

A JOURNEY TO MAGNESIUM-DEFICIENCY-FREE INDIA



Seed Stage - Vision

Planting the idea of a Magnesium Deficiency Free India (MDFI).



Sprouting - Awareness

Educating doctors and communities about magnesium's vital role.



Early Growth - Screening

Encouraging detection of magnesium deficiency across India.




Leaf Expansion - Action

Promoting evidence-based magnesium therapy with Magnorate.



Full Bloom - Impact



Building a healthier, magnesium-sufficient nation.

FROM THE DIRECTOR'S DESK



Amit Anand Khanna
Director - Operations

The Value of Commitment

Dear Team,

As we close our second quarter, I stand proud of the achievements we have secured together across India. Thanks to your dedication, we have surpassed our targets for both Quarter 1 and Quarter 2. This milestone is not the result of individual effort, but a testament to our shared vision and relentless teamwork.

Looking ahead, Quarters 3 and 4 are crucial as we pave the way towards our ambitious goal of 100 crore for the next financial year, 2026–27. To reach this, we must bring the same commitment and collective energy that carried us through the first half of this year.

Commitment means more than just hard work. It is giving our heart, mind, and soul to a purpose, believing deeply that when we do so, nothing can stop us.

As Ramdhari Singh Dinkar writes in Rashmirathi:

**“सूर्य कभी शिखर से उतरते नहीं,
चलती सदा विजय पताका;
मनुष्य जब ठान ले,
तो असम्भव कुछ भी नहीं रहता।”**

“The sun never descends from its zenith, The flag of victory always waves high; When a person resolves firmly, Nothing remains impossible.”

These words teach us that a true commitment ignites the extraordinary in all of us. When we pursue our goals with unwavering conviction, even the most ambitious targets become attainable. Let us march forward with renewed dedication and unity. In the coming months, let our actions reflect our passion, our loyalty, and our shared dream. Together, we have proven that the power of collective effort knows no bounds. Let us now prepare to set new records once again.



Ankit Anand Khanna
Director - Finance

Celebrating Our Quarter 2 Milestone

Dear Team,

Quarter 2 has been a testament to what dedication, focus, and perseverance can achieve. Beyond the numbers, this quarter has shown how your discipline, strategy, and resilience continue to drive our growth and impact.

As Shri Ram reminds us: “When intentions are pure and efforts unwavering, success is inevitable.” Every visit, every call, and every initiative undertaken with integrity has contributed to the results we celebrate today.

Your efforts this quarter reflect the same unwavering commitment, turning challenges into opportunities with focus and energy.

Equally inspiring is the spirit of Hanuman, whose legendary leap to Lanka teaches us: **“No task is too great when pursued with devotion, discipline, and determination.”**

Adding to this, **Tulsidas writes in the Ramcharitmanas: “सबल लोग जेहि करि सब काजू। बिपति काल धरि धीरजु भाजू॥”** – True strength lies in accomplishing tasks with wisdom while remaining calm under pressure. Your composure in the face of obstacles and steady progress has been truly inspiring.

As we move into Quarter 3, let us continue with this spirit of dedication, discipline, and resilience. Together, we will achieve even greater milestones, driving impact for our organization and the lives we touch.

LEADERSHIP LENS



Sunil Mehra

Sales Head - India

From 100% to 100 Cr: The March Ahead

Dear Team,

Q2 has been nothing short of a landmark achievement — delivering a cumulative performance of over 100% in the first half. This success was fueled by the record-breaking performance of our prestigious Magnorate and the encouraging early response to our new launch Kronuz. Together, these milestones prove that we not only have the capacity to win but also the ability to win big and at scale.

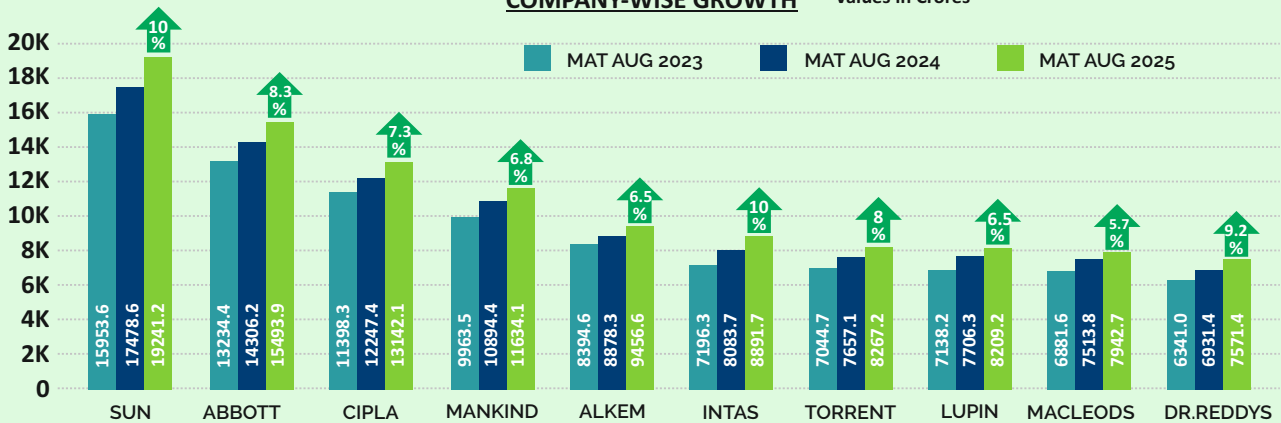
But the journey from 100% to 100 Cr will test our character, consistency, and commitment. The next six months must be about building a solid platform of both Secondary and Primary sales to guarantee a seamless transition into our 100 Cr mission for FY 2026-27. This is the moment to be sharper, faster, and bolder. Raise the bar every single day with:

- Strategic Thinking
- Clear Communication
- Innovation & Continuous Learning
- Relentless, Passionate Execution

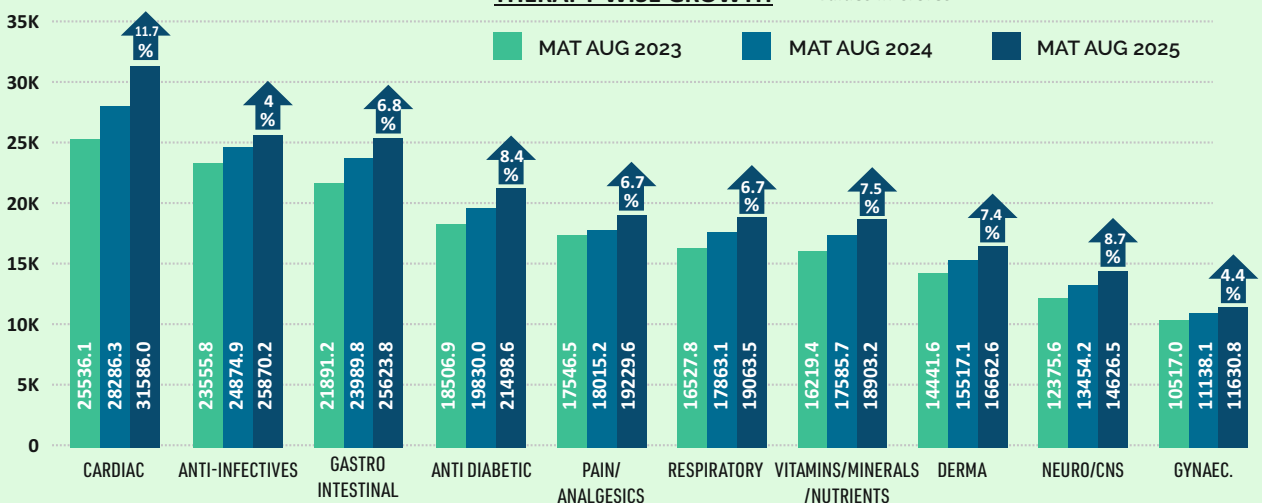
The future belongs to those who act with speed and refuse to settle for less. Let's make sure it belongs to us.

INDIAN PHARMA MARKET UPDATES

COMPANY-WISE GROWTH * Values in Crores



THERAPY-WISE GROWTH * Values in Crores



AAA Vibes

TOP PERFORMER OF THE ZONE TBM/KAM



North

Vinay Kumar
KAM - Agra



East

Soumen Maity
KAM - Kolkata



West

Pranay Yeskar
TBM - Nagpur

TOP PERFORMER OF THE ZONE ABM/SR. ABM



North

Subhajit Niyogi
Sr. ABM - Gurgaon



East

Naresh Lenka
Sr. ABM - Odissa



West

Ravindra Singh
ABM - Mumbai

BRAND SUPERNOVA

MAGNORATE



Jilajeet Yadav
ABM - Delhi



Gobinda Moharana
TBM - Cuttack



Subhajit Niyogi
Sr. ABM - Gurgaon

ANDULGIN



Vikash Chauhan
TBM - Faridabad



Jilajeet Yadav
ABM - Delhi



Shashank Sharma
KAM - Noida

EDNEM-S



Rajesh Kumar
RBM - Faridabad



Aditya Nath Ganguli
RBM - Chhattisgarh & Bihar



Gobinda Moharana
TBM - Cuttack

MICAGIN



Dipanjan Ghosh
KAM - Kolkata



Balram Kumar
KAM - Delhi



Yash Dagar
TBM - Gurgaon

MED ALERTS

INDUSTRY DEVELOPMENTS

1 A new drug shows promise for hard-to-treat high blood pressure

A new drug may help people with high blood pressure that does not respond to existing medications. The results of a large clinical trial, published August 30 in the *New England Journal of Medicine*, suggest that baxdrostat could offer an alternative for people with resistant hypertension — high blood pressure that stays elevated despite standard therapy. Baxdrostat is one of a new class of drugs called aldosterone synthase inhibitors.

2 Curcumin in curry may boost brain health

Dietary curcumin consumption through curry is good for the brain, being associated with a reduced risk of mild cognitive impairment (MCI) or dementia in older Singaporeans, as shown in a study. The association followed a dose-response pattern, such that the more curry the participants ate, the greater the protective effect was on the outcome, noted lead investigator Prof Yanxia Lu from Shandong University, Jinan, China, and colleagues.

3 IIT Roorkee Finds Breakthrough To Beat World's Most Dangerous Superbugs

Researchers at the Indian Institute of Technology Roorkee have developed a new drug candidate that could restore the power of a critical antibiotic against one of the world's most dangerous superbugs. The discovery offers renewed hope in the escalating battle against antimicrobial resistance (AMR). The research team, led by Prof Ranjana Pathania from the Department of Biosciences and Bioengineering, designed a novel molecule, Compound 3b, that works with a potent antibiotic Meropenem. This combination therapy has shown the ability to treat infections caused by *Klebsiella pneumoniae*, a pathogen designated as a top-priority threat by the World Health Organization (WHO) due to its resistance to multiple drugs.

4 Allergies linked to lower lung cancer risk, new study finds

In a recent study published in *Frontiers in Medicine*, researchers examined the relationship between allergic diseases and the risk of developing lung cancer. Lung cancer is among the most prevalent cancers worldwide, with around 2.26 million cases reported in 2019. The number of lung cancer cases and deaths has increased by 26% and 20%, respectively, between 2010 and 2019. According to one hypothesis, allergies may reduce the risk of lung cancer through increased immunoglobulin E (IgE)-mediated immune surveillance, which may help eliminate malignant cells in their early stages. Conversely, another hypothesis suggests that chronic immune stimulation may induce random mutations in rapidly dividing cells, thereby increasing the risk of cancer.

5 Cardiologist shares new sugar alternative that 'doesn't spike insulin levels & reduces body fat'

Dr. Alok Chopra suggests allulose as a healthy sugar alternative. It doesn't raise blood sugar. It has low calories and benefits organs. Allulose improves insulin sensitivity and boosts energy. It aids fat burning and enhances metabolism. Allulose is found in fruits and maple syrup. It is better than stevia and other alternatives. Studies show it lowers blood glucose levels.

6 How Chronic Stress Disrupts the Gut Microbiome

Chronic psychological stress is common. A 2023 survey revealed that about one quarter of US adults reported high stress levels, and three quarters reported that chronic stress affects their daily lives. Emerging evidence suggests that chronic stress not only exacts a high toll on mental health but also can wreak havoc on all levels of gastrointestinal (GI) functioning, all the way down to the microbiome.

★ The Debutants ★



Abdul Mohd. Ashraf
KAM - Mangalore



Ajay Singh
TBM - Jaipur



Amresh Kori
KAM - Mumbai



Dipanjan Ghosh
KAM - Kolkata



Durgesh Kumar
KAM - Surat



Hem Jyoti Borah
TBM - Nagaon



Jitendra Singh Kshatri
TBM - Bilaspur



Prakash Mishra
KAM - Patna



Rajvardhan Patil
TBM - Kolhapur



Saurabh Singh
KAM - Delhi



Sunny Sharma
Warehouse Manager



Tinny Dhingra
ABM - Delhi

★ Birthdays ★

Bhagirathi Mishra 01 July
KAM - Rourkela

Ayush Pathak 01 July
TBM - Gurgaon

Ratikanta Senapati 02 July
TBM - Bhuwaneshwar

Rahul Kumar 06 July
TBM - Lucknow

Sujit Kumar 06 July
Executive Inventory

Kamal Sharma 10 July
Sr. Warehouse Manager

Nitin Kumar Verma 12 July
KAM - Moradabad

Mohit Upadhyay 12 July
KAM - Agra

Jilajeet Yadav 14 July
ABM - Delhi

Dipanjan Ghosh 14 July
KAM - Kolkata

Tinny Dhingra 18 July
ABM - Delhi

Sourabh Mittal 22 July
RBM - Chandigarh

Tamal Mukherjee 27 July
KAM - Hooghly

Shaikh Ahsan 28 July
KAM - Cuttack

Rahul Sharma 29 July
Sr. Product Manager

Sunny Sharma 02 Aug
Warehouse Manager

Madhav Gautam 03 Aug
ZBM - North

Koushik Choudhury 08 Aug
TBM - Guwahati

Tarun Sharma 10 Aug
RBM - Ghaziabad

Mayur Shinkar 11 Aug
ABM - Nashik

Devendra Kumar 12 Aug
ABM - Bangalore

Rahul Bisht 21 Aug
Sr. Accounts Manager

Subhashish Mazumdar 22 Aug
Product Consultant & Trainer

Jitendra Singh Kshatri 22 Aug
TBM - Bilaspur

Krishna Badak 28 Aug
KAM - Aurangabad

Jay Kishan 02 Sept
RBM - Agra

Kushagra Chaturvedi 11 Sept
ABM - Kanpur

Ravi 15 Sept
KAM - Amritsar

Amit Roy 15 Sept
TBM - Bongaigaon

Amresh Kori 17 Sept
KAM - Mumbai

Vijay Yadav 18 Sept
ABM - Ludhiana

Yogesh Mandloi 26 Sept
KAM - Indore

Dhruv Dharmesh 28 Sept
ABM - Ahmedabad

EVENTS AND ACTIVITIES

JULY

DOCTOR'S DAY *Celebration*



BRINGING SMILES THROUGH MDFI CAMPAIGN

AAA Pharma launches its mission for a “Magnesium Deficiency Free India”, partnering with Akhil Bhartiya Netraheen Sangh, which since 1962 has empowered millions of visually impaired individuals through education, training, and rehabilitation for independent fulfilling lives.

Through this partnership, we aim to raise magnesium awareness while uplifting visually impaired children—lighting the path to a healthier, more inclusive India.



“In their joy we find purpose.”



EVENTS AND ACTIVITIES



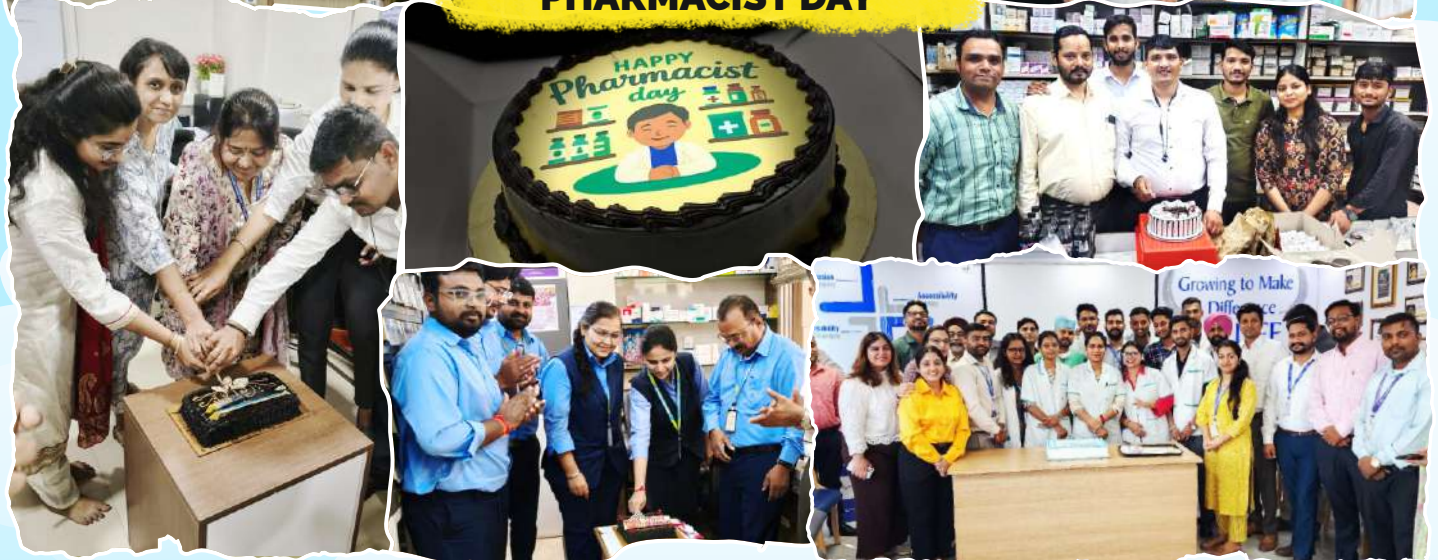
BEST OF BRUSSELS, PUNE



OACON, BHUWANESWAR



PHARMACIST DAY



BRAND SPOTLIGHT



KRONUZ™

Isavuconazole 100 mg Capsule

KRONUZ™

Isavuconazole 200 mg Injection

Advanced Antifungal Therapy

KRONUZ brings a new-age solution against life-threatening invasive fungal infections, offering broad-spectrum coverage, proven efficacy, and improved tolerability.

Key Highlights:

Next-Generation Triazole: Active against Aspergillus & Mucorales (including Mucormycosis).

Dual Strengths: Available in Injection (200 mg) for critical care and Capsule (100 mg) for convenient oral therapy.

Better Safety Profile: Lower risk of drug-drug interactions & QT prolongation compared to other azoles.

Simplified Dosing: Predictable pharmacokinetics with once-daily maintenance.

Indications:

- Invasive Aspergillosis
- Invasive Mucormycosis
- Fungal infections in immunocompromised patients (including transplant & oncology cases)

Why Choose KRONUZ?

- Broad-spectrum & life-saving antifungal
- Excellent oral bioavailability
- Improved safety vs conventional azoles
- Covers both Injection & Oral needs for continuity of care

KRONUZ™

Strength Against Invasive Fungal Threats.

AAA Vibes



LEADING WITH LIGHT & PURPOSE A DIWALI MESSAGE FROM THE ZBMS

Dear Team,

In this festive season of light and renewal, let's draw strength and inspiration from life of Shri Ram — a symbol of righteousness, courage, and unwavering faith.

Just as Shri Ram faced every challenge with calm determination and emerged victorious through truth & perseverance, let us too roar forward with conviction, guided by integrity, teamwork, and the belief that light will always triumph over darkness.

This Diwali, may we illuminate our path with purpose, lead with compassion, and continue to achieve milestones that make the North Zone shine brighter than ever.

Wishing you and your families a joyous, prosperous, and inspiring Diwali filled with light, strength, and success.

Keep the spirit high, keep roaring forward!

Jai Shri Ram!



Madhav Gautam
ZBM - North



SB Panda
ZBM - East

Dear Team,

I extend my heartfelt felicitations to entire east zone for the remarkable spirit and performance.

Your hard work and determination have made us shine — the East has once again surpassed its sales targets, proving that commitment, teamwork, and dedication always lead to victory.

Just as Lord Jagannath inspires us through his life of compassion, vision, and the power to unite people, let us carry forward the same spirit in our

journey — embracing challenges with faith, spreading positivity, and lifting each other toward greater success.

This Diwali, may the glow of our achievements and the blessings of Lord Jagannath inspire us to aim even higher, work together with unwavering unity, and continue to shine bright in every endeavor.

Wishing you and your families a joyous, prosperous, and safe Diwali filled with happiness, health, and success.

Keep shining... and
Jai Jagannath!

Dear Team,

Let's draw inspiration from the life of the great Chhatrapati Shivaji Maharaj, whose courage, vision, and unwavering belief turned challenges into victories.

Just as Shivaji Maharaj proved that no mountain is too high and no dream too distant, let us too believe that nothing is impossible when we work with determination, discipline & unity of purpose.

This Diwali, may we light the lamp of positivity in our hearts and illuminate our professional path with the same fearless spirit — turning every obstacle into an opportunity.

Wishing you and your families a bright, prosperous, and inspiring Diwali.

Let's continue to lead the way —
the West Way!



Nilesh Raut
ZBM - West

AAA Vibes



Mr. Anand Khanna
CHAIRMAN EMERITUS
AAA Pharma



On this auspicious occasion of Diwali, we take this moment to thank you for your unwavering trust and support in our shared mission of advancing healthcare.

Your dedication to patient care continues to inspire our vision at AAA Pharma. May this festival of lights bring good health, peace, and prosperity to you and your loved ones.

HAPPY
Diwali

