

SUNSHINE



Volume 1, Issue 12

From the Sundeck

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Dear Surya team

This issue comprises a message from the CMD, Meet Up, News & Events in Surya, light moments, your write-ups and other information.

Sunshine again invites contributions to the Newsletter, both sourced and original. Email your thoughts/creatives at **sunshine@suryacorp.com** and what's more, **get paid for it as well!**

As promised we also bring you a few tips to live and enjoy life to the full!

One of the formulas of living a better life is to love your work. Not all of us may have landed on our dream jobs but you can make your life better by trying to love your work. If you still don't have the opportunities to land on your dream job, then work on loving your job. Cultivate a positive environment in the office and be a good office mate.



Sometimes we tend to chase a lot of things in life and we don't have time to take a look at what we already have. Be thankful of what you have now - abundance, good relationships, happy family etc.

Warm Regards
Gurvinder Kaur
The Editor

Special points of interest:

- Message from the CMD
- Breaking news
- Meet up
- What and who's new at Surya?

Breaking News!!!



Surya Pharmaceutical Limited is the 20th largest Pharma Co in India!!! Enters the prestigious FORTUNE 500 India list! Acquires top US Brand ACTIVON & others!



SUNLIGHT

Message from the CMD

Dear Team

It is that time of the year where we take a look back to see where we've been... and begin to look forward, to where we're headed.

The new year is here and I hope everybody is ready to start afresh with new goals and ideas to achieve and implement. This affirmation of commitment brings to mind a famous quote by Aristotle - **'We are what we repeatedly do. Excellence, therefore, is not an act but a habit'**. The vital thing here is to believe in yourselves and inculcate the habit of positive thinking for only then will you achieve excellence.

Our statements hold such great importance in our lives. Using affirmative sentences in a confident manner can change a lot about your underlying beliefs. Imagine starting your speech with 'I Can' on a regular basis and witness

the change. Although small, but these changes bring major positive effects in one's life.

Think ahead, take a step forward and don't procrastinate as it delays movement and causes impediment to your success. Don't look back unless it is for the purpose of reflecting upon how things have gone and what could you have done to make the journey more fruitful. Actions must take place or opportunities will pass you by. Don't fear taking risks as a risk can go a long way in achieving success but before taking risks, think about all the factors involved and try to master your fears. That is the key to gain confidence.

Don't be afraid to make mistakes, after all it is only from your mistakes that you learn more than you do from your successes. Focus and Improvement are the key words here. Focusing on a particular task fuels motivation and makes

you give your positive energy into it until you feel, there is nothing more that you can add. Success is bound to follow after that.

The ability to Challenge make you face new situations, shift your comfort zone and make you aware of your hidden potential. In order to lead a quality life, one must seek challenges. Together with focus, challenges have the ability to transform your life. Go for them.

I invite [ideas & suggestions](#) aimed at our growth from my team at corporate@suryapharma.com. The ideas may pertain to any function/dept of the org. The brightest & the most workable of these will be [awarded](#) at our next official event.

RAJIV GOYAL

Chairman & Managing Director

**'We are what we repeatedly do. Excellence, therefore, is not an act but a habit'.
ARISTOTLE**

SUNBEAM—a meet up



ANURAG KASTWAR
VP- FORMULATIONS

Born on: March 4th, 1967

Family comprises: Wife (Anju), elder daughter (Adya) and younger daughter (Arya)

Fav Colour: All bright colours— especially Red & Royal Blue

Sun sign: Pisces

I like: Honesty, Simplicity & Integrity

I dislike: Corruption and Hypocrisy

Fav food: : Home made vegetarian food of all types – Methi & Palak ki Bhaji ka Paratha

Hobbies: Reading, Writing and Watching action movies

All time fav movies: **Enter the Dragon, Sholay, Three Idiots, Wanted**

My biggest weakness: **Cannot tolerate injustice & tend to get emotional at times**

My greatest strength: **Man Management, Team Building & Commitment**

The last vacation I took was in: **Ooty, Mysore & Kodaikanal in Nov-2006**

MY TAKE ON:

Military aid to poor nations: Yes for all genuine concerns

Animal Rights: Must be protected through strict enforcement of Law

Israel or Palestine?: Palestine

Women in the Army: Yes; with their interests fully protected

Youth & Indian Politics: Thumbs Up

Right to Information or Invasion of Privacy?: Yes, if it is to safeguard public interest and not for garnering TRPs.



Acc to me the most important thing in life is: Value based Living, Strong commitment to Family and Work. To contribute to the progress of our country, in whatever way one can.

In the end I would like to say: At work, let's give our 100%. Let's all make Surya, our Country's Pride. Human potential has no limits. Together we can do it. Let's live life to the fullest and keep our families happy.

RANKINGS & ACQUISITION GALORE!

SUNRAYS



SPL has ranked 398 in the prestigious FORTUNE India 500 list! The Fortune India 500 list features India's LARGEST CORPORATIONS!

Not only that, it outranked Pharmaceutical giants like Aventis Pharma, Alembic, Arch Pharma labs and Ankur Drugs to climb to **number 20** in the top Drugs & Pharmaceuticals sector! SPL is now the 20th largest pharmaceutical Company in India!

Companies in the Fortune 500 list are ranked on the parameters of both Revenue & Income, they are ranked by their latest annual audited total income for the financial year ending on or before June 30, 2010. The Total Income includes Core Operating

Income (Net sales) plus other Extraordinary Income. Audited results declared before October 31st, 2010 have been used for the calculations. The numbers have been sourced from two corporate databases- the Centre for Monitoring of Indian Economies Prowess and Capitaline Plus by Capital Market Publishers India.

SPL ACQUIRES ACTIVON

SPL has acquired US-based Over-the-Counter (OTC) analgesic drug brand Activon for \$ 22 million (Rs 99.52 crore). The deal has provided SPL the established US market of Activon and global marketing rights. The brand comes with the acquisition of Ameshire Investment Corp USA.

ActivOn is a leading OTC

analgesic brand in the topical analgesic category in the US market. It is used to provide relief of joint and muscle pain associated with arthritis, backache, strains, bruises and sprains. Through the acquisition, Surya also adds to its portfolio, other brands namely Preferon, First On and Renewin. We would also have global marketing rights for Head On, another leading brand (except USA).

The acquisition provides us with a strategic competitive advantage to market our products in US through established market networking channels that include leading retailers like Walmart, Walgreen, CVS, Rite Aid etc. This also provides us with an opportunity to launch our OTC / FMCG products in US markets.



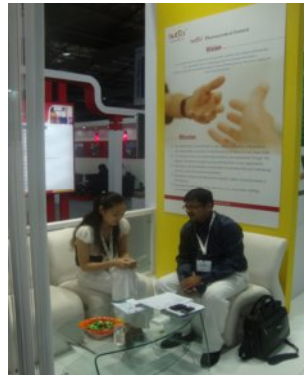
RANK	COMPANY NAME	CITY	REVENUES	YOYCHG (%)	NET OPERATING INCOME	PROFITS	RANK	YOYCHG (%)	ASSETS	RANK	YOYCHG (%)
396	GODREJ AGROVET	Mumbai	1373.38	7.22	1293.55	58.37	394	50.32	501.01	472	12.68
397	POLARIS SOFTWARE LAB	Chennai	1373.07	-2.19	1353.76	153.26	294	17.25	874.93	423	13.18
398	SURYA PHARMACEUTICAL	Chandigarh	1361.47	67.89	1134.13	76.06	375	35.51	1011.30	396	38.38
399	CHETTINAD CEMENT CORPORATION	Chennai	1360.30	16.37	1356.30	107.83	338	LP	1622.59	332	20.00
400	SADBHAV ENGINEERING	Ahmedabad	1360.13	22.61	1333.99	26.75	443	-37.63	1874.23	311	37.99

The above is the FORTUNE 500 India Ranking for SPL while the below is the Ranking achieved by SPL in the Pharmaceutical sector in India!

17	STERLING BIOTECH	339	1680.38
18	IPCA LABORATORIES	343	1654.52
19	STRIDES ARCOLAB	360	1416.38
20	SURYA PHARMACEUTICAL	398	1361.47
21	PLETHICO PHARMACEUTICALS	413	1296.31
22	AVENTIS PHARMA	438	1204.07
23	ARCH PHARMALABS	440	1197.74

CPHI MUMBAI, Dec 2010

An SPL team participated in CPHI (pharmaceutical fair) held in Mumbai from 1-3 Dec. About 25,000 people attended the exhibition which had around 600 exhibitors displaying their products. Our Marketing team along with a Formulations team attended the fair. Members included Raman Goud, Vittal Babu, Naresh Palta, Krishan Mohan, Mukul Aggarwal, Pankaj Gupta, Amit Mittal, Lalit Kanwar, Pradeep Chauhan, Alok Chaudhary and Anurag Kastwar. Various verticals of SPL were displayed at the exhibition: Aegus, Altair and Surya's latest acquisitions - QNT and Palmer's products were also displayed at the CPHI expo.



SUCCESSFUL WHO GMP INSPECTION!

Our Baddi 87 Formulation unit was successfully inspected by a WHO GMP team which comprised of three auditors. This is our first coveted milestone towards entering global markets. Cheers to the Management and the Baddi Formulations & QC teams!



VIVA CAMPS & STORES

3 new VIVA stores were opened in Delhi at Devli and Vaishali, whereas as many as 32 Free Health Check up Camps were organized all over Delhi & NCR.

Seven health camps were organized in Ludhiana and four in the Tri-city. To the left is one such camp picture.

BLOOD DONATION CAMP!

Surya employees participated in a Blood Donation Camp which was organized at H. No. - 306, Sector - 9 D, Chandigarh. Our team members donated blood voluntarily for the noble cause. The camp was held on December 24 from 9-30 am to 1-30 pm. Hari Singh Thakur, Ashok Dhiman, Sanjay Pandey, P.K Jain, Mohinder Singh, Rohit Sharma, Kamal Kumar, Sanjay Bajaj, Pardeep Kumar, Kuldeepak and Lalit were among the blood donors.





Christmas & New Year Celebrations!

Both Christmas & New Year were celebrated at the Corporate office with great zest. On Dec 25th, the office was beautifully decorated with bunnings and colourful red and green streamers depicting the true spirit of Christmas. A Best Dressed Male and Female Contest was organized and the winners were :Best Dressed Male - Kamal Nain Singh (Commercial), Best Dressed Female - Dimple Dhaliwal (Marketing). Every floor competed for the best decorated floor award on New Year's eve. Surya World celebrated New Year with great pomp and splendour with the students celebrating around a huge bonfire.



Corporate Social Responsibility Initiative

A charitable event was held by Surya World at the Institute for The Blind, Sector 26, Chandigarh. The Surya World Team gave a message of hope and aspiration to the students of the Institute who participated in the National Sports Meet organised by the Indian Blind Sports Association by sponsoring their track suits, joggers, t-shirts, spike shoes, knee caps and studs. Dinesh Vermani gave out the athletic kits for students along with others from Surya HO .



Management Workshop

Surya World conducted a workshop on Evolving a Strategy for conducting Management Courses most effectively. Through the work shop SW sought the views of Management experts to best fit management students in today's industrial scenario. The following professionals and faculty participated in the workshop-Rajansh Thukral, Dinesh Vermani, Dr Vohra, Sumeet Budhreja (Surya) as well as Visiting eminent educationists from the Management stream.

Products launched under the OTC range

Few products in the OTC range are showcased here. The Activon analgesic shown to the extreme right and other brands recently acquired by Surya were discussed in the last issue of Sunshine.

Above left and below left and right are Cotton Buds & Cotton Rolls which are a part of a First Aid Kit introduced by Surya in the market. The kit (separate format for Vehicle, Home, Industrial and Institutional use) was launched under the Brand Name - Fast Aid. The USP here is these buds & rolls are hygienically produced and packed automatically in Swiss plants. The cotton used for their manufacturing is of premium quality and is organic in nature which makes it extra smooth.



Human rights day celebrated at Surya World

Human Rights Day was celebrated at the Surya World Campus on December 10th.

Surya World (Institutions of Academic Excellence) organised a couple of activities on the occasion of Human Rights Day. In order to raise awareness about this important day, SW students actively participated in a debate in the campus, the debate was titled 'Speak up, Stop Discrimination'. The students discussed about the importance of making people aware of their rights especially the youth, poor and downtrodden sections of society and raised important concerns about the use and abuse of Human Rights in the present global scenario.



(Above— a debating student). Mr Rajansh Thukral (Hon. Sec SW) judged the debate and addressed the students and faculty where he inspired the new generation to become human right defenders.



SUNDAE—laugh a while



“They tried adding healthy snacks to the office vending machine, but all that rotting fruit made the candy bars taste bad.”

NOTICE

THIS DEPARTMENT REQUIRES NO PHYSICAL FITNESS PROGRAM.

EVERYONE GETS ENOUGH EXERCISE JUMPING TO CONCLUSIONS, FLYING OFF THE HANDLE, RUNNING DOWN THE BOSS, KNIFING FRIENDS IN THE BACK, DODGING RESPONSIBILITY, AND PUSHING THEIR LUCK.

SUNFLOWERS- Contribution page



Sourced article by **SWATI UPPAL** — Sn Faculty (Computer Application), Surya World

MOBILE: a tool for Education?

Mobiles are already in use as tools for education on many campuses. New interfaces, the ability to connect to wifi and GPS in addition to a variety of cellular networks, and the availability of third-party applications have created a device with nearly infinite possibilities for education, networking, and personal productivity on the go; almost every student carries a mobile device, making it a natural choice for content delivery and even field work and data capture.

A sampling of applications of mobiles across disciplines includes:

■ **Computer Science.** At Clemson University, students are developing tools with a pedagogical or social focus for mobile devices. Each student is co-mentored by two faculty — one each for content and technological development — as they propose, design, and implement projects for the device of their choice.

■ **Mathematics.** By selecting custom applications, students can turn their iPhones into sophisticated calculators. SpaceTime (<http://www.spacetime.us/iphone/>) and QuickGraph ([\[www.colombiamug.com/EN/QuickGraph.html\]\(http://www.colombiamug.com/EN/QuickGraph.html\)\) are just two examples of graphing calculators that display graphs in 2D or 3D; SpaceTime also includes a scripting language for custom computations.](http://</p>
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■ **Campus Life.** iStanford (<http://stanford.terriblyclever.com/>) is a custom application commissioned by Stanford University that includes campus maps, course listings, the campus directory, current sports scores, and other campus-related information; course registration, course history, and grades are planned for future releases. iGFU (<http://www.georgefox.edu/cmc/>) is a similar application developed at George Fox University exclusively for the campus community.

■ **Music.** Instrument simulators for piano, guitar, drums, and other instruments let students practice fingering and chords or compose simple pieces. Artists can mix and record multiple tracks using loops, ambient sounds, or voice recordings to create unique compositions. With the right applications, a mobile can be instrument, tutor, and recording studio all in one.

■ **iPhone in Medicine :** Medical resources devel-

oped for the iPhone can be used by students and practitioners.

■ **Mobile MAAP :** Columbia University's Mapping the African American Past (MAAP) website now includes a mobile version designed to be viewed using the iPhone or iPod Touch. The tool includes text and audio information about historically significant locations in New York City and is designed as a tool for mobile learning.

■ **Mobile Initiatives at Seton Hall University:** Seton Hall University is conducting research to determine how mobiles can be used in teaching, learning, and social networking for the campus community. Part of the initiative calls for the development of a custom mobile application.

■ **Short Messaging Service Response System (SMSRS):** Researchers at the Centre for Applied Research at SIM University, Singapore have developed a way to use any SMS-enabled mobile device as a personal response system. Students can respond to open-ended or multiple-choice questions, and their answers can be immediately tabulated, graphed and displayed to the class via a website without proprietary equipment.





SUNLOUNGE

Who`s new here?



From left to right: Amit Batra (Astd Mgr-Purchase), Madhur Jain (Oracle developer), Narinder K Garg (Sn Exe, Finance) , Gurcharan Singh (Off. Purchase), Amita Gupta (Sn Exe- Purchase), Ankita Aggarwal (Jn Exe-HR) .



From left to right: Navin Chadha (GM- Gynae Div), Neeraj K Shrivastava (DBA- Oracle), Sonia Kapoor (GM-Derma Div), Amit Abbott (AGM- Accounts & Finance) and Aman Rishi (Exe- Exports).

Congratulations and Celebrations!

In December we wished a very happy birthday to...



From left to right: Dharminder Sharma(Network Administrator) and Pankaj Patial (Astt Mgr- Marketing)



From left to right: Deepika Sharma(Mngt Trainee- Accounts) and Preet Kamal (Trainee- Front off. HO)



From left to right: Vittal Babu (Senior GM- Business Development) and Manoj Banga (Deputy Manager- ERP)



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- www.vivapharmacy.com

VISION

Surya Corp will achieve leadership in all our activities with a focused endeavour towards Empowering Life by consistently fulfilling aspirations of all business stake holders and the wider community across the world.

MISSION

We will fulfill our vision through continuous innovation in our operation, consistent quality in our products & services and a continued focus towards developing human capital within our enterprises.

SUNRISE—about Surya Corp



Surya Corp is an integrated group of Companies, with diversified interests in Pharmaceuticals, Healthcare, Education, Pharmacy Retail, Infrastructure, Communications and Energy.

Headquartered in Chandigarh, India, its companies have rapidly emerged as leaders across all its businesses and have gradually established a global footprint with customers in more than 90 countries.

The rapid expansion of the group has been driven by its commitment towards Empowering Life in several facets of human well-being and development. A listed and certified organization, it supports a personnel base of over 2500 employees globally which is expected to grow up to 3500 by end 2010!

OUR VERTICALS:

Surya Pharmaceutical Ltd.

- APIs (Oral & Sterile)
- Fine Intermediates
- Finished Dosage Form
- Phyto Pharmaceuticals

Surya Healthcare Ltd.

- Pharmacy Retail Stores
- Trade & Distribution of Pharmaceuticals

Surya World

- Institutions of Academic Excellence offering B.Tech, MBA, MCA, B.Pharm, B.Arch, BHMCT, PGDM & more.

Surya BioPharma Inc.

- Overseas R & D wing

Surya Pharmaceutical Inc.

- Subsidiary in US

Surya Eduquest

- Educational Services

Surya Softedge

- IT Services, BPO/LPO

Surya Hi-Tech Infrastructure Ltd.

- Housing, Hospitality and Hydel Power projects

Surya Hi-Tech Communications Ltd.

- Rural Telecommunications