



FUSION

CRITICAL CARE

OTC

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.

Aequitas Products:

- Aequical
- Aequimentin
- Aequimol
- Aequimox
- Aequimycin
- Aequinac
- Aequiran
- Aequizole
- Amikatas
- Lordizin
- Prazosole
- Tramadol
- Xoritas

Trademarks acquired from a well known Multi National Company:

| | | | | | |
|---------------|-------------|-----------|------------|-----------|----------|
| Bactibade | Cefpodax | Cezvom | Cofcontrol | Critipime | Expome |
| Fertiro | Formax | Icubac | Kalomin | Kealverm | Kipinex |
| Klosoft | Kulgut | Mazoderm | Mexaflo | Mexcelol | No Chill |
| Prasopheg DSR | Pybactam | Quinoten | Remyth | Rexgard | Seboket |
| Sefbactum | Servinadine | Staphydex | Temfix | Tirosera | Vacfol |
| Voxaflo | Wohinral | Zetri | Zitpain | Zollinzol | |

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 | A K Medicos, Uttar Pradesh |
| • Fortis Group of Hospitals | Banaras Hindu University | RX Distributors, Delhi |
| • Manipal Group of Hospitals | Hindustan Latex Lifesciences | Nadar Pharma, Punjab |
| • Narayana Hrudayalay, Bangalore | Air India | R S Medichambers, Haryana |
| • Sanjay Gandhi PGI | Bhabha Atomic Research Centre | Muthu Generics, Tamilnadu |
| • Care Group of Hospitals | Military Hospitals | Diya Medicaments, Telangana |
| • Calcutta Medical Research Institute | South Eastern Coal Field | Seth Medical, West Bengal |
| • CMC Vellore (TN) | Community Dev. Med. Unit | Mahasri Pharma, Karnataka |
| • Paras Group Hospitals Delhi/Patna/Ranchi | Chittaranjan Loco Works | Sujal Pharma, Karnataka |
| • Regency Hospital Lucknow / Kanpur | INH, Ashwini, Colaba | Atharva Pharma, Uttar Pradesh |

Pharmaceutical Industry in India:

- India is the largest provider of generic drugs globally. It supplies over 50 per cent of global demand for various vaccines. Over 80 per cent of the antiretroviral drugs used globally to combat AIDS are supplied by Indian pharmaceutical firms.
- The pharmaceutical sector was valued at US\$ 33 billion in 2017. The country's pharmaceutical industry is expected to expand at a CAGR of 22.4 per cent over 2015–20 to reach US\$ 55 billion. India's pharmaceutical exports stood at US\$ 17.27 billion in 2017-18. In 2018-19 these exports are expected to cross US\$ 19 billion.
- Indian companies received 304 Abbreviated New Drug Application (ANDA) approvals from the US Food and Drug Administration (USFDA) in 2017. The country accounts for around 30 per cent (by volume) and about 10 per cent (value) in the US\$ 70-80 billion US generics market.
- India's biotechnology industry comprising bio-pharmaceuticals, bio-services, bio-agriculture, bio-industry and bioinformatics is expected to grow at an average growth rate of around 30 per cent a year and reach US\$ 100 billion by 2025.
- The drugs and pharmaceuticals sector attracted cumulative FDI inflows worth US\$ 15.83 billion between April 2000 and June 2018, according to data released by the Department of Industrial Policy and Promotion (DIPP).
- In August 2018, the market grew by 8.7 per cent year-on-year with sales of Rs 11,342 crore (US\$ 1.69 billion).
- During April-June 2018, pharmaceutical sector in India witnessed private equity and venture capital investments of US\$ 396 million.
- In 2017, Indian pharmaceutical sector witnessed 46 merger & acquisition (M&A) deals worth US\$ 1.47 billion

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

Regulations digest:

- The National Health Protection Scheme is largest government funded healthcare program in the world, which is expected to benefit 100 million poor families in the country by providing a cover of up to Rs 5 lakh (US\$ 7,723.2) per family per year for secondary and tertiary care hospitalization.
- In March 2018, the Drug Controller General of India (DCGI) announced its plans to start a single-window facility to provide consents, approvals and other information. The move is aimed at giving a push to the Make in India initiative.
- The Government of India is planning to set up an electronic platform to regulate online pharmacies under a new policy in order to stop any misuse due to easy availability.
- The Ministry of Health and Family Welfare has prohibited the manufacture for sale, sale or distribution for human use of 328 Fixed Dose Combinations (FDCs) with immediate effect. It has also restricted the manufacture, sale or distribution of six FDCs subject to certain conditions. An AIOCD-AWACS pharma market research report pegs the market impacted by the ban at Rs 1,040 crore, a fraction of the Rs 1.2 lakh crore pharmaceutical market.

Road Ahead

- The exports of Indian pharmaceutical industry to the US will get a boost, as branded drugs worth US\$ 55 billion will become off-patent during 2017-2019.
- By 2020, India is likely to be among the top three pharmaceutical markets by incremental growth and 6th largest market globally in absolute size.
- Increase in the size of middle class households coupled with the improvement in medical infrastructure and increase in the penetration of health insurance in the country will also influence in the growth of pharmaceuticals sector.
- Medicine spending in India is expected to increase at 9-12 per cent CAGR between 2018-22 to US\$ 26-30 billion, driven by increasing consumer spending, rapid urbanization, and raising healthcare insurance among others.
- Going forward, better growth in domestic sales would also depend on the ability of companies to align their product portfolio towards chronic therapies for diseases such as cardiovascular, anti-diabetes, anti-depressants and anti-cancers that are on the rise.



Aequical Inj



Aequimentin 625



Mexaflo 200



Sefbactum syrup

Motivational Tonic

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Savitribai Jyotirao Phule

(1831-1897) Social reformer, educationalist & poet. Born in Maharashtra, She is regarded as the first lady teacher of India. She along with her social reformer husband Jyotirao Phule, ran a school for girls and played an important role in improving women's rights in India. She worked to stop unfair treatment of people based on caste and gender. She broke the tradition by being the first woman in Indian history to light up her husband's pyre.



Shaheed Bhagat Singh

was one of the most influential revolutionaries of the Indian independence movement. He avenged the death of hugely popular nationalist leader Lala Lajpat Rai by shooting a British policeman. He also protested with Batukeshwar Dutt against British rule by throwing two crude bombs in Central Legislative Assembly, Delhi and courted arrest. He was hanged by British on Mar, 1931 at a young age of 23. He became a popular folk hero after his death.



Innovation Corner

Top 5 emerging innovations in Pharma:

- Precision medicine: genome sequencing and targeted therapies
- mHealth Sensors in smartphones, wearables and Health Apps
- 3 D printing to create pills in different shapes and sizes for personalization
- Nanotechnology to create nanobots to seek out and destroy cancer cells
- Artificial Intelligence: IBM Watson and drug repurposing



Customer Service Tips

- Remain calm and Listen Carefully
- Understand his Needs
- Respond as soon as possible
- Keep customers informed
- Show them you Care
- Apologize gracefully and take Responsibility
- Empathize to find a solution
- Stay in touch proactively



“Your most unhappy customers are your greatest source of learning.” – Bill Gates

Stories from Real World

They had an idea in mind. They left their cushy jobs. They worked hard. They created history.

India is witnessing a brand new generation of startups, making their presence felt not just in the domestic sphere, but also globally. They're inspiring success stories of people who have paved their own roads of innovation and dreams.

1. **Paytm:** An Indian e-commerce payment system & digital wallet Company launched in 2010. Available in 10 Indian languages, it is an online payments App. Valued at over \$10 billion.
2. **Flipkart:** Modelled on Amazon, it sells almost everything! Launched in 2007, it acquired Myntra for Rs 2000 Crores. it has joined top 5 global billion dollar start-up club with a valuation of \$11 billion.
3. **Zomato:** Ordering food on-line. Launched in 2008, Zomato did not have funding initially. In 2 years, it made a name in India and by 2012 got international recognition. It covers over 331,200 restaurants in 19 countries.



L Lordizin Tab



Aequinac gel



Temfix 500



Temfix Plus



Wellness & Stress

Stress is body's way of responding to any kind of demand. Stress can affect both body and mind. It can be caused by fear, worrying, noise, crowding, overwork, fatigue etc. When people feel stressed, their bodies react by releasing chemicals into the blood stream. People under large amounts of stress can become tired, sick, and unable to concentrate or think clearly.

Stress can contribute to heart disease, high blood pressure, and strokes, and make one more likely to catch less serious illnesses like colds. It can also contribute to alcoholism, obesity, drug addiction, cigarette use, depression, and other harmful behaviors. Some amount of stress is inescapable and may be beneficial for optimal functioning. Simple tips to deal with stress are: to identify the source/cause of stress, figure out what you can change, accept what you can't change, reduce the intensity of your reaction, engage in hobbies, vent it out, seek help, go on holidays, spend time with friends & family, think positive, do exercises, deep breathing/pranayama, meditation etc.

Autumn / Post Monsoon season

Northeast or "retreating" monsoon brings dry, cool, and dense air to large parts of India. Autumn winds result in clear, sunny skies. Slowly cases of Typhoid fever, Cholera, Lepto, Dengue see a decline while cases of cold, sore throat, stomach infections, Pneumonia, bronchitis, allergic asthma, joint pain go up.

Tips: Stay hydrated, use ginger and garlic, drink hot soups, maintain hand hygiene, clean and tidy home, keep warm.



Use of herbs for wellness

Adrak (Ginger / Zinziber officinale)

It helps pacify Vata and Kapha and increases Pitta. Improves digestion & joint health. Potent blood thinner and anti-inflammatory agent. Good for cold & flu. It is used to treat motion sickness, morning sickness, colic, upset stomach, gas, diarrhea, irritable bowel

syndrome (IBS), nausea, Vomiting, high BP etc. Avoid in case of hyperacidity, hemorrhage, vertigo, skin diseases.



Yog for holistic living

Yam (self restraint), the First part of Ashtang (Eight fold) Yog has five principles as follows:

1. **Ahimsa:** Non-violence. Not harming others in thoughts, words and deeds.
2. **Satya:** Being Truthful. Speaking no lies.
3. **Asteya:** Not stealing other's property. Not taking what is not one's own.
4. **Brahmcharya:** Having control over all the five sensory organs viz. eyes, ears, nose, tongue and skin.
5. **Aparigraha:** Not collecting or storing too much. Keeping only what is necessary for one's needs.

Shavasna or Corpse Pose

Lie down on your back and close your eyes. Breathe naturally and relax your body & mind. Focus on each limb/part of body and relax it. Keep moving from head to toes and back. Maintain the pose for 10 minutes.

Shavasana helps relieve mild depression, high blood pressure, headaches, fatigue, and insomnia.



Pybactum



Kipinex 1.5



ICUBAC 1



Nochill Strong

- Fusion
- Critical Care
- OTC
- Institutions