



## You Should Set Goals Beyond Your Reach, So You Always Have Something To Live For

(Ted turner, CNN)



To review our performance against the corporate objectives and to align strategic business direction, Business & Aspiration Meeting was held at Nishat Hotel, Lahore, on January 2, 2020.

CEO Dr. Adeel Abbas inaugurated the meeting with his opening remarks that despite the economic instability company achieved PKR.9.24 billion sales and recorded a growth of 22%,

a highest growth mark in the industry. He presented an overview of 2019 performance and shared the target of PKR.11.9 billion for 2020. He also stressed that if we keep going with the same momentum and pace of achieving goals, Highnoon will be among top 10 companies in Pharmaceutical Industry in 2025, recording sales of more than PKR.25 Billion (In-Sha-Allah).

Followed by CEO's presentation, all Divisional Heads enlightened the audience by presenting their divisions' performance during 2019, sharing successes/ project completions and lessons learned while reengineering the business processes, and for 2020, shared divisional objectives aligned with corporate objectives.

At the end, Chairman, Mr. Tausif Ahmad Khan shared his ideas/ vision on how he sees Highnoon as a corporate entity in the year 2025. He emphasized on the need to have bioequivalence studies completed on top 10 brands along with all three manufacturing facilities; Highnoon, Route2 Health & Curexa Health, to be accredited as world class manufacturing plants meeting the international standards and catering the



needs of local as well as international markets. In terms of Corporate Social Responsibility (CSR), he shared that as a responsible corporate citizen we believe to share our success with the community and in this regard Highnoon will continue its CSR initiatives in future as well by establishing two more JTK Thalassemia Centers with the collaboration of Red

Crescent and one charity centre called "Act on Pain" with a mission "to make pain relief and palliative care a health priority".

Meeting ended with an enthusiastic round of applause by the audience with a commitment to excel in their respective areas and making Highnoon a 25 Billion company in 2025.



# Professionally, I Want To Work In A Way That I Can Sustain My Credibility At Workplace

HiNews; The identity of any organization in the world with its people who are affiliated with it. The success of every organization can be judged by the success of its affiliated employees. When this magazine interviewed one of the successful employee Mr. Ghulam Mustafa, Head of Funds Management in Finance Division, he spoke about his professional and personal life.

## 1. What personal or professional accomplishment are you most proud of ?

Ans. I studied, worked, married and tried to establish work-family life balance. Met professional/ official requirements regularly, in time and up to the satisfaction of seniors/ company. Raised family, provided them with essentials and my kids are doing well in life too. I think I did well at professional & personal level and this is what I am proud of.

## 2. How would you describe your job to a child ?

Ans. I am custodian of a cupboard full of money and I distribute to all company employees.

## 3. If you could switch jobs with someone, who would be it ?

Ans. Worked almost in every department of Finance & Accounts from early days of job. All duties were exciting and I learned a lot. At present, as I am heading 'Funds Management', its also very exciting to challenge your negotiation skills with financial institutions and vendors on day-to-day basis.

## 4. What is on your wish list for your next five years here ?

Ans. Professionally, I want to work in a way that I can sustain my credibility at workplace and personally, settlement of my sons in job or business.

## 5. If you could choose anyone, whom would you pick as your mentor ?

Ans. At this stage of my professional life I would like to choose my boss as my mentor with whom I am working since years.

## 6. If you could change one thing about working here, what would it be ?

Ans. I would like to hire new MTO in my department who could support me and my team in managing things in a better way with increasing workload.

## 7. What's your most memorable face-palm moment ?

Ans. When my boss asked me to learn modern technology.

## 8. When was the last time you laughed so hard you cried ?

Ans. When I was in an official dinner with my colleagues and we remembered past events.

## 9. What's the most recent app you have downloaded but are yet to use ?

Ans. I have downloaded "what's app" in my mobile for smooth and quick communication for official purposes especially.

## 10. What's your favorite line from a film?

Ans. Nawan aya ay sohneaaan (Punjabi dialogue delivered by Mustafa Quraishi)

## 11. What is your guilty pleasure ?

Ans. I made fun of my very close colleague and then settle it too with him.

## 12. What advice would you give to recent new entrants ?

Ans. My advice would be to work hard, concentrate on your professional objectives and know how your boss wants you to work.

## 13. Would you rather be rich, or would you rather be king ?

Ans. Neither rich nor king, because I am satisfied by my work and family and it's my treasure.

## 14. Would you quit your job if you won the lottery, even if you loved your current position ?

Ans. No I will not quit my job as after years it's my moral responsibility too to do my duty.

## 15. Tell me about an accomplishment that shaped your career ?

Ans. I did many assignments officially with our boss, Chairman and Vice chairman and their trust on my work and output is my real asset and it helped me to groom professionally.

## 16. What do you value most about our culture and vision ?

Ans. Considering modesty, simplicity, family system and mentoring.

## 17. What do you enjoy doing in your free time ?



Ans. Spending time with Family and watching TV.

## 18. Describe your personality as a flavor of Ice Cream ?

Ans. Chocolate Ice Cream

## 19. If there are two type of people in the world, what are they and which one is you ?

Ans. I see people of two types, confused and clear minded, so I am clear minded.

## 20. If you are driving in your new two-seater sports car in the rain and pass by a bus stop with 3 significant people who do you give a ride ?

Ans. One who is elder and not well physically.

## 21. What do you like to do outside of work ?

Ans. Shopping with family and staying at home.

## 22. Describe a time when you were not please with your work and why ?

Ans. Many times I went through this situation but until now I am totally satisfied with the trust and cooperation of my seniors and colleagues who managed with me in tough times too.

## 23. 3 Things no one knows about you ?

Ans. I don't like horror movies AT ALL. I don't particularly enjoy writing yet. In high school, I wanted to become a rich and famous

## 24. If you had a time machine, would you go back in time or into the future ?

Ans. I would like to go back to my school days.

**Mr. Ghulam Mustafa**

# Corporate Social Responsibility



Highnoon is committed to continuously improving its social responsibilities as a corporate citizen to make positive impact on the society. We are a company that believes in the intellectual growth of the society so it is pivotal for us to support creative expression through education.

In this regard Highnoon give scholarship to the needy students of PU College of Pharmacy and Jawaid Tariq Khan Gold Medal to the student recurring first position in the Pharmaceutical Technology subject. This year JTK Gold Medal for Pharm D final year student who secured 1st Position was awarded to Mr. Muhammad Nabeel Butt.

## Saans Helpline Launch 2019

It is with great pleasure and pride to announce that Highnoon has achieved another milestone in the health care industry by establishing The First Ever Respiratory Help Center (111-111-465) in Pakistan.

This informative portal (111-111-465) is contributing to serve the need to fight respiratory illnesses such as Asthma, COPD, ILD and Allergy along with Device Usage Techniques by providing the much-needed awareness, counselling and guidance to the suffering patients especially in faraway places where modern health facilities are nearly nonexistent.

Since its inception in 1984 HIGHNOON



Pakistan's 1st Respiratory Helpline



Digital Patient Enrollment Application

Patient Enrolled 115,000

LABORATORIES LTD has evolved throughout the years by transforming into a modern corporate entity to offer unmatched values, sustainable and long-term working partnership with the healthcare segment in Pakistan. In line with the vision to contribute in the betterment and prosperity of nation, this initiative will help HIGHNOON to expand the horizons in reaching out to harness the immediate needs of vulnerable patients. We have organized three launch events in collaboration with MKR in Lahore, Rawalpindi and Karachi on 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> of September 2019 respectively.

## Employee Wellness Camps

At Highnoon, wellbeing of its family members is always considered of prime importance. In this connection, 'Employee Wellness Camps' were arranged on November 28, 2019 and January 27-31, 2020.

Basic aim of the camp was to develop awareness regarding Diabetes and Cholesterol among employees, diagnosis, prevention tips or prescription in case of

disease requiring treatment.

More than 600 Highnoon Family members, working at Plant and Head Office, were provided with health awareness through qualified Doctors and Nutritionist, followed by free medical tests including Random Blood Sugar and Cholesterol along with height, weight and Blood Pressure monitoring.



# Exploration Of DAPLOZ



امراض جیسا کہ امراض قلب ذیابیطس اور اس سے منسلک موٹاپے اور بلڈ پریشر کو کنٹرول کرنا ہے۔ لہذا انہیں نکات کو ملحوظ خاطر رکھتے ہوئے ہائی نون لیبارٹریز نے پاکستان میں دو منفرد ادویات **DAPLOZ** اور **DAPLOZMET** متعارف کروائی ہیں جو کہ نہ صرف ذیابیطس کے مریضوں کے لیے انتہائی موثر ہیں بلکہ اسکے دل کو بھی دیگر پیچیدگیوں سے محفوظ رکھتی ہیں۔ مورخہ ۱۵ دسمبر ۲۰۱۹ء تاریخ ساز دن تھا جسکی پہلی وجہ **DAPLOZ** اور **DAPLOZMET** کا منفرد خصوصیات کا حامل ہونا ہے اور دوسری بڑی وجہ اسکی شاندار تعارفی تقریب ہے جس میں نہ صرف ٹیم رہبر بلکہ کارڈیومیٹابولک کی تمام ٹیمز کی شرکت بھی تھی۔ اسکی تعارفی تقریب ۳ بڑے شہروں لاہور، کراچی اور اسلام آباد میں منعقد کی گئیں۔ ہم امید کرتے ہیں کہ آنے والے سالوں میں اپنی تمام تر منفرد خصوصیات کے باعث ذیابیطس کے مریضوں کو بہتر زندگی کے حصول میں معاون ثابت ہوگی اور ہائی نون کے لیے باعث فخر ہوگی۔ انشاء اللہ!

**رہبر:** ہائی نون لیبارٹریز کا ۲۰۱۳ میں قائم ہونے والا ایک ایسا منفرد پلیٹ فارم ہے۔ جسکا بنیادی مقصد ایسے مریضوں کی فلاح و بہبود میں مثبت کردار ادا کرنا ہے جو کہ دائمی بیماریوں جیسے کہ ذیابیطس اور ہائی بلڈ پریشر میں مبتلا ہیں۔ پاکستان اس بیماری میں مبتلا افراد کی تعداد کے اعتبار سے دنیا میں چوتھے نمبر پر ہے۔ ۲۰۱۳ میں رہبر نے بدل دو آج بہتر کل کیلئے کانفرہ لگایا اور اس مقصد کے حصول کیلئے مسلسل کوشاں ہے۔ رہبر کا ایک وعدہ ہے ایک ایسے پلیٹ فارم کی فراہمی جو ذیابیطس کے مریضوں کو انکی بیماری کے متعلق مفید معلومات فراہم کر کے انکی بہتر زندگی کے حصول کو یقینی بناتا ہے۔

رہبر کے پلیٹ فارم سے ہائی نون لیبارٹریز نے ایک ایسے پروگرام کا انعقاد کیا جس کا مقصد پاکستان بھر کے ڈاکٹروں کو ذیابیطس کے علاج میں ہونے والی جدت سے روشناس کروانا ہے۔ ذیابیطس میں جو نکات سب سے زیادہ زیر بحث ہیں ان کے خون میں شکر کی مناسب مقدار کو یقینی بنانے کے ساتھ ساتھ اس سے ملحد

## SACUVIA

It has been estimated that there are approximately 26 million cases of heart failure worldwide. Heart failure patients face marked limitations while performing routine physical & social activities. That's why these patients feel really disconnected from life.

Reconnecting such patients to their life is the primary focus of Highnoon Cardiology. For this purpose, Team 2A has proudly launched "**SACUVIA**" which is an innovative concept of treating heart failure patients, significantly increasing life's expectancy & quality of life.

**Reconnect Launch Ceremonies** along with Kickoff 2020 meetings were started from Lahore, followed by Islamabad & then proceeded towards Karachi.

We were honored by the presence of our great leadership in all three ceremonies & thankful for their guidance and valuable time.

### Highlights of Reconnect Sessions:

All members of Burraqs (team2A) along with leadership were wearing grey pullover with badge of Sacuvia, which was reflecting



great feeling of oneness. It was great to see the enthusiasm of the team for learning the novel concept of Sacuvia & for better understanding of heart failure management. Team members were continuously rewarded for making a positive interaction with the trainer during the session. As we know Burraqs are the champions of MISAR & RANOLA, all of them were highly passionate, motivated, excited and ebullient for **SACUVIA** to make it another successful brand of Burraqs.



# New Avenues



## RIVARO

Stroke is the leading cause of mortality in patients of Atrial Fibrillation. Anticoagulants are prescribed to treat stroke but are underused due to the fear of bleeding.

As Avant Garde in patient care Highnoon launched "RIVARO" in team 2B (Thunderbirds) for giving patients freedom to live without fear of bleeding. It's a novel molecule that reduces mortality due to stroke and cardiovascular events. Glimpse of fearless RIVARO launch: RIVARO grand unveiling was done at 3

paramount loci namely LHR, RWP/ISB and KHI. All members of Thunderbirds were wearing same attire with RIVARO badge, reflecting true essence of one team.

Session was started with training followed by cake cutting, skits and enjoyment. It was enlivened to see avidness of team for learning the novel concept of RIVARO. Prizes were distributed to the achievers.

Thunderbirds were fully equipped and geared up to make RIVARO a future winning brand.

## DXL

### Well Begun Is Half Done

With great pleasure and pride, team Arrows announces that Highnoon has expanded its treatment regime by introducing yet another high quality brand to treat GERD with the name of DXL which contains Dexamprazole.

Scientific image building plays an important role in the initial phase of brand launch. DXL with its unique name has enthralled the entire industry with its nationwide creative scientific engagement and brand launch activations. In its initial brand launch team arrows has started to create strong brand recall through distribution of fireballs (the latest technology to extinguish fire). With the strong messages to relate technological

advancement through fire balls, DXL has created a strong brand image and brand recall.

This brand has a high potential to grow as the entire category is highly growing. Highnoon with its high quality image and a rich history to introduce innovative preparations will deliver a comparative advantage with price economy and high quality. Team arrows has successful launch events in Karachi, Lahore and Nathiagali in December 2019.

Highnoon dignitaries along with KOLs from health care segment were present. During his address, Dr Adeel Abbas MD/CEO shared his high hopes and confidence on the team Arrows and wished success during the year 2020.

Dr Azfar Abbas Haidrie and Mr. Kamran Ikram shared their high hopes with the great confidence upon the team. They have termed this brand launch as a high potential for growth in year 2020 for team Arrows. Let's join hands and we wish team Arrows a successful year 2020 for this brand launch.



## Easyhaler

Highnoon Laboratories entered the respiratory market (Asthma & COPD) in 2010 and introduced a complete range of products including the conventional treatment options and devices along with the most innovative and breakthrough products such as dry powder inhaler and new molecule combinations, that never existed before in Pakistan respiratory market.

Highnoon offers yet another breakthrough product (EASYHALER DEVICE) with great pleasure and pride. Easyhaler is based on exclusive everyday necessities for patients of ASTHMA and COPD. We understand our customers and end user's requirement and keep in perception their exhilaration and comfort while designing our new products. Highnoon Proudly presents Easyhaler is based on up to minute technology and provides highest satisfaction; it provides the comfort that the patients using DPI hasn't experienced before. Highnoon Respiratory organized Easyhaler launch at three venues Karachi, Lahore and Nathiagali in the month of December, from 11<sup>th</sup> to 17<sup>th</sup> December-2019.



# WELCOME



## TUAHA ALAM SIDDIQUI

has joined us as Head of Business Development. He holds Degrees of Pharm-D & MBA in Health & Pharmaceutical Management from reputed Institutes, having around 8+ years of experience in Pharmaceutical Industry specialized in Business Development & Licensing, Market Development and Route to Market models.



## AYESHA ARSHAD

has joined Highnoon as Product Manager. She holds degree of Pharm-D from Punjab University. She is topper of MBA marketing which she did from IBA Punjab University. She has experience of 5 years in Product management

**AYESHA ABDUL WAHEED**  
has joined Highnoon as Experienced Product Manager. With a demonstrated history of working in the pharmaceuticals industry. Skilled in Marketing Management, Communication and Training. During her career she has launched several generics and grown them.



**KAMRAN FIDA**  
has joined Highnoon as Manager Project SAP. He holds B.E Electronics Engineering degree and Sap Certifications. Fida has worked on multiple projects in the industry as a SAP Consultant. He Almost 4 Years' Experience.



## THE HNL SQUAD

### STAR OF THE MONTH



### STAR OF THE QUARTER



### BISTRO LUNCH



# 20<sup>th</sup> International Pharmacy Conference & Exhibition

20th International Pharmacy Conference & Exhibition was scheduled from 27th Oct to 30th Oct 2019 in Hotel PC, the Mall Road Lahore. The conference is organized by Pakistan Pharmacist Association. The event serves to bring together the national & international delegates, Pharmacy students and Pharmacy Professionals working in various disciplines of pharmacy and pharmaceutical sciences.

The main focus of the conference & exhibition is to embrace the challenges in pharmacy, share recent advancements and to enlighten with the future trends in Pharma setup.

The four-day event started with the Opening Ceremony leading to the Scientific Sessions, Launching of ISPOR Student Chapter, Parallel workshops, Scientific poster Display and Inauguration of Industrial Ex-



hibition. Closing ceremony followed by the Gala Dinner ended up the session.

In the opening ceremony Federal Minister for health, Dr. Yasmin Rashid was conveyed with the agenda and purpose of the Conference by PPA Officials.

The conference included ten Scientific Sessions on versatile and diverse researches from national and international presenters on Pharmaceutical Manufacturing,

Hospital Pharmacy, Pharmacy Education, Community / Retail pharmacy, Pharmaceutical marketing / Sales, Pharmaceutical research and Drug Control Administration. Workshop such as Quality challenges and improvements and hands on training were also showcased in the conference. Highnoon family also welcomed the honorable guests and visitors from the platform of Curexa Health, Rute2Health

& Highnoon Family where a lot of exciting, recreational, informative and free testing services kept attracting the participants throughout the exhibition.

This was a good interactive session on the Recent advancements, Future trends and challenges in pharma sector.

Shared by: **Sheeba Shouakt**

## LUMS Job Fair



Highnoon participated at the LUMS Annual Career fair 2020. This Jobs Fair was attended by 129 National and International reputed organizations, representing multiple and diverse industries. Highnoon team thoroughly enjoyed interacting with hundreds of talented and passionate

pool of students of LUMS. This interaction was very helpful for the fresh Graduates of LUMS as Highnoon team counselled young students by giving their valuable insights regarding their career choices and the job market requirements when they will be entering the Corporate world for a

successful start. Highnoon's presentation as a fastest growing Pharmaceutical Company was immaculate and overwhelmingly inspirational in opinion making by the LUMs fresh graduates.

# Employees` Section

Listening is the most important skill a leader can master. It is the basis of many other leadership skills. There is a difference between hearing what someone is saying and actually listening to them. Listening means you are taking someone's perspective into account and truly considering what they have to say. Don't just listen with the outer ear but with the inner ear. Listen with the intent to hear and understand.

When communicating, it's important to listen, digest, pause, reiterate, formulate and then respond. On average, we retain just 25 percent of what we hear, which is because of our busyness and lack of listening skills.

Listening is crucial to gaining a complete understanding of situations. Without this

full understanding, one can easily waste everyone's time by solving the wrong problem or merely addressing a symptom, not the root cause.

Titans as Blackberry, Kodak and Nokia have paid the price for leaders who refused to listen. Their leaders operated in a bubble and engaged in group think. The greater your success, the more you need to stay in touch with fresh opinions and perspectives and welcome honest feedback. Listening is the best way to know about your clientele needs to create a successful strategy. Raw truth is needed to make well-informed decisions and steer the organization in the right direction.

Good leaders are active listeners.  
Author - Brigette Hyacinth



Selected and summarized -  
**Dr. Rehana Bibi**

## Ray Kurzweil Wildest Prediction: Directly Plugging Your Brain Into The Internet



Directly plugging your brain into the internet? Upgrading your intelligence and memory capacity by orders of magnitude?

"In the 2030s," said Ray, "we are going to send nano-robots into the brain (via capillaries) that will provide full immersion virtual reality from within the nervous system and will connect our neocortex to the cloud. Just like how we can wirelessly expand the power of our smartphones 10,000-fold in the cloud today, we'll be able to expand our neocortex in the cloud."

Shared by: **Hassan Ur Rehman**

## Be Happy

### Getting a Raise

"Sam walks into his boss's office and says 'Sir, I'll be straight with you, I know the economy isn't great, but I have over three companies after me, and I would like to respectfully ask for a raise.'

After a few minutes of haggling the boss finally agrees to a 5% raise, and Sam happily gets up to leave. 'By the way,' asks the boss, 'Which three companies are after you?'

'The electric company, water company, and phone company!'

### Everything old is new again.

"Doctor, I have an ear ache."

**2000 B.C.** "Here, eat this root."

**1000 B.C.** "That root is heathen, say this prayer."

**1850 A.D.** "That prayer is superstition, drink this potion."

**1940 A.D.** "That potion is snake oil, swallow this pill."

**1985 A.D.** "That pill is ineffective, take this antibiotic."

**2019 A.D.** "That antibiotic is artificial. Here, eat this root!"

Shared by: **Ms. Zertashia**



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