

## AJANTA PHARMA - its growth

- A. S. Vittal Rao

Looking back to the last three years' performance of Ajanta Pharma, one could clearly notice the remarkable growth realised. The company has come a long way from Rs. 200 million business in 1993-94 to Rs. 800 million business concluded for the year 1995-96. The domestic and overseas markets aspected the company with their benefics and paved the way for its smooth progression.

In the domestic market, products of Ajanta Pharma have shown a steady increase in sales. This positive trend further convinces of a strongly promising future.

The company established its presence in the international arena through its joint ventures in Mauritius and the CIS countries and would be playing a major role in the health care of the people of those countries.

To augment and maintain the continuous growth, the company has been concentrating intensely on Research & Development to further improve the quality of its products and services.

The Ayurveda R & D centre set up recently, dedicated entirely to establishing standards, assay methods, toxicology and clinical trials on Ayurveda medicines and Herbal products will enable the company to launch Ayurveda Ethicals in the near future.

The company is also poised to enter the highly potential markets like USA and West Europe with the OTC Nature Care Products.

With the past performance in mind, the company is very confident of achieving a sales turnover of Rs.1,150 million during 1996-97.

The new division of Bulk Drugs, which will soon become operative, would further add to the existing activities of Ajanta Pharma.

## VISIT OF AFMS TEAM



On 22nd June 1996 Major General B. B. Dutta, Addl. Director General of Armed Forces Medical Stores alongwith his Officers Brig. R. C. D. Bhate, Col. Y. D. Sharma, Major Kulder & Major Sreedharan paid a visit to our R&D Wing at Kandivli Office. They showed keen interest on our R&D activities and were much impressed.

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## AMBASSADOR OF TURKMENISTAN IN AURANGABAD

The Ambassador of Turkmenistan in India, His Excellency, Mr. Ashar Ataev, paid a two-days visit to Aurangabad on 26 and 27 May 1996.

He was welcomed by our Joint Managing Director, Mr. Madhusudhan Agrawal, and was taken around Ajanta Pharma's manufacturing plants at Chikalthana, Paithan and Waluj.

At the press conference, His Excellency spoke about the scope of business opportunities in Turkmenistan and also appreciated the role of Ajanta Pharma in shaping up the health industry of Turkmenistan.

His Excellency was all praise for the modern manufacturing facilities of Ajanta Pharma and remarked "I am glad to see the functioning of your plants and am assured that soon the Turkmen people will receive an excellent plant. I thank you on behalf of the people of Turkmenistan and wish you success."

## AJANTA PHARMA IN EUROPE



A client at Ajanta Pharma's stall in discussion with Dr. N. S. Bhat (Seated on extreme right)

Ajanta Pharma participated in 'Herbora Green Life', an exhibition held at Verona, Italy, in March 1996. In true sense, the title relates to Ayurveda.

The cynosure of the exhibition was Ajanta Pharma's stall, displaying a range of products like 'Thirty

Plus', 'Stamina', 'Figurin', and 'Beauty Plus'.

The packs of these products, specially designed for Italian markets, invited appreciative queries. Dr. N.S.Bhat, Vice President (Ayurved) of Ajanta Pharma, spoke at the special seminar on 'Introduction to Ayurved - A Modern Approach', organized on that occasion.

Around that time, CHEMEXIL (Basic Chemicals, Pharmaceuticals & Cosmetics Export Promotion council) of India organized a seminar on 'Medicinal Plants - A Renaissance'. The seminar was chaired by Dr. N.S.Bhat alongwith other speakers from India and abroad.

With the ever increasing interest of Europeans in Indian plants and the faith reposed in Ayurvedic remedies, Ajanta Pharma would be playing a major role in catering to the market demands in the immediate future.



Mr. Mani Kuriakose, GM (Exports) with Dr. Garoli and Mr. Fabio Manassero at the stall