- ✓ Excella Family has a unique 'Talent Pool' of expertise from Top Pharma companies.
- ✓ Zero Attrition* as on date.
- ✓ We will be moving into our own Corporate Office in ILD Towers @ Gurgaon.
- ✓ We will soon have our own Factory. **And many more...**

By Divine Will, You are associated with this Success Phenomenon known as 'Excella'!

Get the best out of this 'Golden opportunity' by contributing your best to Excella!

If you Love Excella, You will be thrilled to know that "Excella Loves You already"!

Welcome to ABC 2010! You are an Excellain! Keep your head High!

If your PCPM now is less than 2 Lacs, you must strive & achieve it before June 2010!

God Bless You and your family!

Best Regards,

Giri

*Attrition : Talented People leaving the company

'Quotable Quote'

**Luck Is The Residue Of Diligence,
The Harder You Work Luckier You Get.**

Vision & Mission

Excella Times

Our Vision :

Excella dedicates itself to provide world class quality healthcare products & services.
Excella will significantly contribute to the humanity's perpetual quest for a longer, healthier, happier lives by innovation, research & development.

Our Mission :

We will build a great organization of which everyone will be proud.

We will build a great organization which will delight every stake holder.

Values & Culture

Our Core Values :

- Passion:** We shall pursue our dream at all costs.
Integrity: We shall consistently demonstrate the 'Quality of being trust worthy'.
Courage: We shall face all the challenges & overcome them.
Commitment: We shall outperform whatever we plan to deliver.

Excella Culture :

At Excella, we shall live up to a **New Culture;**

- We will not have any **Competitor...**
→ We shall be recognized as a worthy competitor by others.
- We will not have any **Problem ...**
→ We shall find solutions ahead of all our problems.
- We will not have any **'Bosses'...**
→ We shall be our **Boss** and 'Find a way to be a Leader'

Performance

- Year 2006 - 2007 Excella Achieved 3 Cr. PCPM 70K
- Year 2007 - 2008 Excella Achieved 5.50 Cr. GR 83% PCPM 70K
- Year 2008 - 2009 Excella Achieved 10.25Cr. GR. 86% PCPM 1.05 Lacs
- Year 2009 - 2010 Excella Achieved 20.50 Cr. GR 100% PCPM 1.67 Lacs

Milestones

- 2006 : AIIMS (All India Institute of Medical Sciences) - Delhi Approves Tazopip & Netilcin.
- 2007: SKIMS (Sher'e Kashmir Inst. of Med. Sciences) - Kashmir approves Raz IV & Vanconex-CP
- 2008 : Jammu Medical College Approves Tazopip.
- 2008 : 10 Cr. Sales turnover surpassed.
- 2008 : Apollo Hospital Approves Tazopip, FTA & Q-Ten.
- 2009 : Air Force NE Command Approves Excella as a Single Supplier for all high - end Antibiotics.
- 2009 : Five Mega Brands Launched : ICL, Civic, Teicoplex, Somatex & Cefumex
- 2010 : One Lac thirty thousand Vials of Tazopip used in AIIMS so far!
- 2010: 90% of All India coverage completed.
- 2010: 20 Cr. Top line revenues surpassed!

'Quotable Quote'

Many A Sale Has Been Won - Or Lost - In First Three Minutes.

Gyan Corner

Accept Responsibility

If the average life expectancy of a person is 75 years and if you are 30 years old, you have 365 days x 45 years, to live.

Ask yourself this question:

What are you going to do with this time?

When we accept or add responsibility, we make ourselves more valuable.

Luck

He worked by day
And toiled by night.
He gave up play
And some delight.
Dry books he read,
New things to learn.
And forged ahead,
Success to earn.
He plodded on with
Faith and pluck;
And when he won,
Men called it luck.

If you Think ...

....Success begins with
a fellow's will;
It's all in the state of
mind....

...You've got to think
high to rise,
You've got to be sure
of yourself before You
can ever win a prize.

Life's battles don't
always go to the
stronger and faster
man,

But sooner or later the
man who wins is the
man who thinks he
can.

Ms. Prachi Bharadwaj (Admin. Manager)

Efficient, Courteous, Competent, Enthusiastic and of course Charming is the brief profile of this committed Excellain – Ms. Prachi Bharadwaj!

We are 'anxiety-free' while Prachi toils at the Head Office to ensure that the back-end operations run smooth.

Though very young, Prachi executes all her assignments promptly with utmost professionalism.

Prachi is a commerce graduate and she is preparing well for her future responsibilities at Excella. Yes she is pursuing her MBA in HR and International Business. She is from a proud family of Professional Engineers & Teachers.

Date of Joining Excella: 10.04.2008 Ms. Prachi is associated with Excella for the last Two Years

Birthday: 15th Sept.

Wedding Day: 1st Nov.

Ms. Prachi's Ambition for Excella: At Excella we will create a family and not just a company. Each Excellain will have a lot of Job Satisfaction with a peaceful mind & joyful heart. We will have a 'Open-Culture' where everyone feels free to express opinion & give judgment. Systems & Working conditions will be of World Class Quality. Most importantly the HO support for Our Business Drivers & to Our Field Force - will be very prompt: 'On-time, Everytime'.

Mr. Ram Karan – (Despatch & Distribution In – Charge)

Mr. Ram is a man of action. He is an example for "Talk Less – Work More".

He takes care of the entire Head Office Despatches. In the Distribution front, Mr. Ram ensures proper packing & speedy movement of our stocks.

Credit goes to Mr. Ram for our efficiency & promptness in the areas of Despatches & Distribution. He constantly improves his efficiency as and when he gets feedback from the field.

Mr. Ram is with Excella right from the inception of the Company. He sums up his experience with Excella:

"I am enjoying the work assigned to me. I feel that I am lucky to be associated with Excella!"

Birthday: 1st July

Wedding Day: 21st Nov.

Mr. Ram's Ambition for Excella:

At Excella, everyone of us have to put in our best for the stupendous growth of Excella!

Every Excellain should grow and progress along with the company.



Meet Our Distribution Partners - CFAs

M/s Sahil Pharma – Delhi

Mr. Ranjit Sawney fondly calls Excellains - 'Cowboys'! He admires their Professionalism with a lot of commitment.

Mr. Ranjit is a 'Business Tycoon' with approximately Rs.30 Cr. annual Top-line revenues in his Pharma Distribution business alone. He belongs to an enterprising business family with many settled in USA & UK. We are equally proud as the 'Sahil association with Excella' is right from the beginning of Excella and in fact even before that.

Mr. Sawney feels that Excella offers a lot of growth opportunity for every stakeholder and in reciprocation he keeps Excella's growth even beyond his commercial interest!

As Excella Distribution Partner, he reiterates his commitment that he would upkeep the dignity & respect and exhibit professional Excellence.

Mr. Sawney's Message for Young & New Excellains:

To perpetuate the strength of Excella - 'Stupendous Growth' –

You must sell both the New & old Excella Brands in a big way.

All the Best!

M/s Dhingra Enterprises – Jalandhar

Excella's Distribution Business Partner who takes care of our Punjab business is Mr. Kanwaljeet Singh Dhingra.

He proudly describes his association with Excella in a beautiful single word – 'Excellent'!

Mr. Dhingra feels that the greatest strength of Excella is its People. He says that he will achieve his 'Dream Sales Figure' for Excella soon and he is confident that he would grow along with Excella's growth.

His policy is: 'Do not try to hide weakness – Try & overcome it'.

Mr. Dhingra's Message for Young & New Excellains:

You must share the 'Dream of Your Founder' – You will definitely be successful!

All the Best!

Humor Corner

Date of Birth:

Interviewer: what is your birth date?

Candidate: 13th Oct.

Interviewer:

Which year?

Candidate: What a silly question...EVERY YEAR

100 Letter Word ?!

Manager asked Candidate at an interview:

Can you spell a word that has more than 100 Letters in it?

Candidate replied:

-P-O-S-T-B-O-X.

Foreigner ??

After returning from a foreign trip, Ramu asked his wife,

Do I look like a foreigner?

Wife: No! Why?

Ramu: In London a lady asked me, " Are You a foreigner?"

Only Babies are born :

One tourist from U.S.A. asked Somu:

Any great man born in this village???

Somu: No sir, only small Babies!!!

Power of Imagination!

Interviewer: Just imagine you are on the 3rd floor, it caught fire and how will you escape?

Candidate: it is simple. I will stop my imagination!!!

This is the very first issue of our News Letter... Hope you found it interesting.

All other columns are likely to change except the following 3.

1. From the Editor's Desk
2. Know your Excellain
3. Thus Spoke Our Head Operations

and we have scope of including many more exciting & interesting columns.

First of all we are glad to announce the **Contest** to give the best name for our News Letter.

Please send in your entries on mail to:

giri@excellalifesciences.com;
rkoul@excellalifesciences.com;
ajay@excellalifesciences.com;

on or before 30th April 2010.

Your entry should be with a brief write-up justifying the name.

If the Name given by you is selected to be the Name of Our News Letter, you will be rewarded.

We intent to start the following columns:

'Letters to the Editor' - Prize for the best Letter also proposed.
Birthdays & Wedding Days.
Success Stories.
Events of the Quarter with Photos

*"Winners do in spite of
problems, losers permanently
rationalize"*

So, be a 'Winner' always!

'Quotable Quote'

**Start by doing what is necessary, then what is possible,
And**

Suddenly you are doing the impossible - St. Francis of Assisi

At the outset let me compliment the Editorial team for setting up this platform – a Corporate News Letter. Through this forum we, Excellains will have greater understanding of each other... share our success and cohesively put the best foot forward to achieve our goal of being among the top 50 Pharma companies by the Year 2015.

Friends, time passes by and only memories stay. I am surprised to know how fast time has moved. I, in my own way travelled back in time through the last 7 years.

The basic idea of 'giving birth' to Excella was not to create yet another pharmaceutical company but to create **a Company** which will demonstrate to the world around that so called **"Ordinary People when provided with the right Ambience & Culture can create an extraordinary Organization"**.

We have travelled this path so far with elegance and style. It gives me immense happiness to know that we have been recognised as worthy competitors by the other players in the industry wherever we are present.

We have been trusted more often, repeatedly by our customers, year on year. This would mean that with each passing day, we are enhancing our **Trustworthiness & Credibility**.

We, throughout these years have not succumbed to any pressure whatsoever and have always delivered on our commitments to everybody concerned, **"On Time, Every Time"**.

Let me confess to you that we are absolutely on the right path towards creating A History.

I am more than thrilled that I have all of YOU with me.

By the Grace of the Almighty we will stay together and keep up the good work we are doing. Meanwhile the people around will keep watching us and will be busy discussing the Success Phenomenon called **'Excella'**.

Be sure that **Excella** belongs to each one of you and...

*...!' Mean it!
- Rakesh Koul*