



FUSION

CRITICAL CARE

ETHICAL

INSTITUTIONS

Our Vision:

Aequitas is a young Company, established in 2017 by Industry veterans, with a **vision** “To be recognized as a **Value** driven Company providing **Quality healthcare** at **affordable price**”.

Our Philosophy:

At **Aequitas**, we believe in **Fairness, Equity and Honesty**. We are committed to our organizational values of Fairness, Inclusiveness & Quality. Our focus is on investing in innovative healthcare solutions with an objective to establish Nationwide reach.

In a short time from launch, **Aequitas Healthcare Pvt. Ltd.** products have generated great response and gained traction across India thanks to our channel partners and customers. We are working hard to rapidly expand the portfolio further.



When Aequitas Healthcare Pvt. Ltd got incorporated, it first invested in owning 33 trademarks from a well known Multi National Company e.g.

- | | | |
|-------------|-------------|-----------|
| • Temfix | Sefbactum | Staphydex |
| • Mexaflo | Servinadine | Seboket |
| • Zollinzol | Kulgut | Voxaflo |
| • Zetri | ICUBAC | Kipinex |

Therapeutic Area:

No of SKUs: 100+

- | | |
|-------------------------------|-----------------------------|
| • Anti-Infectives | Dermatologicals |
| • Anti-Histamines | Orthopaedics |
| • Cardio Vasculars & Diabetic | Vitamin Supplements |
| • Cough & Cold | Anti-Helmintic |
| • Gastrointestinal | Pain management - Analgesic |

Our Top esteemed Customers:

Hospital	Institutions	Distributors
• Medanta (Medicity) Hospital	HINDALCO	Seth Medical, West Bengal
• Fortis Group of Hospitals	Banaras Hindu University	A K Medicos, Uttar Pradesh
• Manipal Group of Hospitals	Hindustan Latex Lifesciences	Maruti Nandan, Uttar Pradesh
• Naraina Rugnalaya	Air India	Nadar Pharma, Punjab
• Sanjay Gandhi PGI	Bhabha Atomic Research Centre	R S Medichambers, Haryana
• Care Group of Hospitals	Military Hospitals	Muthut Agencies, Tamilnadu
• Calcutta Medical Research Institute	South Eastern Coal Field	Shri Anjanadri, Andhra Pradesh

Pharmaceutical Industry in India:

- In FY17, India exported pharmaceutical products worth US\$ 16.8 billion, with the number expected to reach US\$ 40 billion by 2020. During April 2017–February 2018, India exported pharmaceutical products worth Rs. 767.17 billion (US\$ 11.90 billion).
- Indian drugs are exported to more than 200 countries in the world, with the US as the key market.
- India is the world's largest provider of generic medicines; the country's generic drugs account for 20 per cent of global generic drug exports (in terms of volumes).
- Around 40.6 per cent of India's US\$ 16.8 billion pharmaceutical exports in 2016-17 were to the American continent, followed by a 19.7 per cent to Europe, 19.1 per cent to Africa and 18.8 per cent to Asian countries.

<https://www.ibef.org/industry/pharmaceutical-india.aspx>

The Indian Pharmaceutical Market (IPM) has registered a strong growth of 10.8 per cent during May 2018 to Rs.10,583 crore. The FDC related market showed growth of 18.5 per cent while the non FDC market showed a growth of 10.6 per cent. The single molecules grew at 10.8 per cent for the month. Total 16 companies launched in last 36 months.

From therapy perspective, 19 therapies are showing a positive growth. Respiratory market posted a growth of 15.4 per cent, gastrointestinal at 11.3 per cent and pain and analgesic market showed a growth of 9.8 per cent. Anti-diabetic market has posted a growth of 14.1 per cent and cardiac 13 per cent, Neuro/CNS also showed a growth of 11.2 per cent.

From the regional perspective, 30 regions have posted positive growth for month of May 2018. North Gujarat market grew the highest at 24.1 per cent followed by UP East growth at 23.2 per cent and MP at 18.72 per cent.

Regulatory Digest:

- Central Drugs Standard Control Organization (CDSCO), Ministry of Health & Family Welfare, Government of India provides general information about drug regulatory requirements in India.
- Drugs (Price Control) Order 1995 and other orders enforced by National Pharmaceutical Pricing Authority (NPPA), Government of India. Provides the list of drugs under price control.
- The Drugs & Cosmetics Act, 1940 regulates the import, manufacture, distribution and sale of drugs in India.

Top 20 Cities in India

Sl.No	City	Population	Sl.No	City	Population	Sl.No	City	Population
1	Mumbai	1,83,94,912	8	Pune	50,57,709	15	Coimbatore	21,36,916
2	Delhi	1,63,49,831	9	Surat	45,91,246	16	Kochi	21,19,724
3	Kolkata	1,40,35,959	10	Kanpur	29,20,496	17	Patna	20,49,156
4	Chennai	86,53,521	11	Lucknow	29,02,920	18	Kozhikode	20,28,399
5	Bangalore	85,20,435	12	Nagpur	24,97,870	19	Bhopal	18,86,100
6	Hyderabad	76,74,689	13	Ghaziabad	23,75,820	20	Thrissur	18,61,269
7	Ahmedabad	63,61,084	14	Indore	21,70,295			

**Census 2011, Urban Agglomerations*



Aequical Inj



Aequimentin 625



Mexaflo 200



Sefbactum syrup

Motivational Tonic



Swami Vivekananda

Arise, awake and do not stop until the goal is achieved. Take up one idea. Make that one idea your life. Think of it. Dream of it. Live on that idea. Let the brain, muscles, nerves, every part of your body be full of that idea. Leave every other idea alone. That is the way to success.



Dr Abdul Kalam

You have to dream before Your dreams can come true. Look at the sky. We are not alone. The whole universe is friendly to us and conspires to give the best only to those who dream and work. Man needs his difficulties because they are necessary to enjoys success.

Innovation Corner

It is not about ideas. It is about making idea happen. You cannot discover new oceans unless you have the courage to lose sight of the shore. All time top innovations of the world are Wheel (3500 BC), Nail (500 BC), Compass 9th Century, Printing Press (1440 AD).



Customer Service

Magical words that you can use:

- Good morning / Namaste/ Salaam
- How may I help you
- Please
- Thank you
- It is a pleasure to serve you
- Have a good day



Stories from Real World

- Arianna Huffington, one of the most famous names in online publications, was initially rejected by 36 publishers.
- Bill Gates, owner of Microsoft, one of the world's wealthiest individuals... his first company had failed.
- Walt Disney was once fired from his job for lacking creativity. Who hasn't heard about Disney movies or DisneyWorld?
- Steve Jobs was fired from his own company. Went on to create highly successful brand APPLE known for PCs, laptops, iPad, iPod, Apple phones...
- Milton Hershey had started three candy companies before well known Hershey's chocolate Company.

Draw inspiration from these stories the next time you experience failure. Learn from your mistakes, analyze and accept the failure, but rekindle your passion and keep pursuing your goals.



L Lordizin Tab



Aequinac gel



Temfix 500



Temfix Plus



Wellness

As defined by World Health Organization (WHO), it is a "State of complete physical, mental, and social well being, and not merely the absence of disease or infirmity.

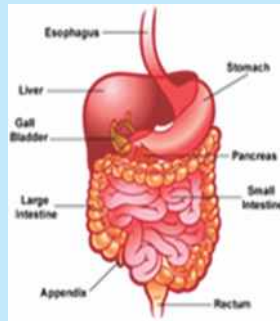
In Indian traditions, wellness meant living in complete harmony with Nature while illness was a state of imbalance. Ayurveda is a system of medicine with roots in India. Ayurvedic therapies and practices have been integrated in general wellness applications and in some cases in medical use.

Rainy season & Digestive system

Bloating, flatulence, indigestion etc are most common in this season.

Doshas: increases in Vata (gases) and pitta (bile). Low digestion power, low immunity & body strength

- Avoid frozen foodstuff, ice creams, oily foodstuff, potatoes, gram etc.
- Keep the body fully covered
- Hot water bath
- luke warm water to drink



Use of herbs for wellness

Haldi (Turmeric / *Curcuma Longa*/ Haridra)

An excellent natural antibiotic as well as anti-bacterial. Used in treatment of pimples, indigestion, poor circulation, cough, chest congestion, skin disorders, diabetes, anaemia and wounds.. Promotes metabolism & helps ligaments / tissues. **Don't use in hepatitis or when pitta is high.**



Yog for holistic living

Yog means addition or joining together.

Connecting body with mind to begin with and realizing the Ultimate Truth.

International Yog Day is celebrated worldwide on 21st Jun. Classical **Ashtang** (Eight fold) **Yog** as compiled by **Patanjali** in **Yog sutra** refers to eight parts of Yog as follows:

Yam (self restraint), **Niyam** (Practices), **Aasan** (Postures), **Pranayam** (breathing practices), **Pratyahar** (move inwards), **Dharna** (Concentration), **Dhyan** (Meditation), **Samadhi** (Perfect Calm).

Bhujangasan or Cobra Pose

It is a backward back-bending yoga asan for strengthening back and relieving backache.

Strengthens: Vertebral column

Stretches: Lung, Abdomen, Thorax, Shoulder

Consult a doctor before starting.



Pybactum



Kipinex 1.5



ICUBAC 1



Nochill Strong

