

CHANGE FOR GROWTH

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In his own words.....

Sales is one of the important activities for the growth of any organization.

An efficient sales force is the back-bone of any growing organization. Apart from being a link between the Organization and Trade, the sales forces also assumes great importance for consumer 'feed back'.

The financial year 1996-97 was a successful one for the 'Consumer Products Division' in terms of net revenue, reasonable growth in volume, revamping of field force to a lean structure, efficient systems & procedures and computerisation. The year 1997-98 will be a take-off phase with increased activities. This necessitated the orientation of the company's all-India sales force through a single platform. Hence, a National Sales Conference was convened with the theme, 'Change For Growth'.

Strategically, it was imminent for AJANTIA PHARMA to take stock of its strength, analyse and equip for meeting the

high growth plans of 'Consumer Products Division'. The theme, 'Change For Growth' was apt as it was found necessary for changes in different practices, procedures, attitude and approach. Development without change is nearly impossible. If an organization has to grow fast, it is very important that every ambassador on the field gets first-hand information about these changes.

With the increase in the competition of consumer products, an organization can survive only if they can provide goods of high quality. India, being a large market, definitely offers ample market for products with high quality. AJANTIA PHARMA, with strong commitment to quality, definitely has an edge over its competitors.

The conference was a step in the right direction to keep the sales force informed and also to devise ways for their increased efficiency, especially at a time when AJANTIA PHARMA would be introducing new products. The 'Consumer Products Division' is very confident of scaling new heights, making the future bright.

One must realise that the only thing permanent in the world is 'Change'.



National Sales Conference of Consumer Products Division "CHANGE FOR GROWTH"

A major event in the history of AJANTIA PHARMA took place when the first ever National Sales Conference of Consumer Products Division took place between 6 and 9 April 1997, at Aurangabad and Mumbai. The 100% participation indicated enthusiasm and commitment by the field force and the Depot Officers.

Change For Growth, the theme of the conference, generated tremendous interest. The theme was selected so as to align the field force to the accelerated changes that are taking place within the organization and the consumer industry at large.

The conference was inaugurated on 6 April 1997 by **Mr. Purushottam Agrawal**, Managing Director of AJANTIA PHARMA, who in his inaugural speech shared the growth of the organization from a small re-packaging unit to a large and well-established group. He explained the globalization route that the organization had opted for fast growth and emphasized the role of people behind the success of the organization. While complimenting the National meet, he also shared his expectations from the Division.

Dr. Narendra S. Bhatt, Vice President (Ayurveda), while explaining the approach identified for the division, enumerated the specific steps taken during the year 1996-97 to establish a professional approach. He stated that the division had recorded good performance during the last few years, both in terms of volume growth and net contribution. He emphasized the value of discipline and involvement at every level for Profit Centre approach. He related the theme, "Change for Growth", as an important process for people development, which is primarily responsible for expansion.

Some of the important pillars of the field force, **M/s. K. Loknath**, **M. Birendra**, **N. A. Khan**, **S. S. Kamadi**, **S. Seal** and **P. K. Saxena**

Mr. S. Choudhary, Training Manager, had an interactive session on the role & responsibility of Managers and Sales Representatives. The session brought out commitments from the field force in terms of knowing their productwise, territorywise & statewide targets and the monitoring and control systems.

The brand team of **Mr. Dinar Mhatre**, Product Manager, presented 'Pinkoo Gripe Water', 'Thirty Plus' and 'Figurin' to the field force. The interaction with field staff revolved around estimating market potential for each of the brands in terms of population, size of category, growth opportunities and outlets available. It also involved brain storming on different promotions for each of the brands and their execution.

Mr. V. Narasimhan, National Sales Manager, explained the need of making Town Analysis Report and a subsequent Town Business Plan. Different groups presented their case studies, and was followed by mock calls/role play on stockist management, merchandising and quiz contest.

Mr. K. Ravindran, Manager - Sales Administration, and **Mr. Popat Dete**, Executive - Distribution, made a presentation on computerization & decentralisation of operations and its impact on the role and responsibility of the field force and business.

Mr. Vittal Rao, Vice President - Pharma Strategy & Planning, spoke on the trends in the consumer industry. **Mr. Anoop Bhargav**, General Manager - Marketing (Ethicals), spoke on how to make selling a fun and **Mr. V.A. Peerzade**, General Manager - HRD, explained the aspect of human relations within the organization.

On the concluding day of the conference, all the participants exuded confidence and took an oath for changing themselves and committing to grow with the organization.