

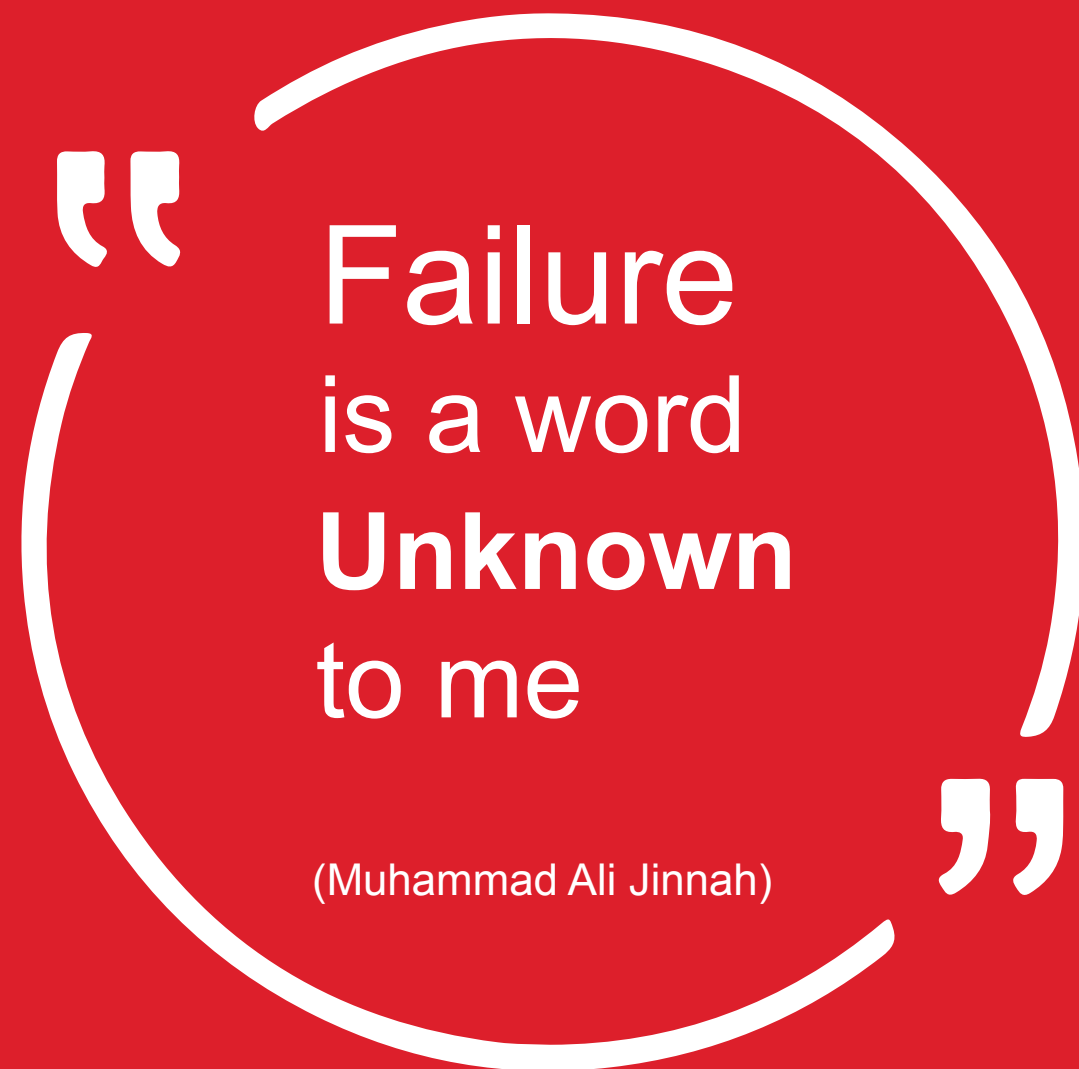
# SHAIGAN INTERCOM



SHAIGAN  
ISO 9001:2015 ISO/IEC 17025:2017

WWW.SHAIGAN.COM





## TABLE OF CONTENTS

1. T-20 (Twice Twenty) Campaign roll down at SHAIGAN Head Office	1-2
2. Pakistan Society of Gastroenterology & GI Endoscopy Congress 2021	3-4
3. Live Webinars	5-6
4. T-20 Campaign	7-8
5. 23rd March Celebrations	09
6. Ophthalmic Social and Academic Marketing Activities 1st Qtr, 2021	10
7. Ortho Business Unit (OBU)	11-12
8. Fudic 20 Years Celebrations	13
9. Women Day 8th March, 2021	14
10. CMD – I & II Activity	15-16
11. A glimpse of Ayurveda_ Principles of Indian traditional medicine	17-20
12. Pegalin - 50 Cake cutting	21-22
13. Neuromed Team executed following marketing activities during 1st Q 21	23-24
14. New Joiners.	25-26

*Designed By: Malik Shaiq*  
*Compiled by: Sheikh Saqib*  
*Edited by: Fasiha Qaiser*



# T-20 (Twice Twenty) Campaign roll down at SHAIGAN Head Office

Khyber Unit II Shaigan Pharmaceuticals launched a T-20 (Twice Twenty) campaign for Esso 20, by Mr. Syed Asrar Shah (GMMS). The legendary cricketer Mr. Abdul Razzaq is the brand ambassador of this campaign who has joined hands with Shaigan pharma to defeat heartburn in Pakistan. A get-together was arranged in Shaigan head office to roll down this T-20 campaign among office staff. Mr. Waheed Ahmed was the chief guest. CE was hopeful to see sky high results of this activity which is Twice Twenty campaign for Esso 20 by Khyber Unit II. Mr. Kabir Saleh (Director Operations) also extended his best wishes on launch of successful T-20 campaign. MOU was signed by Mr. Syed Asrar Shah (GMMS) and Mr. Abdul Razzaq to be official partners of T-20 campaign in Pakistan. People witnessed spectacular moments of Mr. Abdul Razzaq balling to CE, DO, ED and other staff members. The whole crowd was surrounded by enthusiasm and energy to win.





# Pakistan Society of Gastroenterology and GI Endoscopy Congress 2021



At the outset, Congratulations to everyone on attaining first quarter goals. This being the issue of the newsletter for Quarter-1 progress, we Khyber-1 would like to share some of our activities that have been executed in Quarter-1 2021.

As a part of marketing thrust, we have been regularly striving for improvement of organizational business and for that reason Khyber-1 has been organizing events which were always executed well and ending with engagement of all tiers of customers. Activities and campaigns that have been done in Q-1 are given below.

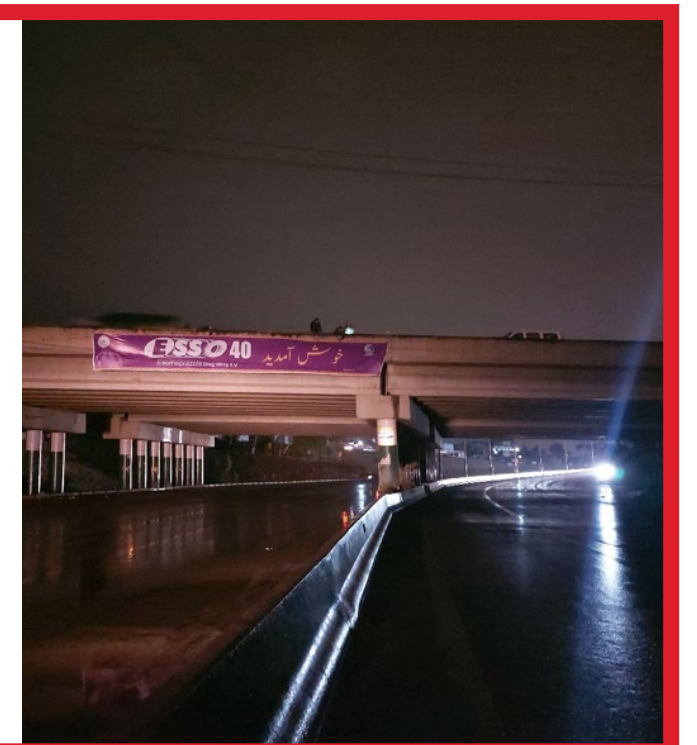
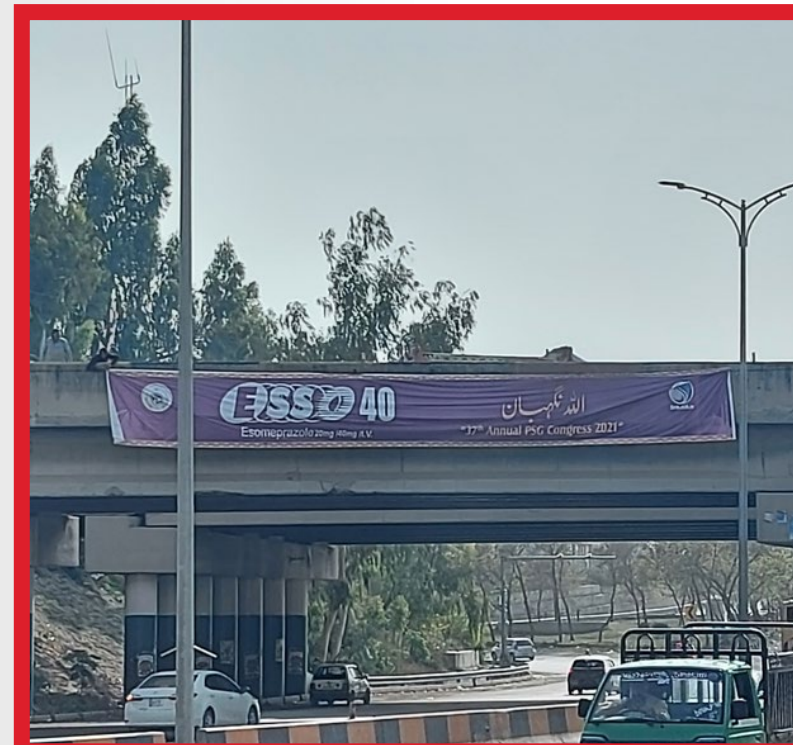
- Keeping the tradition, Khyber-1 has continued the legacy of Shaigan by participating in 37th Pakistan Society of Gastroenterology and GI Endoscopy Congress 2021 held in

Serena Hotel Islamabad. Thematic monument shaped stall fabrication, hand bags, tea and ice cream stalls, chocolate, dry fruits and other eatables presented to prestigious guests on stall. Unique stall fabrication & branding (Pakistan Monument Design) captured the attraction of audience and people admired this uniqueness by Shaigan Pharmaceuticals.

- Tribute to PSG by Shaigan Pharmaceuticals: GERD Awareness Interviews "Health Talk by Dr. Amir Mehmood". Session was recorded at PSG Stall and renowned Doctors attended & shared their expert opinions on GERD for wellbeing of community. Interviews Broadcast on JNN & Capital TV.

- Photo booth was designed and installed on PSG for "on-the-spot" photography and framing of doctor's pictures.

- Traditional Pushto Rubab was played by professional musician from KPK.
- Following the tradition, Road branding around Serena Hotel was done that includes Abpara, Srinagar Highway and near Motorway.
- Welcome "خوش آمدید", Departure "الله نگهبان" banners on motorway right from Kashmir highway.
- Standaees of products were displayed on entrance and stall.
- Dinner with fifteen doctors and their families were done at majestic and scenic Monal Restaurant.
- Pursuing the Tradition, Shaigan Pharmaceutical has contributed well in PSG 2021 with its unique activities & loyal customer pool to make this event successful. All our activities and arraignments are praised by honorable guests.





## WEBINAR:

- Webinar with Top level consultants including Qazi Masroor (Bahawalpur), Ghias Un Nabi Tayyab (Lahore) and Javed Iqbal Farooqi from Peshawar. Sessions were broadcasted to multiple stations and all tiers of doctors participated in these events.
- Unique and innovative gimmicks and customized table reminders were presented to doctors for the purpose of brand recall for value addition in running brands.
- Ward Presentations in different regions (including peripheries) like Abbottabad, Dera Ismail Khan, Bannu, Rawalpindi, Multan, Sahiwal, Lahore have been done to engage customers product wise.
- Ward presentations were done nationwide in gastro and medicine wards to enhance the penetration into institutions.
- Seasonal Greetings have been presented to doctors for retention and new customer development.
- Corona campaign (Covid-19 Kit with refill) was presented to health care professional who have worked for the nation.
- Esso Birthday celebrated all around nation with Cake cutting and scramble words activities executed in wards engaging consultants and others doctors of unit.
- Resolution day cake cutting, banners and poster campaign done in selected medical ward.
- Refreshment time campaign executed to engage OPD doctors.

Following the traditions of our leaders topped with futuristic uniqueness and innovation, we are more than confident that engagement done in KBU-1 are its best ever state as we are following our motto of

**“JEET KI LAGAN”**



Webinar Peshawar: Javed Iqbal Farooqi



Webinar Bahawalpur : Qazi Masroor



Zeespa Seasonal Greetings: Dr. Naheed Ikram



Mionex Covid Kit



# T-20 Campaign

**Introduction:** It is a patients' centric campaign of ESSO 20 to resolve the problem of heart burn. Study shows that for 24hours control from heart burn Esomeprazole 20mg (ESSO 20 mg) prescribed in B.D dosage is highly effective compared to Esomeprazole 20mg or 40 mg OD dosage regimen.

So, T-20 Stands for Twice 20 which means ESSO 20mg in the morning and ESSO 20 mg in the evening provides superior control of heart burn.

**Details of the campaign :**

Under our T-20 campaign, A legendary all rounder cricketer Mr. Abdul Razzaq has joined hands with ESSO 20 to defeat heart burn in Pakistan.

For this noble cause to defeat heart burn in Pakistan, we had arranged T-20 fest in different cities like Lahore, Multan and Faisalabad to build the concept described in the study to provide relief to all patients suffering from heart burn.

## Photo Wall Calendars Activity

Wherever you live, whatever language you



speak, and however you fill your day — that day will be the same as everyone else's, in one

significant way. The sun will rise in the morning and set in the evening. The sun tends to be quite predictable and follows a regular anticipated cycle. We can set our watches by the sun. Here are some interesting facts about the history of the Calendar.

Very few things in this world can be depended on — but the sun is loyal, steady, and true. Its cycle is trustworthy year after year — making its emulation by all people through ages understandable.

At the same time each month, the shape of the moon will change. It will start as a crescent that fills the night sky, then shrinks; a process that takes about thirty sunsets and sunrises. The stars, too, will move across the sky, returning to their original positions after about 365 sunrises and sunsets.

Today, our history tells us to count those days to plan meetings, book vacations, plan events and a host of other things on our Calendars.

We have shared the calendars of year 2021 with HCPs with their photos so that they can plan their meeting for patient's well-being, plan their study events to improve their knowledge for better diagnosis and treatment of the patients throughout the year.

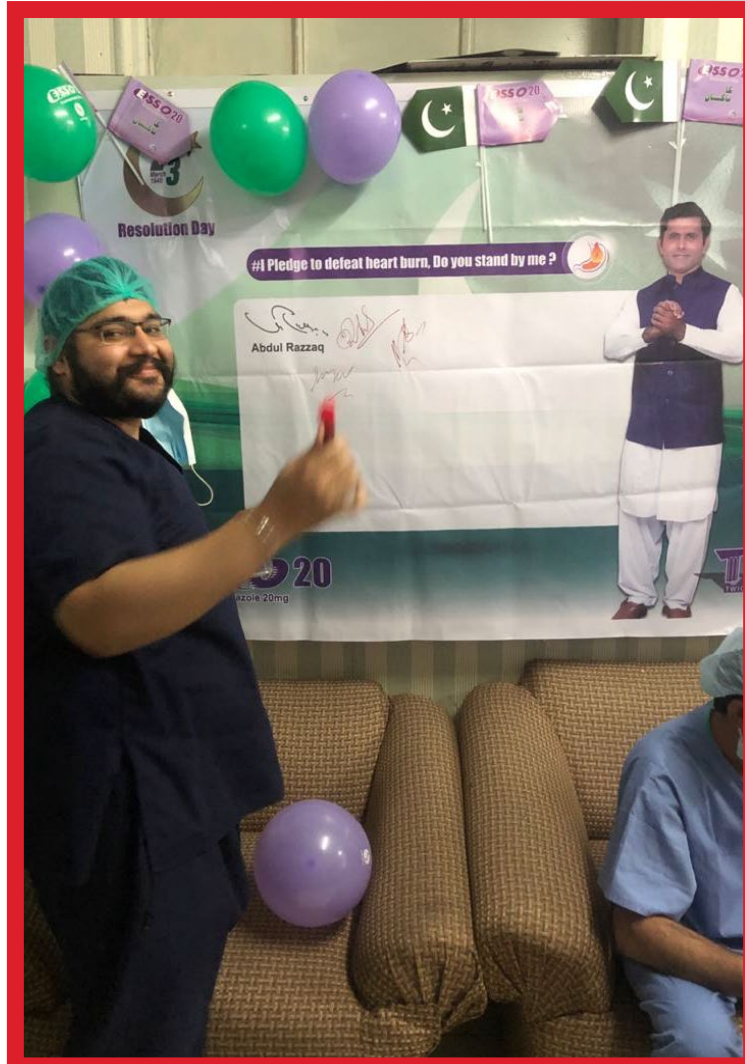




# 23rd March Celebrations

Pakistan Day is celebrated on March 23 every year. A day to remember and cherish Pakistan Day is celebrated to honor the moment when the Pakistan Resolution was adopted in 1940, a resolution that is considered as one of the most powerful political movements in the world of politics.

On this 23rd March, we resolved that we would defeat heartburn in Pakistan. For this purpose, we arrange cake cutting activities and install pledge wall in 48 Ortho and Gynae wards Nationwide to renew our commitment to work untiringly to defeat heart burn in Pakistan.



# Ophthalmic Social and Academic Marketing Activities 1st Qtr, 2021

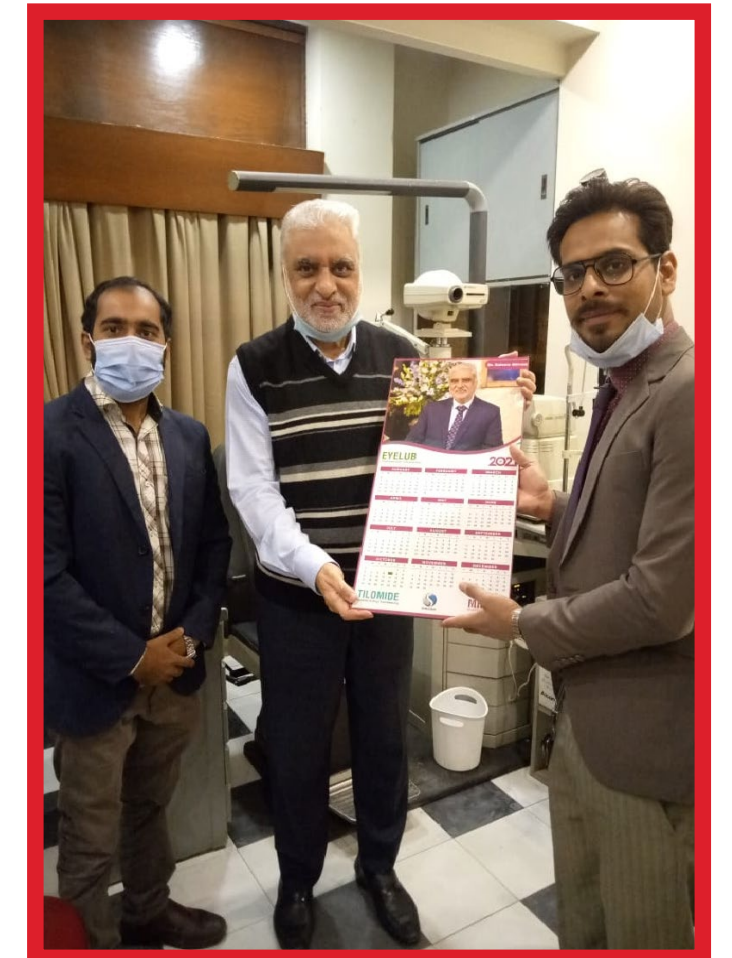
SHAIGAN stepped into pharmaceutical business in 1993 with the drug production of solid dosage form only. Within a small period of time SHAIGAN also introduced other types of dosages i.e. ointments, lotions, injectable dosage in 2001 and ophthalmic products in 2008. We are the 15th ranked corporate in Pakistan Ophthalmology market. Shaigan always have first priority for patient health care and keep hand in hand with health care professionals for providing best services to the patients.

The activities and success of companies depend on numerous interrelated internal and external factors, which are being continuously

analyzed by the marketing team.

The marketing function plays the major role in establishing and maintaining contacts between a company and its market. However, the scope of marketing activities is rather broad, and the role of various types of marketing activities heavily depends on the characteristics of a company and its strategy.

In the 1st quarter of the year 2021 Shaigan Ophthalmic Business unit aggressively and successfully executed a series of marketing activities throughout Pakistan and claimed a significant position in the market.





# Ortho Business Unit (OBU)

Ortho Business Unit (OBU) conducted “**Kahoot Online Games**” for Zedron for different selected wards and clinics across Pakistan. In this Online game all doctors participated from Professor to MOs. Everyone appreciated this activity well.

Similarly OBU conducted “ward presentations” for Zedron in Oncology, Gynecology and Gastroenterology. This was very good awareness campaign for the Zedron.

Zedron and Pepzym participated in March-21 in Pakistan Society of Gastroenterology Conference (PSG) in Islamabad Serena.

“**Good Morning Artho**” was observed in orthopedics wards across Pakistan.

Pepzym took initiative for “KFC-Coleslaw” in OPDs of Medicines and Gastro as “ABCD endorsement of Balanced Diet”.

An innovative activity TENS camps (Transcutaneous Electrical Nerve Stimulation) launched by Dulexin brand across Pakistan. All Physicians and Diabetologists praised this activity and stated as helpful for DPNP patients.





# Fudic 20 Years Celebrations

We have celebrated 20 years of Fudic in QTR-1 in which we executed different activities to engage the KOL's of all the segments on mass level. We had covered OPDs and consultants who brought success. Customer engagement and result oriented activity execution are the strength of Dermocare-1.



# Women Day 8th March, 2021



Femicare Group successfully celebrated Women's day in March 2021, on this day's celebration inspiring thing was a salute and tribute to our great heroes (Gynecologists) (Dr. Tujhey Salaam) who were there in COVID 19 by putting their lives in risk with passion to serve human.





# CMD – I & II Activity

Cardiovascular diseases are the number 1 cause of death globally, taking an estimated 17.9 million lives each year. About 52.5% of which are attributed to Coronary Heart Diseases. In patients with suspected coronary heart disease, the presence of a stenosis has to be verified, its extent assessed, and the need for revascularization determined.

Fractional Flow Reserve (FFR) measurement involves determining the ratio between the maximum achievable blood flow in a diseased coronary artery and the theoretical maximum flow in a normal coronary artery. An FFR of 1.0 is widely accepted as normal. An FFR lower than 0.75-0.80 is generally considered to be associated with myocardial ischemia.

Accurately measure pressure differences across a stenosis, confidently assess its hemodynamic significance, and make confident decisions for all patients & FFR has the right solution for every patient with coronary artery disease.

In quest of boosting our Image in Cardio Metabolic Segment, Alhamdulillah! We arranged 3rd Event #FFR/IFR Workshop in PC, Karachi, dated 13th Feb 2021.

Big Names of Tabba Heart & NICVD were part of this event.

Feeling Proud to share 4th Event #FFR/iFR Highlights dated 14th Feb 2021 @ PC, Karachi

Shaigan pharmaceutical will keep on doing such activities in the quest of improving capacity of Healthcare professionals. This will surely help in treating patients more effectively.





# A glimpse of Ayurveda – The forgotten history and principles of Indian traditional medicine



## History of Ayurveda

Ayurveda has an age old history since the 2nd Century BC. Ayurveda has its foundations laid by the ancient schools of Hindu Philosophical teachings named Vaisheshika and the school of logic named as Nyaya. It is also related to the manifestation framework, well-known as Samkhya, and it was established in the same period when schools of Nyaya and Vaisheshika flourished.

## Basic doctrine principles of Ayurveda

Ayurveda believes that the entire universe is composed of five elements: Vayu (Air), Jala (Water), Aakash (Space or ether), Prithvi (Earth) and Teja (Fire). These five elements (referred to as Pancha Mahabhoota in Ayurveda) are believed to form the three basic humors of human body in varying combinations. The three humors; Vata dosha, Pitta dosha and Kapha dosha are collectively called as “Tridoshas” and they control the basic physiological functions of the body along with five sub-doshas for each of the principal doshas. Ayurveda believes that the human body consists of Saptadhatu (seven tissues) Rasa (tissue fluids), Meda (fat and connective tissue), Rakta (blood), Asthi (bones),

(Water), Aakash (Space or ether), Prithvi (Earth) and Teja (Fire). These five elements (referred to as Pancha Mahabhoota in Ayurveda) are believed to form the three basic humors of human body in varying combinations. The three humors; Vata dosha, Pitta dosha and Kapha dosha are collectively called as “Tridoshas” and they control the basic physiological functions of the body along with five sub-doshas for each of the principal doshas. Ayurveda believes that the human body consists of Saptadhatu (seven tissues) Rasa (tissue fluids), Meda (fat and connective tissue), Rakta (blood), Asthi (bones),

Majja (marrow), Mamsa (muscle), and Shukra (semen) and three Malas (waste products) of the body, viz. Purisha (faeces), Mutra (urine) and Sweda (sweat). Vata dosha maintains the cellular transport, electrolyte balance, elimination of waste products and its effect is increased by dryness. Pitta dosha regulates the body temperature, optic nerve coordination and hunger and thirst management. Heat conditions of the body aggravate Pitta. Kapha dosha is increased due to sweet and fatty food and it provides lubrication to the joints for proper functioning. The catabolism of the body is believed to be governed by Vata, metabolism by Pitta and anabolism by Kapha.<sup>15</sup> For a healthy state of health, a balance between the three doshas and other factors should be maintained. Any imbalance between the three causes a state of illness or disease. In Ayurveda it is believed, that a perfect balance between the nature elements and the Tridoshas of the human body should be maintained for a healthy state of living by following the principles of

divine wisdom.<sup>17</sup> The body is believed to be composed of seven types of tissues called as “Sapta Dhatus”. These seven tissues work in coordination with each for proper physiological functioning of the human body. The Rakta Dhatu resembles the blood and regulates the circulation of blood cells and provision of blood components to the body. The Mamsa Dhatu (Muscle tissue) provides supports in the form of skeletal muscles for the Meda Dhatu (adipose fat). The Asthi Dhatu comprises the bones of the body and the Majja Dhatu is made up of the bone marrow and fluids required for the oleation of the bones and their functioning. The Shukra Dhatu is responsible for functions of the reproductive organs of the body.

Allied systems of medicine in Ayurveda

After Ayurveda, the Siddha, Homeopathy and Unani system of medicine are widely used. Naturopathy is still developing and in future it may emerge as a flourished system of medicine. Yoga, is a system of allied medicine that deals with physical, mental and spiritual state of an individual.

The Siddha system of medicine is based upon the principle similar to Ayurveda considering that the human body is constituted from the five elements of the Universe like the pancha mahabhootas. Along with these elements Siddha system considers that the physical, moral and physiological well-being of an individual is governed by 96 factors. These 96 factors include perception, speech, diagnosis of pulse etc.

Unani system of medicine originated in Greece and was introduced by Hippocrates; a famous philosopher and physician during the 460–366 BC period. Hippocrates laid down the “humoral theory” for treatment of diseases and describes





the wet and dry characteristic of each humor that constitutes the human body. This system of medicine was introduced in India by the Arabs and it grew stronger when some scholars and physicians of Unani system fled to India after invasion of Persia by the Mongols. The plants based formulations like oils, tinctures, powders and ointments are used in treatment.

Homeopathy was brought into practice by Dr. Samuel Hahnemann, who was a German physician in the mid-17th and 18th century.<sup>9</sup> Homeopathy is based upon the laws of “immunological memory” and “memory of water” and the similarities in the

century this system is been practiced in India and has formed an integral part of the Indian traditional system of medicine. It is recognized by the government of India and there are various institutions, research centers and regulatory bodies that help propagation of this system.<sup>24</sup> In homeopathy the mother tinctures or aqueous extracts of the drugs (plants, animal origin substances, venoms and minerals) are diluted and succussed (specific method of mixing or shaking) as per Pharmacopeial methods to prepare the formulations of very low potencies.

Yoga originated in India in ancient times.



pharmacological aspects of the drug and the disease. It utilizes medicines which produce symptoms similar to that of the disease for treatment of the pathological condition initially by producing or aggravating the pathological conditions and then treating it. For more than a

Through its therapies and diagnosis based on pulse and analysis of Tridosha state of an individual, it suggests meditative exercises and life style management to obtain tranquility and improve health.

Naturopathy, also termed as naturopathic

medicine originated in Germany in the 19th century and today it is practiced in several countries. It is not an ancient system of medicine but some practitioners who practice traditional medicine sometimes use Naturopathy in combination to the major system. The Naturopathic system is based upon using the curative power of nature in combination with the traditional and modern techniques to help restore good health. Homeopathy, herbal formulations, hydrotherapy are some of the treatment methods used by this system.

#### State of an individual.

The Siddha system of medicine is based upon the principle similar to Ayurveda considering that the human body is constituted from the five elements of the Universe like the pancha mahabhootas. Along with these elements Siddha system considers that the physical, moral and physiological well-being of an individual is governed by 96 factors. These 96 factors include perception, speech, diagnosis of pulse etc.

Unani system of medicine originated in Greece and was introduced by Hippocrates; a famous philosopher and physician during the 460–366 BC period. Hippocrates laid down the “humoral theory” for treatment of diseases and describes the wet and dry characteristic of each humor that constitutes the human body. This system of medicine was introduced in India by the Arabs and it grew stronger when some scholars and physicians of Unani system fled to India after invasion of Persia by the Mongols. The plants based formulations like oils, tinctures, powders and ointments are used in treatment.

#### Graphical abstract

“immunological memory” and “memory of water” and the similarities in the pharmacological aspects of the drug and the disease. It utilizes medicines which produce symptoms similar to that of the disease for treatment of the pathological condition initially by producing or aggravating the pathological

conditions and then treating it. For more than a century this system is been practiced in India and has formed an integral part of the Indian traditional system of medicine. It is recognized by the government of India and there are various institutions, research centers and regulatory bodies that help propagation of this system.<sup>24</sup> In homeopathy the mother tinctures or aqueous extracts of the drugs (plants, animal origin substances, venoms and minerals) are diluted and succussed (specific method of mixing or shaking) as per Pharmacopeial methods to prepare the formulations of very low potencies.

Yoga originated in India in ancient times. Through its therapies and diagnosis based on pulse and analysis of Tridosha state of an individual, it suggests meditative exercises and life style management to obtain tranquility and improve health.

Naturopathy, also termed as naturopathic medicine originated in Germany in the 19th century and today it is practiced in several countries. It is not an ancient system of medicine but some practitioners who practice traditional medicine sometimes use Naturopathy in combination to the major system. The Naturopathic system is based upon using the curative power of nature in combination with the traditional and modern techniques to help restore good health. Homeopathy, herbal formulations, hydrotherapy are some of the treatment methods used by this system.



# Pegalin - 50 Cake cutting

Pegalin 50 mg was relaunched by CMD 1 which included Cake cutting by various doctors across the country (10 Cakes/ASM). This exercise helped in having better relations with the doctors and increasing the noise level.

An activity was held at KTH Peshawar under the banner of "GO RED" Campaign on 17th Feb 2021. It was attended by a Cardiology wards doctors of KTH.

The motive behind this activity was to highlight Diasar brand theme which is to have effective control of Hypertension with reference to life style changes. Fruits and caps were sponsored by Shaigan.





# Neuromed Team executed following marketing activities during 1st Q 2021

## PEGALIN Medical Group Meetings

1. Mingora at Saidu Teaching Hospital Medical Ward
2. Peshawar LRH Medicine Ward
3. Dera Ismail Khan at National Club with Neurologists & Physicians
4. Hyderabad at Crown Hotel with Dr. Zeeshan UI Haq Consultant Diabetologist with leading Physicians
5. Islamabad Marriott Hotel PIMS Neurosurgery & Ortho Departments
6. Faisalabad Royalton Hotel leading Physicians of Faisalabad

## PEGALIN Diabetic Foot Workshops (NEUROMED, CMD-I & II)

A series of 4 workshops for Physicians of Bahawalpur region was arranged at Quaid e Azam Medical College (QMC) Bahawalpur by Prof. Qazi Masroor.

NEUROPATHY Master Class BIDE Dr. Saif Ulhaque (NEUROMED & CMD-II)

1. Neuropathy master class 1st workshop was arranged at BIDE Karachi (Webinar, Live telecast Facebook Page, Zoom)
2. Neuropathy master class 2nd workshop was arranged at Crown Hotel Hyderabad.

## PHYSIOTHERAPY CAMPS at Orthopedic & Neurosurgery Clinics

1. Neuromed team arranged 65 Free Physiotherapy Camps by Providing Physiotherapy services free of cost at

consultant Orthopedic & neurosurgery clinics

## NEUROPATHY SCREENING CAMPS USING BIOTHESIOMETER

1. Neuromed group provided Neuropathy screening service to around 5000 patients at clinics of Physicians and Diabetologists across Pakistan.

## MEDICAL JOURNALS

1. Journal of Neurosurgery is provided to 50 doctors across Pakistan, as a part of HCP Capacity building.
2. American Association of Orthopedic Surgeons (AAOS) Journals are provided to 50 Orthopedics across Pakistan on monthly basis.





# New Joiners

## Welcome to Shaigan Family



**Muhammad Usman Hanif**  
Sr. QC Analyst



**Abdul Hayee**  
QC Analyst



**Muhammad Waqas**  
QC Analyst



**Muhammad Bilal Ansari**  
Accountant



**Waqas Ahmad**  
QC Analyst



**Aqib Naseer**  
HR Coordinator

# New Joiners

## Welcome to Shaigan Family



**Muhammad Athar Mughal**  
Dir Marketing & Sales



**Malik Ejaz Khan**  
GM Marketing & Sales



**Shahid Khan**  
Product Manager Export



**Ali Waheed Abbasi**  
Marketing Coordinator



**Saad Hassan Khan**  
Accountant



**Umair Furqan**  
Marketing Coordinator



**Noreen Rehman**  
Regulatory Officer





# **SHAIGAN**

**ISO 9001:2015**

**ISO/IEC 17025:2017**