



Winter
Edition
Oct 25 - Dec 25

AAA Vibes

Make 2026

An Year of

IMPACT



FROM THE DIRECTOR'S DESK



Work harder, plan sharper and execute with greater intensity

Dear Team,

I am extremely happy to share that we have successfully closed Quarter 3 with yearly cumulative achievement of 101.3%. This is not just a number - it is a reflection of your dedication, discipline, and the strong belief that whatever we truly plan for in life is always possible, even in the face of challenges, when we remain committed, consistent, and focused on our goals.

As the famous saying goes:
"Success is not final, failure is not fatal: it is the courage to continue that counts."

This quarter is proof that when we continue with courage, success naturally follows.

Now, our complete focus must shift towards Quarter 4.

This is a crucial phase where every single day will matter. We must work harder, plan sharper, and execute with greater intensity to pave the way for the coming year - a year that is extremely important for AAA PHARMA, as we move strongly towards the 100 Crore milestone.

Let us leave no stone unturned. Let our company's name speak for itself. Our brands and our quality already command respect, and with the launch of new brands and relentless, passionate execution of our strategies, we are poised to reach new heights.

To my entire team across India - your passion, perseverance, and integrity inspire me every day. Together, we are building something truly remarkable. I wish each one of you the very best for Q4. Let us finish this year with the same fire with which we began it.

Thank you for your commitment and belief in our vision.



Amit Anand Khanna
Director - Operations



Momentum Belief and the Final Push

Dear Team,

As we reflect on our performance this year, I want to commend the exceptional effort that has brought us to this moment. A cumulative 101.3% achievement from Q1 to Q3 clearly demonstrate your consistency, discipline, and winning mindset.

This is more than performance-it is momentum. You have shown the ability to absorb pressure, regroup quickly, and respond with strength when it matters most.

The Sundar Kand reminds us of Hanuman's resolve before his great leap:

**"उछाहँ भरि मनि उर धरि।
लाँघि गयउ हरषि जलनिधि।।"**

With confidence in his heart and clarity of purpose, Hanuman crossed the ocean-just as you have crossed demanding milestones this year.

The Rāvana–Angad Samvād offers another powerful lesson. When Angad places his foot in Rāvana's court and declares:

**"यह पद धरौं, जो सकइ हिलाई।
तौ जानौं मैं हारि पराई।।"**

it is not arrogance, but unshakeable belief rooted in preparation and unity. That same conviction defines this team today.

We are now in the last five overs of our T20 year. The pitch is set, the run rate is achievable, and the team is in form. This is the moment to go guns blazing-with intent, courage, and absolute belief. Let's finish the year the way winners do.
With pride and confidence.



Ankit Anand Khanna
Director - Finance



Marching ahead with momentum



Sunil Mehra

Sales Head - India

Dear Team,

As we reflect on the year gone by, we have much to be proud of, particularly our consistent performance, record-breaking primaries, improved conversions, and a stronger sense of ownership across teams which have laid a solid foundation. More importantly, we have demonstrated that discipline, focus, and belief can deliver results even in challenging times.

The new year brings renewed goals and sharper resolutions. Our direction is clear-build depth in performance, strengthen systems and processes, accelerate new conversions, and drive both Primary and Secondary with precision.

Every role matters, every territory counts, and every day is an opportunity to raise the bar.

The upcoming quarter is crucial. It will define the rhythm for the year and set the tone for creating a long-lasting impact towards our ambitious **100 Cr journey**.

Let us start strong, act decisively, and operate with a winning mindset where excellence becomes a habit, not an exception.

Together, let's convert intent into action and momentum into milestones.



Stronger Together



Syed Ejaz Hussain

ZBM - South

Dear Team,

It is a privilege to join this dynamic team as your Zonal Business Manager. As we embark on this journey together, I want to emphasize that our greatest strength lies in our unity and collective effort.

In the pharmaceutical landscape, individual brilliance may open doors, but it is seamless teamwork that allows us to conquer markets and better serve our healthcare partners.

Success in our field demands unwavering discipline not just in our

reporting and schedules, but in our commitment to excellence and ethical practice. By maintaining a structured approach and a sharp focus on our goals, we will be perfectly positioned to capitalize on the exciting opportunities ahead of us this quarter.

With several new initiatives on the horizon, I am confident that our disciplined execution will lead to unprecedented growth.

Let's work with passion, integrity, and a shared vision to reach new heights together.



Sweat in Peace, Win in War

Dear friends

When I look back I only see lot of hard work, positive energy, unputdowable enthusiasm and complete commitment towards goal.

Now here i remember what Steve Jobs said once - "If you are working on something that you really care about, you don't have to be pushed. The vision pulls you."

Now that's the point , and that is our vision to achieve 100 cr in the next financial year!!!

Mytake is simple -

A. Am I doing enough (My PCPM is above national PCPM)

B. Am I doing better then yesterday (My productivity has crossed last months)

C. Am I doing something today which I didn't do yesterday (new initiative, few mistakes)

D. What is my identity? Doing 100% plus, growing on Power brands ? Have I gained share in my territory/ Institution?

E. Do I see opportunity in every challenge?

Now somebody said - my Luck is not with me, and then I again remembered the wise words, "The only thing that overcomes hard luck is hard work"...

That ends the long story short "one who sweats in peace, bleeds less in war" Good luck!!



Subhashish Mazumdar
Product Consultant & Trainer

One Voice One Vision

The Purpose & Spirit of the AAA Pharma Newsletter

When we first envisioned this newsletter at AAA Pharma, the intent was simple yet purposeful-to create a common platform that connects, inspires, and guides each one of us, irrespective of location or role.

What began as an idea soon evolved into a voice that reflects our collective journey.

This newsletter was launched with multiple objectives at heart. First, to motivate-by sharing stories of perseverance, growth, and success that remind us why our work truly matters. Second, to guide-by aligning everyone with our values, priorities, and organizational vision. And third, to celebrate and highlight achievements-big or small-because every milestone achieved by our teams across the country deserves recognition.

Equally important was the need to create awareness. With teams spread nationwide, this newsletter serves as a window into the events, initiatives, campaigns, and activities taking place across regions-ensuring we remain connected as one AAA Pharma family, no matter where we are.



A distinctive feature of this newsletter has been its thoughtfully curated quarterly themes. Each theme is carefully aligned with the season of the quarter, reflecting both nature's rhythm and our organizational momentum. This approach brings freshness, relevance, and deeper meaning to every edition.

Together, these elements make the newsletter a true reflection of our values, our people, and our journey forward-a celebration of learning, collaboration, and growth, season after season.

Samiksha Khanna | Charu Khanna
Director - Admin Director - Head HR

AAA Vibes

TOP PERFORMER OF THE ZONE TBM/KAM



North

Vijay Tiwari
KAM - Chandigarh



East

Soumen Maity
KAM - Kolkata



West

Bhavana Srivas
KAM - Bhopal

TOP PERFORMER OF THE ZONE ABM/SR. ABM



North

Subhajit Niyogi
Sr. ABM - Gurgaon



East

Malay Ghosh
ABM - Barasat



West

Mayur Shinkar
ABM - Nashik

BRAND SUPERNOVA

MAGNORATE



JILAJEET YADAV
ABM - DELHI



GOBINDA MOHARANA
TBM - CUTTACK



AYUSH PATHAK
TBM - GURGAON

ANDULGIN



JILAJEET YADAV
ABM - DELHI



VIKAS CHAUHAN
TBM - FARIDABAD



VIVEK ANAND
ABM - RANCHI

EDNEM-S



RAJESH KUMAR
RBM - FARIDABAD



ADITYA NATH
RBM - CHHATTISGARH & BIHAR



MILAN DAS
TBM - BHUBANESWAR

MICAGIN



VIJAY TIWARI
KAM - CHANDIGARH



DIPANJAN GHOSH
KAM - KOLKATA



BALRAM KUMAR
KAM - DELHI

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★ The Debutants ★



Abhinay Mishra
TBM - Jabalpur



Aditya
Accounts Executive



C Bhuvana Srinivas
RBM - AP & Telengana



Dharshan Kumar
ABM - Bangalore



Dinesh Dagar
TBM - Faridabad



Joy Saikia
TBM - Dibrugarh



Krishna Yadav
TBM - Jalandhar



Md. Imran
TBM - Hyderabad



Milan Poonacha
ABM - Mysore



M Balkrishna Dagdu
TBM - Solapur



Narendra Kumar
KAM - Ghaziabad



P Kumaraswamy
ABM - Hyderabad



Rayudu Jogarao
TBM - Kakinada



S Madhavan
RBM - Tamilnadu



Shivaji Mote
TBM - Pune



Shubhranshu Manna
TBM - Kolkata



Sunil Kumar
Executive HR



Syed Ejaz Hussain
ZBM - South

★ Birthdays ★

Dharmendra Medhi
RBM - Assam

01 Oct

Shatakshendra
KAM - Raipur

01 Nov

Manoj Kumar
KAM - Hisar

01 Dec

Shyamsundar
Graphic Designer

03 Oct

Joydeep Das
TBM - Silchar

01 Nov

Jitender Singh
Manager HR

06 Dec

Karan Sharma
TBM - Chandigarh

03 Oct

Priyank Chaturvedi
RBM - Madhyapradesh

04 Nov

Priyani Haldar
KAM - Kolkata

24 Dec

Shivaji Govind Mote
TBM - Pune

07 Oct

Khushal Bachav
TBM - Nashik

13 Nov

Balram Kumar
KAM - Delhi

25 Dec

Abhinay Mishra
TBM - Jabalpur

10 Oct

Amit Hari
RBM - WB & Jharkhand

18 Nov

Saurabh Singh
KAM - Delhi

25 Dec

Bhawana Srivas
KAM - Bhopal

17 Oct

Kripal Goswami
ABM - Jorhat

25 Nov

Prashant Kumar
KAM - Darbhanga

28 Dec

R. T. Selvakumar
TBM - Madurai

25 Oct

AAA Vibes

EVENTS AND ACTIVITIES

N
O
R
T
H



13TH AHUJA BAJAJ SYMPOSIUM, GURGAON



NCR MEGACRITICON, GURGAON



LTSICON, DELHI



SGRH CRITICARE CON., DELHI



PULMO CRITICARE CON., ALIGARH

E
A
S
T



CRITICON, RAIPUR



ISACON, RAIPUR



ISPEN, KOLKATA

W
E
S
T



MAHACRITICON, NAGPUR

AAA Vibes

BRAND SPOTLIGHT



S-Pratz

S (-) Pantoprazole 20 mg Injection

S-Pratz contains S-Pantoprazole, the pharmacologically active isomer of pantoprazole, providing **faster, stronger, and more predictable acid suppression** in hospitalized and critically ill patients.

It effectively inhibits the gastric proton pump, making it a reliable option for **stress ulcer prophylaxis, GERD, erosive gastritis, and acid-related conditions** in ICU and peri-operative care.

Key Highlights

- > Rapid onset with **consistent acid control**
- > **Improved bioavailability** compared to racemic pantoprazole
- > Once-daily IV dosing for convenient hospital use
- > Well tolerated with a **proven safety profile**
- > Ideal for ICU, emergency, and surgical patients

Target Specialties:

Intensivists | Physicians | Surgeons | Anaesthetists

S-Pratz

Precision acid suppression for critical care.