

AAA

Edition : April' 25 - June' 25

Vibes



AAA PHARMA®

It's all about us...



**FLIP THROUGH
AND GET
INSPIRED**

**AAA VIBES FROM
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**AAA VIBES
OUR HEARTBEAT,
OUR FUTURE,
OUR JOURNEY**



**PEOPLE, PASSION
AND PROGRESS-
THE AAA VIBES**

FROM THE DIRECTOR'S DESK

Amit Anand Khanna

Director - Operations

Discipline — The Backbone of Our Continued Success.

Dear Team,

As we step into the second quarter of the financial year 2025-26, I would like to take a moment to reflect on the remarkable journey we've had and the exciting path that lies ahead.

I am filled with immense pride and gratitude as I look back on the financial year 2024-25, where AAA PHARMA achieved 100% of our targets, closing the year on a strong and inspiring note. This success is not merely a result of good planning, but more importantly, it is the fruit of discipline—our unwavering commitment to our goals, our processes, and our principles.

The first quarter of the current year, April to June 2025, has shown 100% of its targets. We have kept the momentum alive, staying true to our commitments and paving the way for a bright and progressive future. Our steady performance assures me that AAA PHARMA is not just growing, but maturing into a disciplined force within the pharmaceutical landscape.

One of the standout moments of this quarter has been the launch of a rare antifungal product, KRONUZ (Isavuconazole). This is not just a product—it's a milestone. Adding KRONUZ to our growing Care portfolio is akin to adding another metal to our medal tally. The complexity and technical expertise required to formulate such a product highlights the strength and depth of our team. Very few in the industry can boast of such capabilities, and I am confident that KRONUZ will open many new avenues for us.

As we now move into Quarter 2, I urge every team member to maintain and reinforce the discipline that brought us here, Discipline in:

- Continuous learning and employee development
- Ethical prescription generation
- New hospital entries
- Outstanding Payments
- Sales performance

Discipline is not a constraint—it is our foundation. It ensures consistency, builds trust, and inspires excellence. In a field like ours, where integrity and precision are paramount, discipline is not just important; it is essential.

We are seeing a consistent rise in our product portfolio, our employee strength, and the number of hospitals we serve relentlessly. These are all indicators of the trust we are building in the market and within our ecosystem. But with growth comes responsibility—and the key to managing that responsibility lies in discipline.

Let us carry forward this spirit as we aim for even higher achievements in the coming months. I have no doubt that with our collective focus, commitment, and discipline, AAA PHARMA will continue to set new benchmarks in the industry—for our company, our partners, and our people.

Together, let's build a future that reflects not just growth, but disciplined excellence.



Ankit Anand Khanna

Director - Finance

Acknowledging a Strong Start to the Year.

Dear Team,

As we reflect on the performance of Quarter 1, I want to extend my sincere appreciation to each one of you for your outstanding contributions. Your relentless efforts, strategic approach, and passion for excellence have helped us achieve a strong financial start to the year.

Despite market challenges and increasing competition, your ability to stay focused, adapt quickly, and being result driven has made a significant impact. Thanks to your hard work, we have not only met our revenue targets but also laid a solid foundation for continuous growth in the approaching quarters.

Your efforts are not just reflected in the numbers—they are evident in the relationships you build, the trust you develop with healthcare professionals, and the lives our products continue to improve. You are the frontline ambassadors of our mission, and your work matters immensely.

As we move forward, I encourage you to keep this momentum going. Continue to push boundaries, support one another, and believe in the purpose behind EVERY CALL, EVERY VISIT, and EVERY TARGET.

Remember targets can measure success but it's your spirit that creates it. Thank you for being the heartbeat of AAA. Let's make the rest of the year more successful.



LEADERSHIP LENS



Sunil Mehra
Sales Head - India

History Made. Legacy in Making

Dear Team,

As we stride into **Q2 of FY 2025-26**, we do so with the strength and pride of a **phenomenal Q1 performance** at the All India level. **April 2025** was a defining month, **delivering a record-smashing 7.83 Cr in primary sales**. This achievement has not just raised the bar—it has **redefined what's possible** when passion meets purpose.

This breakthrough was driven by **relentless field energy, clinical execution excellence**, a sharp focus on **MAGNORATE**, and the **high-impact launch of KRONUZ**, along with an **unwavering hunger across teams to lead and win**. This is a moment of **collective pride**, built by the dedication and efforts of each one of you.

The early response to **KRONUZ** has been **very encouraging**,

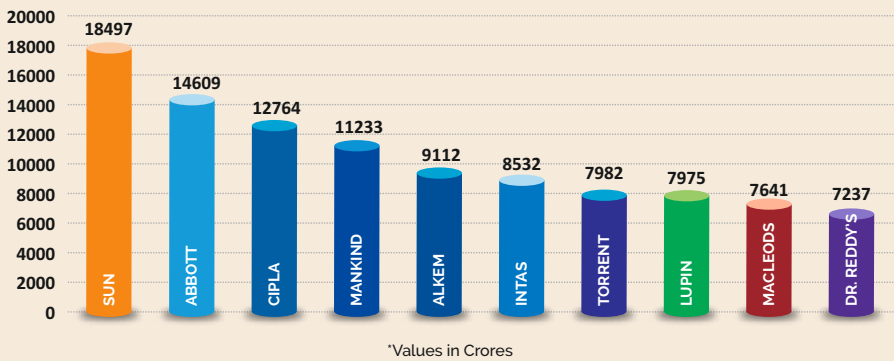
and with the right follow-through, it holds the potential to become our **next blockbuster**. The time to build on its momentum is **now**—with sharper focus, stronger engagement, and seamless execution.

As we move forward, let's adopt a **110% mindset**—across **every zone, every headquarters**, and through **every individual effort**. It is this **commitment to excellence** that will transform our powerful start into a **100 Cr success story by March 2027**.

Let **Q1 be the firestarter** that ignites our ambition and fuels consistent performance ahead. The **dream is big**, and so are we. Let's continue to move forward with **passion, discipline, and unity**—and together, **make history**.

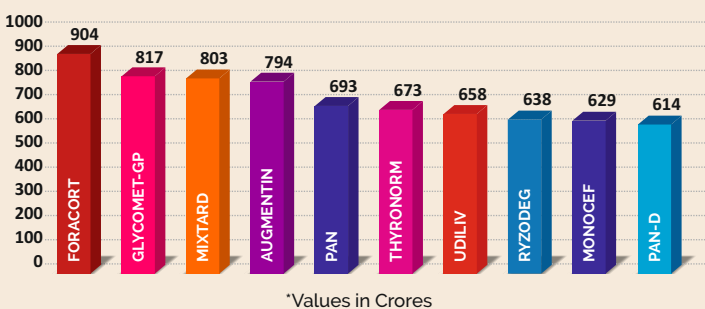
INDIAN PHARMA MARKET UPDATES

Market Titans: The Top 10 Pharma Companies Driving India's Healthcare Industry

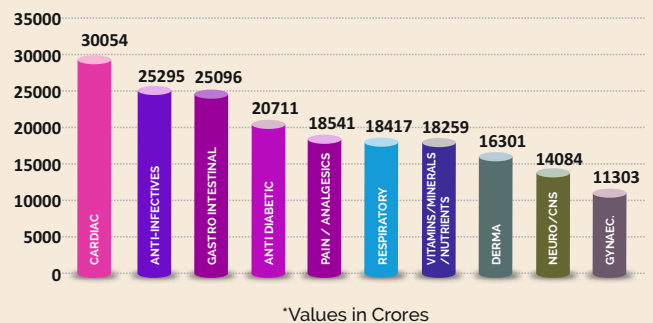


India's pharmaceutical market is being led by Sun Pharma with 18,497 Cr revenue, followed by Abbott and Cipla. Foracort, Glycomet GP, and Mixtard are the top-performing brands in terms of value. The Cardiac (30,054 Cr) and Anti-Infectives (25,295 Cr) segments are the most significant therapy areas contributing to pharma growth in India.

Powerhouses of Indian Pharma: The Top 10 Brands Shaping Healthcare Today



Top 10 Therapy Areas Powering India's Pharma Growth Story



AAA GALAXY

MAGNORATE



Gobinda Moharana
TBM - Cuttack



Subhajit Niyogi
Sr. ABM - Gurgaon



Jilajeet Yadav
ABM - Delhi

EDNEM-S



Rajesh Kumar
RBM - Faridabad



Aditya Nath Ganguli
RBM - Chhattisgarh & Bihar



Gobinda Moharana
TBM - Cuttack

ANDULGIN



Jilajeet Yadav
ABM - Delhi



Vikash Chauhan
TBM - Faridabad



Shashank Sharma
KAM - Noida

MICAGIN



Jilajeet Yadav
ABM - Delhi



Subhajit Niyogi
Sr. ABM - Gurgaon



Rajesh Kumar
RBM - Faridabad

MED ALERT



INDUSTRY DEVELOPMENTS

1 Vascularized "Mini-Hearts" Grown in Lab

Stanford scientists have engineered lab-grown heart organoids with functional blood-vessel networks replicating those of a 6½ week-old human embryo, as reported in *Science*. This breakthrough overcomes a key limitation in organoid maturation, paving the way for personalized drug testing and reduced reliance on animal models.

2 Portable Osteosarcoma Sensor from IIT (BHU)

Barcelona researchers found that prenatal exposure to pollutants like NO₂, PM_{2.5}, and black carbon alters cerebrospinal fluid volumes and cortical maturity in fetuses, despite measurements staying within normal ranges. Published in *Health Rounds*, the study calls for deeper long-term monitoring of child development.

3 IISc Bengaluru Develops Nanozyme Against Clots

IISc scientists developed a vanadium pentoxide-based nanozyme that mimics natural enzymes to prevent blood clots. Unlike conventional anticoagulants, it reduces clot formation without increasing bleeding risk. A potential game-changer in cardiovascular care.

4 Micro-Robot Swarms to Treat Sinus Infections

Researchers in China and Hong Kong developed magnetic micro-robot swarms that can enter sinuses and clear infections by heating and releasing reactive oxygen species. Tested in pigs and rabbits, the method effectively removed biofilms without damaging tissue. It represents a futuristic, antibiotic-free solution for chronic sinusitis.

5 Roche's Antibiotic Zosurabalpin Enters Phase 3 Trials

Roche has advanced zosurabalpin, a new antibiotic targeting drug-resistant *Acinetobacter baumannii*, into Phase 3 trials. It's the first novel-class antibiotic for this superbug in decades, disrupting bacterial membrane assembly. The trial will enroll ~400 patients with pneumonia and bloodstream infections.

6 DNA-Repair 'Glue' Protein PDI Unveiled

Scientists from Macquarie University identified protein disulfide isomerase (PDI) as a key DNA-repair "glue" that helps counteract neural aging by repairing DNA breaks. Their findings, with implications for Alzheimer's and Parkinson's, also highlight dual roles—potentially aiding cancer cells—offering both therapeutic and drug-design insights.

The Debutants



Amit Kumar
KAM - Bangalore



Amit Roy
TBM - Bongaigaon



Anurag Upadhyay
KAM - Mumbai



Ashish Kumar
Assist. Manager - Admin



Ayush Pathak
KAM - Gurugram



Bhawana Shrivastava
KAM - Bhopal



Dasaratharaman
KAM - Chennai



D N Jha
RBM - Patna



Ganesh Chavan
Sr. ABM - Mumbai



Khushal Bachhav
TBM - Nashik



Manoj Kumar
KAM - Hisar



Milan Das
TBM - Bhubaneshwar



Mohit Upadhyay
TBM - Agra



Prashant Kumar
KAM - Darbhanga



Ravi Pandey
KAM - Varanasi



Rohit Singla
TBM - Bathinda



Sabir Ali
KAM - Mumbai



Shubham
Executive HR



Yogesh Mandloi
KAM - Indore

Birthdays

Malay Ghosh
ABM - Barasat

02 APR

Milan Das
TBM - Bhubaneshwar

12 APR

Nilesh Raut
ZBM - West

12 MAY

SB Panda
ZBM - East

03 JUNE

Karthick R
KAM - Trivandrum

02 APR

Venkatesh Gupta
ABM - Bangalore

23 APR

Jayesh Patel
ABM - Vadodara

13 MAY

Naresh Lenka
Sr. ABM - Odisha

04 JUNE

Rajesh Kumar
RBM - Faridabad

04 APR

Girish Yeole
TBM - Jalgaon

24 APR

Vikash Chauhan
TBM - Faridabad

19 MAY

Amir Shafi Hakeem
TBM - Srinagar

06 JUNE

Vivek Anand
ABM - Ranchi

06 APR

Subhajit Niyogi
Sr. ABM - Gurugram

27 APR

Rohit Singla
TBM - Bathinda

19 MAY

Bhuwaneshwar
Warehouse Manager - H.O.

10 JUNE

Partha Sarkar
TBM - Barasat

08 APR

Vinay Kumar
KAM - Agra

03 MAY

Vikas Bathija
TBM - Gwalior

21 MAY

Vijay Tiwari
KAM - Chandigarh

16 JUNE

Tanmay Saha
TBM - N. Kolkata

08 APR

Abhishek KG
RBM - Karnataka

05 MAY

Dasaratharaman M
KAM - Chennai

23 MAY

Amalraj MR
TBM - Kochin

18 JUNE

Sunil Mehra
All India Sales Head

10 APR

Sumit Pawar
ABM - Pune

26 MAY

Rakesh E.B.
KAM - Bangalore

26 JUNE

Suman Tagore
Sr. ABM - Kolkata

12 APR

Balram Kumar
KAM - Delhi

10 MAY

Pranay Yeskar
TBM - Nagpur

27 MAY

Sabir Ali
KAM - Mumbai

28 JUNE

ANNUAL MEET RECAP



ANNUAL MEET RECAP



EVENTS & ACTIVITIES

FOUNDERS' DAY CELEBRATION



WINNING CRICKET TOURNAMENT

AAA PHARMA won the **Thunder Balls and Fireball** tournament, defeating Orange Business Titans in the final with a dominant all-round performance. Prashant was named Man of the Match for his 88 runs, while Sudhir Pandey earned Player of the Series for taking 11 wickets.



EVENTS & ACTIVITIES



ASIAN CRITICARE CME, DELHI



GLTS, CHENNAI



MAGNORATE RTM, MOHALI



GLTS, CHENNAI



ONCC, DELHI



MAX CRITICON, DELHI



MAX CRITICON, DELHI



KPLD, BHUBANESWAR



MAX CRITICON, DELHI



KPLD, BHUBANESWAR



LAUNCHING OF KRONUZ



AAA Vibes

BRAND SPOTLIGHT



What is Magnorate?

Magnorate is a unique combination of Dibasic Calcium Phosphate and Magnesium Orotate, designed to tackle a silent epidemic – Magnesium Deficiency.

Why is Magnorate Unique?

Dual Action Formula:

Combines Calcium for bone integrity and Magnesium Orotate for superior absorption and cellular energy.

Orotate Advantage:

Magnesium Orotate is scientifically shown to have better bioavailability and cellular penetration, making it ideal for chronic deficiency states.

Beyond Bones – Whole Body Benefits:

Magnorate not only supports bone strength, but also helps in glucose metabolism, cardiac rhythm stabilization, neuromuscular transmission, and liver detoxification.

Clinical Edge

Diabetology: Improves insulin sensitivity

Cardiology: Helps maintain normal cardiac rhythm

Gastroenterology: Supports smooth muscle function and reduces cramps

Gynecology: Reduces PMS, leg cramps, and fatigue in pregnancy

The Way Forward

With rising awareness of micronutrient deficiencies and increasing NCDs, **Magnorate** is positioned as a **science-backed solution** with **huge potential** in both preventive and supportive therapy.

Let's lead the "**Magnesium Deficiency Free India**" campaign with confidence!

Did You Know?

Magnesium Orotate crosses mitochondrial membranes better than other salts, making it ideal for energy-demanding tissues like the heart and brain.

#TeamAAA | #Magnorate | #PowerOfMagnorate | #WellnessFirst