



curever

ON THE GO

QUOTE OF THE DAY

“Let no feeling of discouragement prey upon you, and in the end, you are sure to succeed.”
– Abraham Lincoln

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INTRODUCTION

Curever aims to become a health partner in creating a healthy India. The core value of **Curever** is to craft the wellness & healthcare solution range.

Our vision is to provide healthcare, wellness, and consumer care solutions that will increase the quality of life. Together, we can become the dominant player in the healthcare market industry.



HR SPEAKS

Firstly, let me congratulate you for your passion with which you strived hard and ensured we launched Curever with a bang pan India, in spite of the prevailing Covid-19 situation. At Curever, you should know that we as a team are committed to your overall development and wellbeing and continuously strive to create a work environment that enables you to reap your true potential. In line with this philosophy, we announced the Group Term Life Policy with a minimum assured amount of Rs. 25 lakhs which ensures that you are covered for any extreme eventualities. We also extended the reimbursements benefits to all employees who were under home quarantine up to Rs. 20,000. At some of our locations, we tried to arrange free vaccination camps and to the rest of the employees, we gave the benefit of reimbursing the vaccination cost along with their monthly expenses.

You would be happy to know, that we were one of the very few companies in India, which did not deduct even a single leave of Covid-19 infected employees and ensured our people were well taken care of during their most trying times.

We believe that the coming year presents a great opportunity for us to further consolidate our position in the market and accordingly we are going to take a lot of initiatives towards not only your well-being but also for your growth and development. As we move on this exciting journey, I would want that you would continue to believe in yourself and contribute in a bigger way so that the team achieves great milestones in the coming days.

Best Wishes

Amit Chauhan (General Manager – Group HR)

COVID-19 WARRIORS OF CUREVER

In these difficult times where every business was affected, **Curever** was on the top because of all the warriors. They have shown that even Covid-19 couldn't interfere in their determination of achieving their targets. We salute these warriors who worked hard day and night to ensure that our products reached each and every corner of India. Keeping health first, is the quality that **Curever** instills in all the employees so that we can create a healthy and safe India.

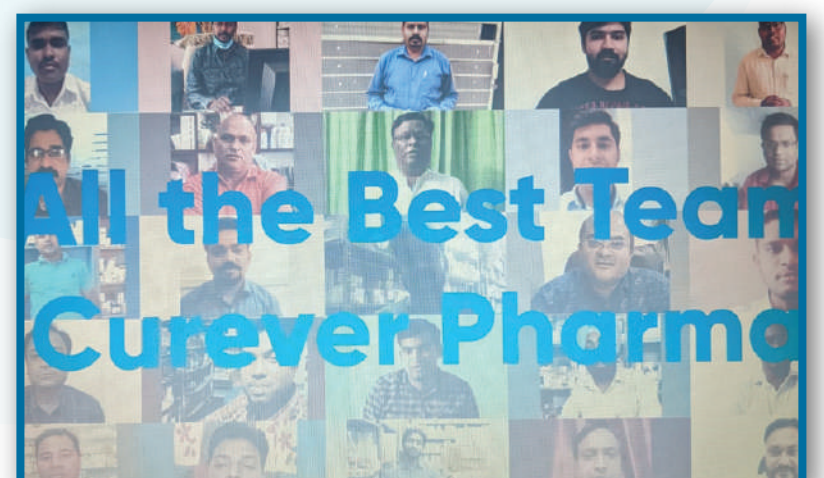


Travel done by **Sales Manager East Mr. Nayandeep Dutta and Sr. Area Manager Mr. Sanjib Sen** in the interior part of India when Corona's 2nd wave was at its peak and strict lockdown rules were applied by the Government. We applaud their determination and strength.

Unfortunately, we couldn't meet and launch our **Curever team**, but that didn't stop us from giving a grand **online launch party** to the employees which they deserve. We are lucky to have each and every one of you, join our **Curever family**.



In the peak of lockdown, our **sales team** visited every retailer and distributor to make sure that our products reach every patient when they need them the most, without caring about their own health. They are called **superheroes** for a reason.



RETAILER AND DISTRIBUTOR ACTIVITIES

Not only our employees but our stakeholders too play an equal and important role to build the company. Therefore, it is our role to keep them happy and build a relationship that we can cherish lifelong.



- ▶ Our POB activity consisted of providing retailers with **Colgate Max Fresh** and **Colgate Strong Toothpaste** to them with our order. This initiative was really appreciated by them as you can see with the smile on their faces.
- ▶ Our new initiative of providing distributors with a token of thanks for placing orders with us on the day of muharat billing.
- ▶ Our marketing team really finds new ways to promote our brands to consumers. This is the marketing collateral initiative of **Evashield Gargle** dangler at the retail store. It was a huge hit and widely accepted strategy leading to make **Evashield** one of the blockbuster brands of **Curever**.
- ▶ Our aim is to make sure that our products reach the end consumer so that they can benefit from them. The team ensures that the products are delivered at a proper time both to retailers and distributors even in such tough times.
- ▶ Another marketing activity conducted by **team Curever** was the QPS drive which is providing retailers with gifts on a particular purchase amount. This really motivated them to sell our products and get benefit from it.
- ▶ Doctors are an important stakeholder of the company, so building a good relationship with them is necessary.

JULY BIRTHDAYS OF TEAM CUREVER

“A birth-date is a reminder to celebrate the life as well as to update the life.” The whole **Curever family** wishes all the July babies a really Happy Birthday. Celebrate your life and eat lots of cake. May you grow young every year.



NEERAJ



SACHIN



SUNNY



SURAJ



HARISH



DINESH



JITENDRA



RAHUL



KARTHICK



PREMKUMAR



KALPESH



RAJ



MANGESH



KULDIP



RAJKUMAR



SUKHPAL

ALL WORK AND NO PLAY WILL MAKE YOU DULL AND GREY

Curever ensures that all the employees along with work also are relaxed which helps them to enjoy work. The HR team ensures that all the employees are happy and all their needs are catered. Here is the overview of different activities conducted by the company especially during such a tough time to boost the morale of the employees.

POOJA FOR LAUNCH OF PRODUCTS

A Pooja ceremony was conducted on 14th April, on the launch day of **Curever Pharma Private Limited** at our BKC office by our Founder, Mr. Ambarish Chatterjee. This helped in building the confidence of all the employees in the products that were launched.



GOODIES FOR TEAM CUREVER

Everyone loves to receive gifts and goodies. Keeping this in mind, all the employees were given a bag, two t-shirts, two masks and a price list of all the brands. All the employees were really happy to receive this and were motivated to work harder.

VACCINATION DRIVE FOR EMPLOYEES



We all have to stay safe and healthy in such times. So, the company organized a vaccination drive in Mumbai for all the employees. It was a smooth process and greatly appreciated by everyone.

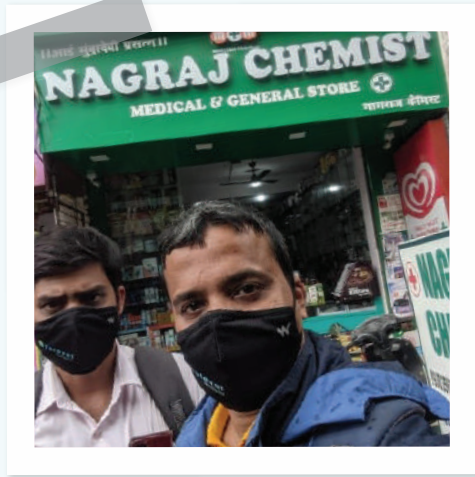
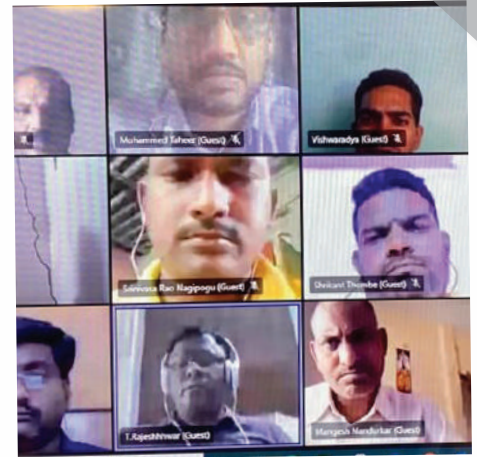
INDUCTION PROGRAM FOR TRAINEES



Curever never fails to give a warm welcome to all the new joiners. All the management trainees were provided with goody bags and laptops from the HR Head Mr. Amit Chauhan, which created a new kind of trust and confidence in the employees. This will help them to reach greater heights and successfully contribute towards the company.

TRAINING PROGRAM OF FIELD STAFF

During the peak of lockdown, a pan India product training was conducted online for the field staff to provide them knowledge about different product ranges, physiology, promotion strategies, and to get them ready for entering the field. This was conducted by the Marketing Manager Mr. Sudipto Halder along with our Managing Director Mr. Prabhat Agrawal, and Business Head Mr. Ambarish Chatterjee.



FIELD VISIT

Our brand analyst Mr. Aditya Wadekar visiting the field with our sales team to get insights about how well different brands are doing in the market.

ACKNOWLEDGING THE HARD WORK

The efforts put in by the employees is always recognized by **Curever**. Certificate of Excellence was presented to the employees - **Ms. Roshani Pimple, Mr. Amol Thawkar, Mr. B. Sunil Reddy, Mr. Prem Mishra and Mr. Sachin Sharma** who performed excellently in their field. **Kudos to the employees.**



WE HEARTILY WELCOME ALL THE NEW JOINEES TO OUR TEAM CUREVER!

Not only products but also many employees have considered **Curever** a promising company for their careers, and therefore, have joined us with enthusiasm. We hope that they enjoy working at **Curever** and grow with us along with the company. We wish them best of luck for their future and may they all be successful in their life.

1. SYED RAHIM SYED IBRAHIM - SALES OFFICER
2. PANAGAR M SALMAN - SALES OFFICER
3. SHAIKH NAIM SHAIKH CHAND - SALES OFFICER
4. SATYA SANDIP LENKA - SALES OFFICER
5. D. SIVANANDHAM - SALES OFFICER
6. SARANRAJ - SALES OFFICER
7. MALANI ANKIT YOGESH - SALES OFFICER
8. KULDIP ROY - SALES OFFICER
9. MADDELA SAIKRAN - SALES OFFICER
10. VISHWARADYA - SALES OFFICER
11. A RAJKUMAR - SALES OFFICER
12. ROSHAN RAMDASJI MANUSMARE - SALES OFFICER
13. VERMA RAJNISH DAYAL - WAREHOUSE ASSISTANT
14. RANJIT RAMCHANDRA KHEDEKAR - SALES OFFICER
15. SUKHPAL SINGH - SALES OFFICER
16. AVNISH KUMAR - SENIOR BILLING EXECUTIVE
17. AMOL THAWKAR - SALES OFFICER
18. MITUL BHAVSAR - SALES OFFICER
19. TANMOY DEY - SALES OFFICER
20. GANESH MILIND INGALE - WAREHOUSE ASSISTANT
21. SANKET LAXMAN HARYAN - ACCOUNTS EXECUTIVE
22. KALEEM AHMED - SALES OFFICER
23. SANJAY RAHANGDALE - SALES OFFICER
24. AKSHAY CHANDRAKANT BABRE - EXECUTIVE WAREHOUSE OPERATION
25. TUSHAR VITHAL SHINDE - SENIOR EXECUTIVE DISTRIBUTION
26. KARISHMA PATNE - WAREHOUSE ASSISTANT
27. JAMALUDDIN ANSARI - WAREHOUSE ASSISTANT
28. SUBRATA MAITY - WAREHOUSE ASSISTANT
29. MEGHMALA SANTRA - MANAGEMENT TRAINEE

OUR BLOCKBUSTER PRODUCTS

Every movie has a Superstar who is the face of the movie, and it is because of which that the movie becomes a blockbuster. Similarly, our company also has Superstar brands that our consumers love. And a sincere thanks to our team for making them blockbusters. Our aim is that every brand becomes a hit in the market.



VACOWAX
• Anti-infective

EVASHEILD GARGLE
• OTC



COFFINGO SYRUP
• Respiratory infection

FEBPAR
• Pain reliever



OUR NEWEST PRODUCTS THAT HAVE BEEN RECENTLY LAUNCHED IN THE MARKET



QRMYCIN - 500

Qrmycin - 500 is used in many different bacterial infections such as ear, sinus, throat, lung, urinary tract and skin.



ORA PINK

Ora Pink is used for mouth ulcers, sore gums and denture irritation.

WE HAVE TO BE UPDATED WITH THE LATEST NEWS IN THE PHARMA INDUSTRY TO EXCEED.

- Pfizer to test Covid-19 vaccine in a larger group of children under the age of 12 years.
- Covid-19's second wave pushes India's pharma industry's growth rate to 59% high in April.
- Nifty Pharma witnesses volatility post RBI Policy; Heavyweights Cipla, Dr Reddy's drag; Biocon shines.
- Pharma among top 5 sectors is most affected by counterfeiting: ASPA report.
- Pharma industry backs G7, stand to address anti-microbial resistance.



COVID-19 UPDATE AS ON 25TH JUNE 2021

India's take on Covid-19

Cases in 24 hours 51,667 | Total cases 3.01Cr | Recovered cases 2.91Cr | Deaths 1,329

ACTIVE DIGITAL CAMPAIGNS

Need a snack?
Opt for a combination of protein, fat & carbohydrates. A cheese stick (protein & fat) and fruit (carbohydrate) is a good choice.

“ HYPERTENSION OR HIGH BLOOD PRESSURE IS A LEADING RISK FACTOR FOR HEART ATTACKS AND STROKE BUT OFTEN WITH NO SYMPTOMS.

FROM THIS WORLD HYPERTENSION DAY, pledge to get your blood pressure checked at regular intervals
CONTROL IT TO LIVE LONGER.

“ STRENGTHEN YOUR IMMUNE SYSTEM BY PRACTICING A HEALTHY LIFESTYLE

Curever cares for you.. Just like your MOTHER does.
#YouWillBeFine

DO YOU KNOW DIFFERENT EXERCISE ROUTINES HAVE DIFFERENT EFFECTS.

This WORLD Liver Day
PLEDGE TO LOVE AND PROTECT YOUR LIVER BY FOLLOWING A HEALTHY LIFESTYLE

THIS WORLD ATHLETICS DAY, PLEDGE TO INVEST YOURSELF IN A SPORT
#WorldAthleticsDay

SUMMER TIPS
To Beat The Heat And Stay Healthy

- Drink 3-4 litres of water daily
- Eat fruits & vegetables with high water content
- Wear light colours & natural fabrics like cotton/linen
- Exercise indoors
- Wear sunglasses that block 99% of UV rays
- Shower twice a day to get rid of odor & sweat
- Keep curtains closed till noon to avoid direct heat

Eid MUBARAK
May Almighty endow you with unlimited happiness & keep you fine forever.

CARE FOR ONE.. THAT'S LOVE.
CARE FOR HUNDREDS.. THAT'S NURSING.
HAPPY Nurses Day

EASE OUT YOUR PRESSURE THROUGH YOGA
#TheNewNormal

FUN ZONE

WORD SCRAMBLE

RRERAFEUC - - - - -

COINGFOF - - - - -

PAREFB - - - - -

OENCZ - - - - -

EENGEUC - - - - -

GEALRCEUL - - - - -

OXEMIBTO - - - - -

FCOURZRE - - - - -

KBC WITH CUREVER

1. What is the composition of Evashield Gargle?

- Povidone iodine
- Chlorhexidine
- Isopropyl Alcohol
- Hydrogen Peroxide

2. Which is the competitor of Welagene?

- Benadryl
- Digene
- Cyclopalm
- Finarest

3. What is the use of Curaferre?

- Acidity
- Muscle spasm
- Dry cough
- Anemia

4. What is the MRP of Febpar 650 Tablets?

- Rs. 30/-
- Rs. 20/-
- Rs.10/-
- Rs. 50/-

5. Coffingo AMB syrup is used for?

- Wet cough
- Dry cough
- Toothache
- Fever

6. Which is not a competitor of Ecnos Spray?

- Otrivin
- Nasivion
- Oxynozecalm
- Corex

7. ORS powder is used for?

- Healthy skin
- Ulcer
- Fungal infection
- Vomiting & Diarrhea

8. What is the price of Orbever eye drops?

- Rs. 150/-
- Rs. 200/-
- Rs. 125/-
- Rs. 100/-

9. What is the MRP of Tesacare TH?

- Rs. 75/-
- Rs. 66/-
- Rs. 110/-
- Rs. 225/-

10. What is the use of Vacowax?

- Softening of ear wax
- Hypertension
- Nasal congestion
- Skin infection



Click picture of the answers and WhatsApp us @ 98333 47497

Top 5 lucky draw winners will get an  Gift Card of Rs. 500/- Give your best shot!

APPRECIATION FOR TEAM CUREVER

Employees hard work always acts as a fuel to a great company culture. Thanks for adding extra miles to ours. The whole team has always been up to help this company to run smoothly and to achieve the company's planned goals. Your passion and dedication for the job will always be appreciated. We have many more milestones to achieve, so all the best **team Curever**, you will be fine.

Curever Pharma Private Limited

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