

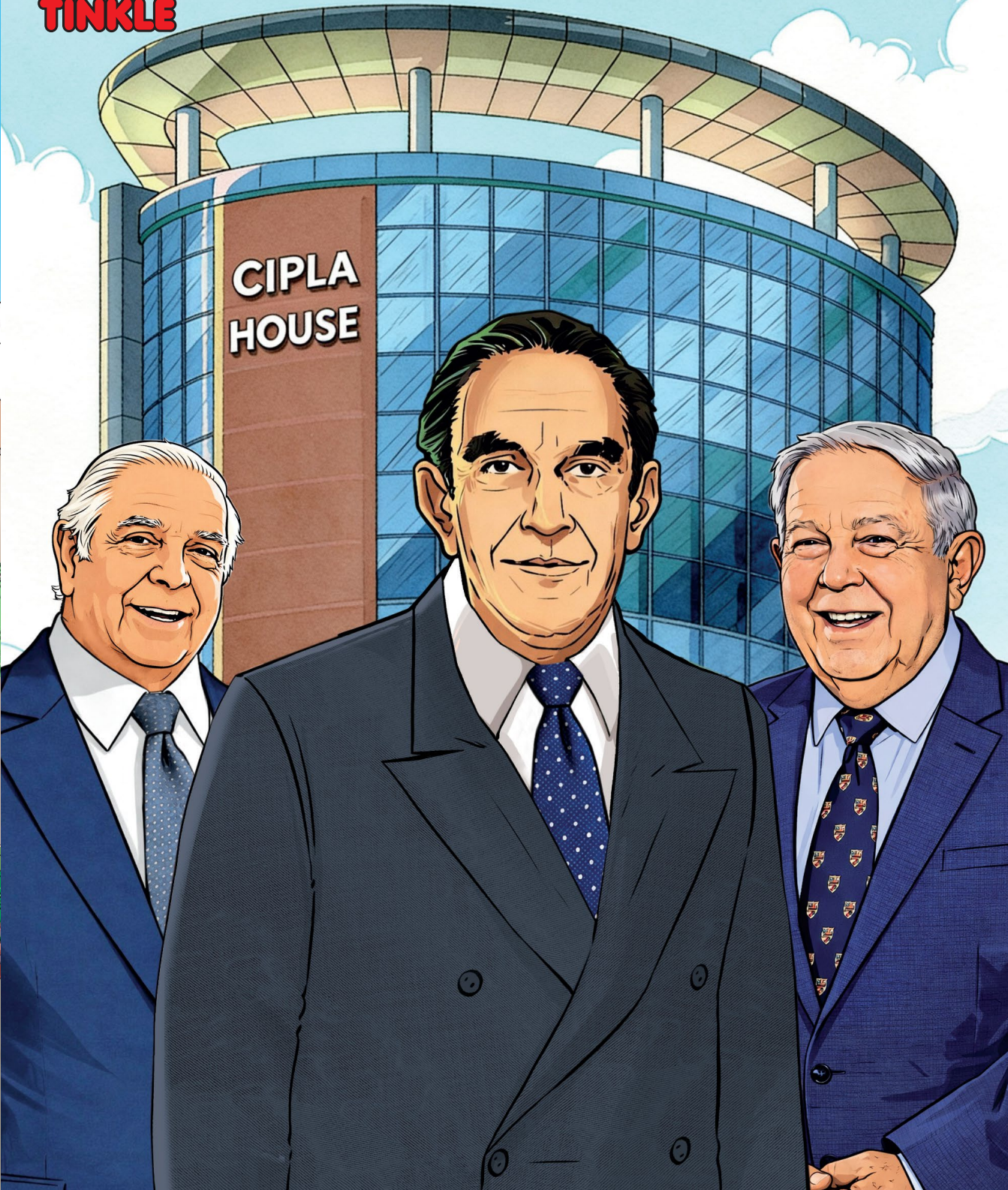


**TINKLE**

# The Cipla Story

## A Legacy of Care

**Cipla**  
**90** YEARS  
CARING FOR LIFE



# The Cipla Story

## A Legacy of Care



**Dr. K.A. Hamied in a lab in the early days of Cipla**

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**On the cover:**

Cipla founder Dr. K.A. Hamied with his sons Mr. M.K. Hamied (left) and Dr. Y.K. Hamied (right) against the backdrop of Cipla House

**On the back cover:**

Cipla's manufacturing plant in Goa

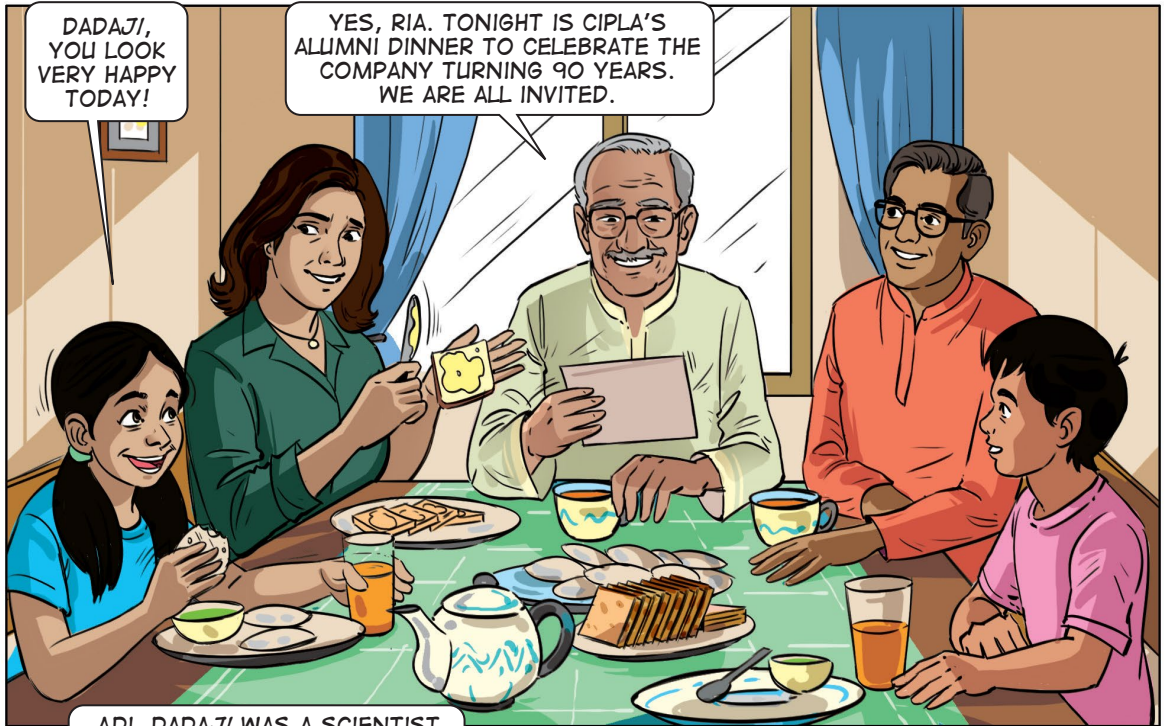
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DADAJI, YOU LOOK VERY HAPPY TODAY!

YES, RIA. TONIGHT IS CIPLA'S ALUMNI DINNER TO CELEBRATE THE COMPANY TURNING 90 YEARS. WE ARE ALL INVITED.

ADI, DADAJI WAS A SCIENTIST IN CIPLA'S RESEARCH AND DEVELOPMENT TEAM FOR MANY YEARS. HE'S ONE OF THE CHIEF GUESTS FOR TONIGHT.



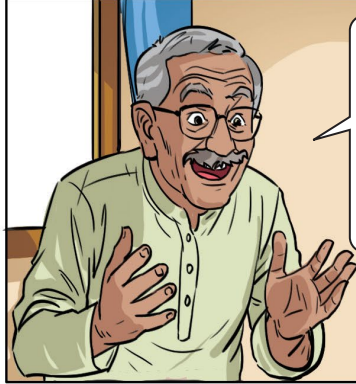
DO I HAVE TO COME TOO?

BUT DADAJI, IT SOUNDS LIKE A VERY SERIOUS EVENT FOR GROWN-UPS.

WE MIGHT GET VERY BORED.



YES! I AM SO EXCITED TO SHOW YOU MY OLD OFFICE AND INTRODUCE YOU TO MY FRIENDS.



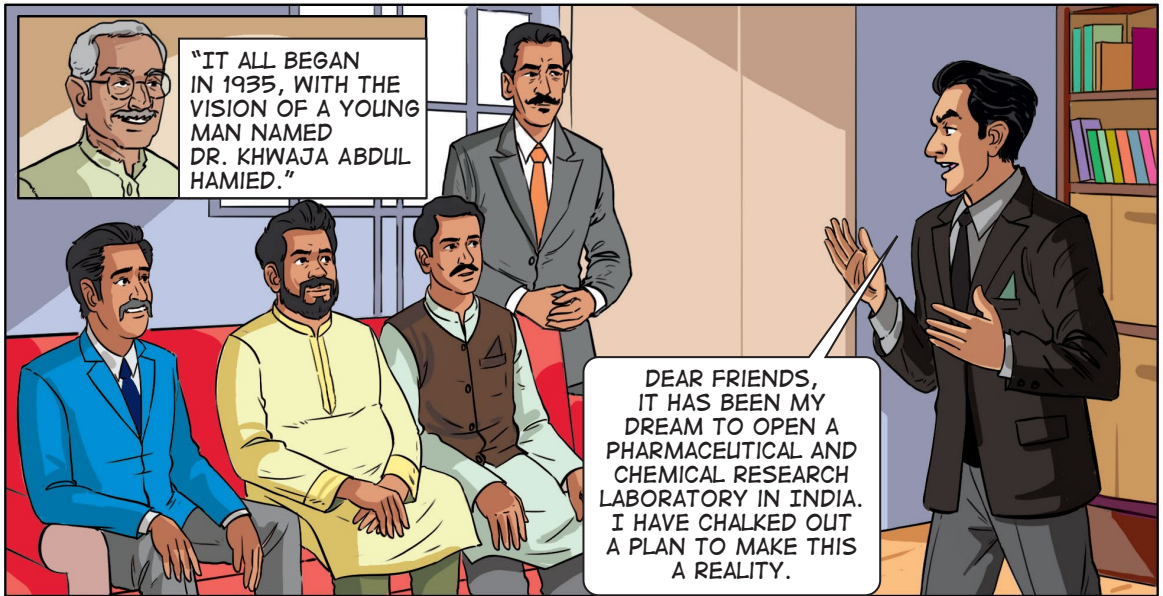
THEN LET ME TELL YOU A LITTLE BIT ABOUT CIPLA. HOW IT STARTED IS A VERY INTERESTING STORY! IT'S ABOUT A YOUNG MAN WITH A DREAM, WHO FOUGHT AGAINST ALL ODDS TO HELP HIS COUNTRY!



KIDS, IF YOU ENJOY THE STORY, YOU MUST ATTEND THE PARTY.



DEAL!



"IT ALL BEGAN IN 1935, WITH THE VISION OF A YOUNG MAN NAMED DR. KHWAJA ABDUL HAMIED."

DEAR FRIENDS, IT HAS BEEN MY DREAM TO OPEN A PHARMACEUTICAL AND CHEMICAL RESEARCH LABORATORY IN INDIA. I HAVE CHALKED OUT A PLAN TO MAKE THIS A REALITY.

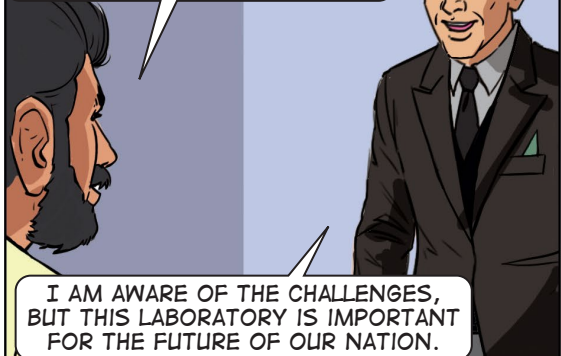
DO YOU THINK TAKING SUCH A HUGE FINANCIAL RISK IS WISE? YOU AND LUBA<sup>1</sup> JUST HAD YOUR FIRST CHILD LAST YEAR.



BESIDES, INDIA'S PHARMACEUTICAL INDUSTRY IS DOMINATED BY FOREIGN COMPANIES. THE INDIAN PATENTS AND DESIGNS ACT OF 1911 GRANTS THEM BOTH PRODUCT AND MANUFACTURING PROCESS PATENTS<sup>2</sup> FOR 16 YEARS. NO OTHER COMPANY CAN SELL THAT DRUG IN THAT DURATION.

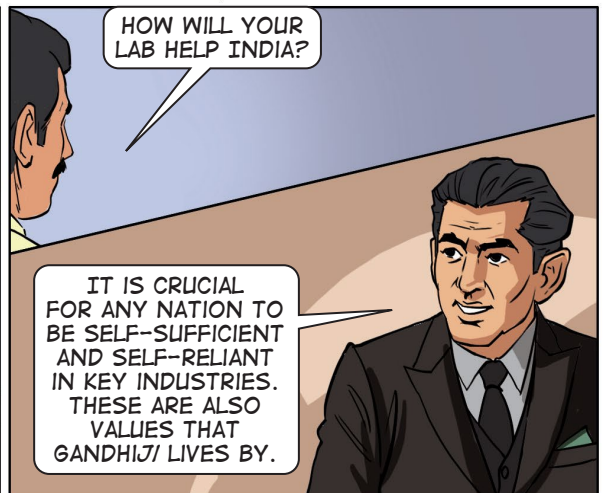


FOREIGN MNCs HOLD MOST OF THE PATENTS. IT WILL BE CHALLENGING TO START A PHARMACEUTICAL COMPANY UNDER THESE CONDITIONS.



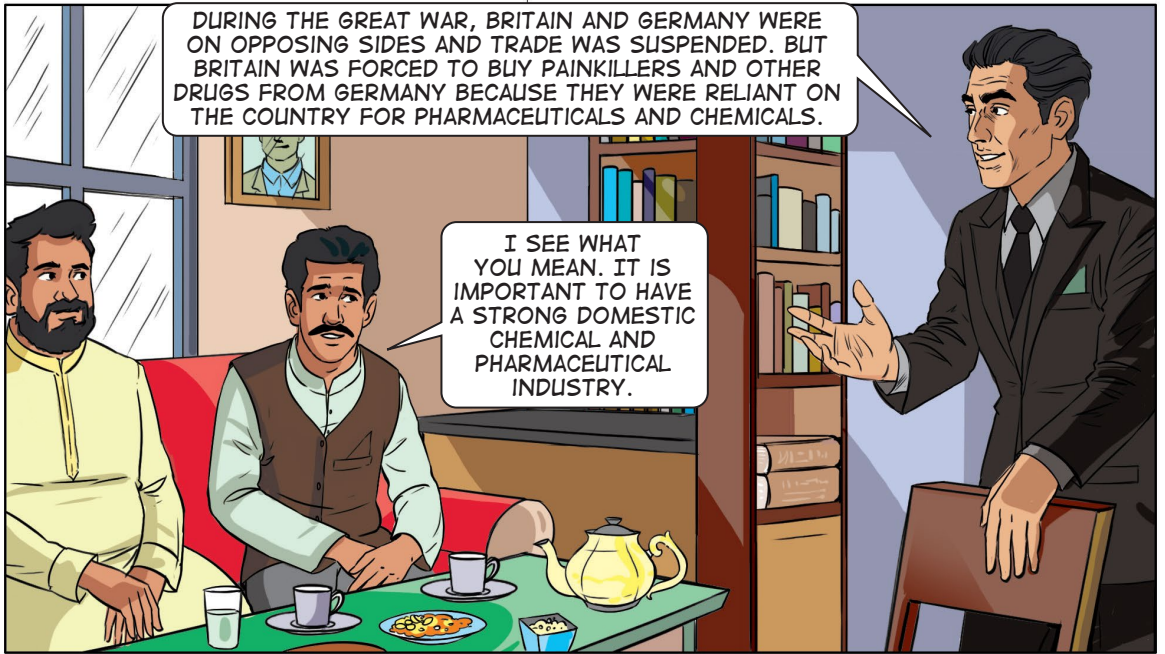
I AM AWARE OF THE CHALLENGES, BUT THIS LABORATORY IS IMPORTANT FOR THE FUTURE OF OUR NATION.

HOW WILL YOUR LAB HELP INDIA?



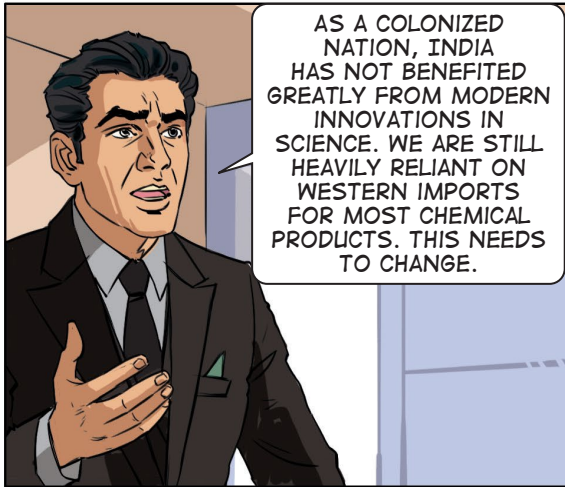
IT IS CRUCIAL FOR ANY NATION TO BE SELF-SUFFICIENT AND SELF-RELIANT IN KEY INDUSTRIES. THESE ARE ALSO VALUES THAT GANDHIJI<sup>3</sup> LIVES BY.

<sup>1</sup>DR. KHWAJA ABDUL HAMIED'S WIFE  
<sup>2</sup>A PATENT IS LIKE A REWARD FOR NEW INVENTIONS (FOR EXAMPLE, A NEW MEDICINE). IT LETS ONLY THE INVENTOR SELL THE NEW DRUG FOR A SET PERIOD, OFTEN AT HIGH PRICES.

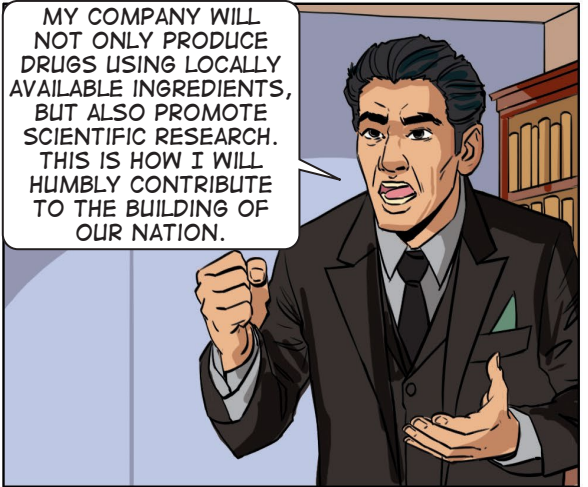


DURING THE GREAT WAR, BRITAIN AND GERMANY WERE ON OPPOSING SIDES AND TRADE WAS SUSPENDED. BUT BRITAIN WAS FORCED TO BUY PAINKILLERS AND OTHER DRUGS FROM GERMANY BECAUSE THEY WERE RELIANT ON THE COUNTRY FOR PHARMACEUTICALS AND CHEMICALS.

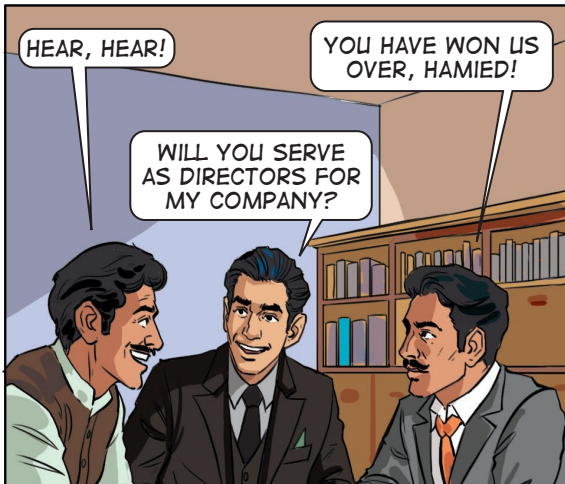
I SEE WHAT YOU MEAN. IT IS IMPORTANT TO HAVE A STRONG DOMESTIC CHEMICAL AND PHARMACEUTICAL INDUSTRY.



AS A COLONIZED NATION, INDIA HAS NOT BENEFITED GREATLY FROM MODERN INNOVATIONS IN SCIENCE. WE ARE STILL HEAVILY RELIANT ON WESTERN IMPORTS FOR MOST CHEMICAL PRODUCTS. THIS NEEDS TO CHANGE.



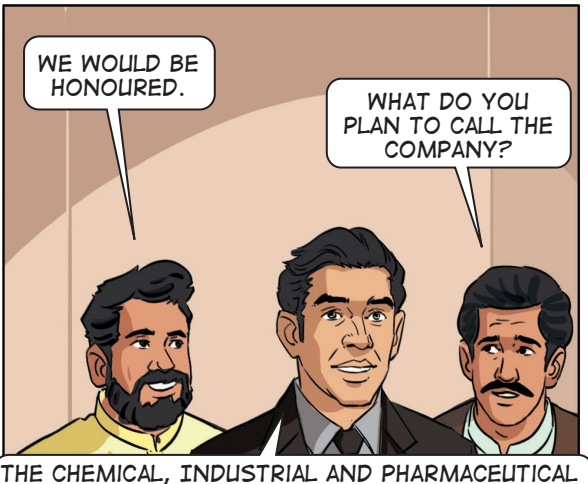
MY COMPANY WILL NOT ONLY PRODUCE DRUGS USING LOCALLY AVAILABLE INGREDIENTS, BUT ALSO PROMOTE SCIENTIFIC RESEARCH. THIS IS HOW I WILL HUMBLY CONTRIBUTE TO THE BUILDING OF OUR NATION.



HEAR, HEAR!

YOU HAVE WON US OVER, HAMIED!

WILL YOU SERVE AS DIRECTORS FOR MY COMPANY?



WE WOULD BE HONOURED.

WHAT DO YOU PLAN TO CALL THE COMPANY?

THE CHEMICAL, INDUSTRIAL AND PHARMACEUTICAL LABORATORIES — **CIPLA** FOR SHORT.

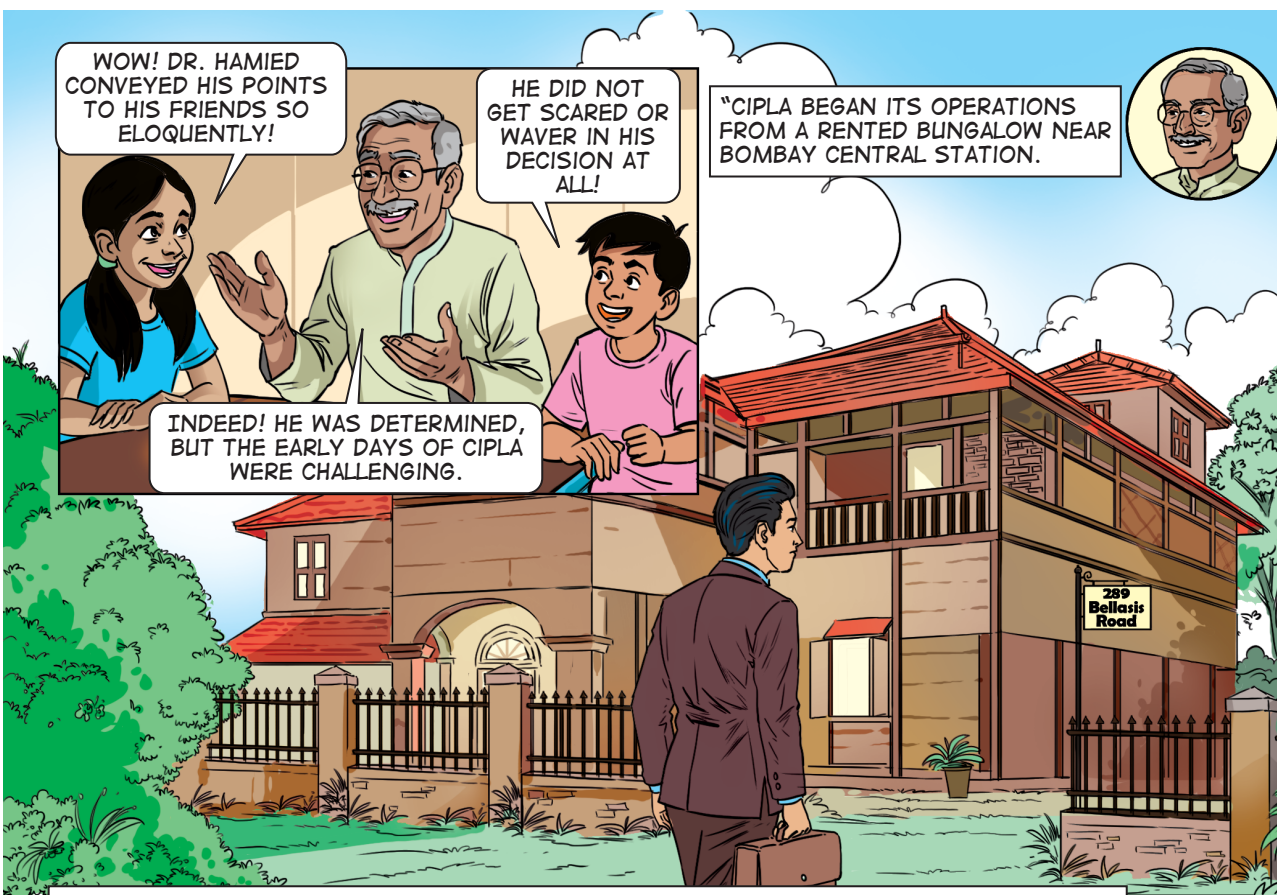
WOW! DR. HAMIED CONVEYED HIS POINTS TO HIS FRIENDS SO ELOQUENTLY!

HE DID NOT GET SCARED OR WAVER IN HIS DECISION AT ALL!

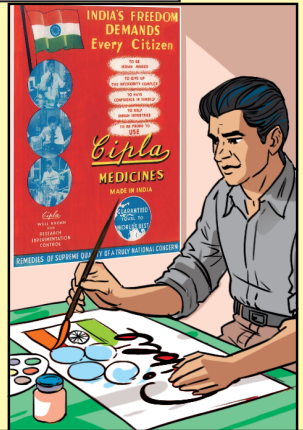
"CIPLA BEGAN ITS OPERATIONS FROM A RENTED BUNGALOW NEAR BOMBAY CENTRAL STATION."



INDEED! HE WAS DETERMINED, BUT THE EARLY DAYS OF CIPLA WERE CHALLENGING.



"THE FIRST FEW YEARS, DR. HAMIED WORKED VERY HARD. HE SET UP THE MANUFACTURING UNIT, HIRED AND TRAINED THE SALES TEAM, AND EVEN DESIGNED BROCHURES HIMSELF."



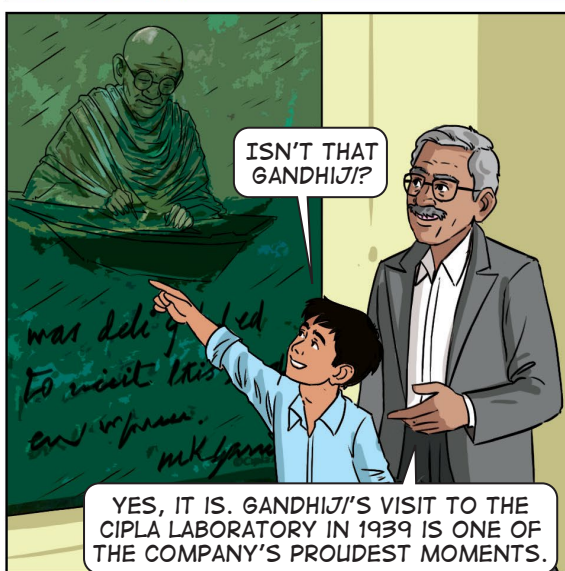
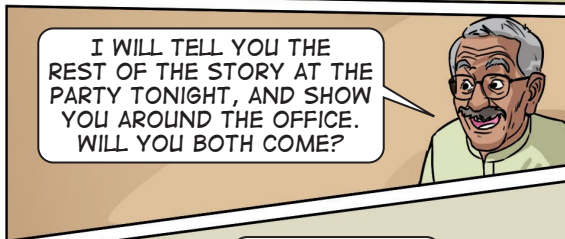
"BUT HE STRUGGLED, AS DOCTORS WERE RELUCTANT TO PRESCRIBE MEDICINES FROM A NEW AND UNKNOWN COMPANY."



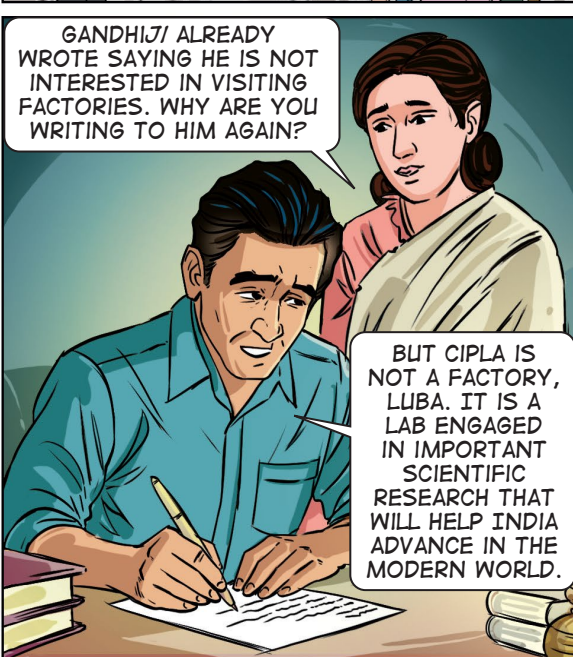
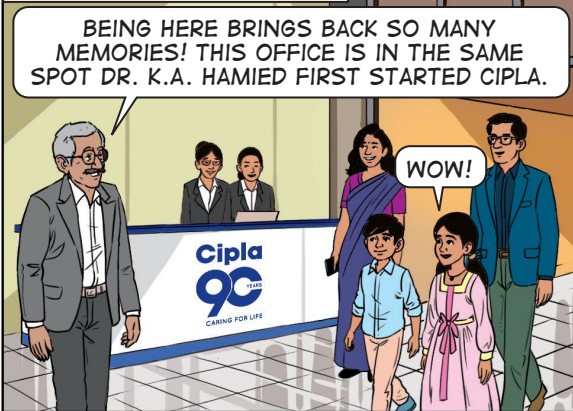
OH NO! HE DIDN'T GIVE UP, DID HE?

ADI, WHEN YOU START SOMETHING NEW, IT IS NATURAL TO FACE OBSTACLES. BUT IF YOU PERSEVERE WITH HARD WORK AND DETERMINATION, YOU WILL WIN.

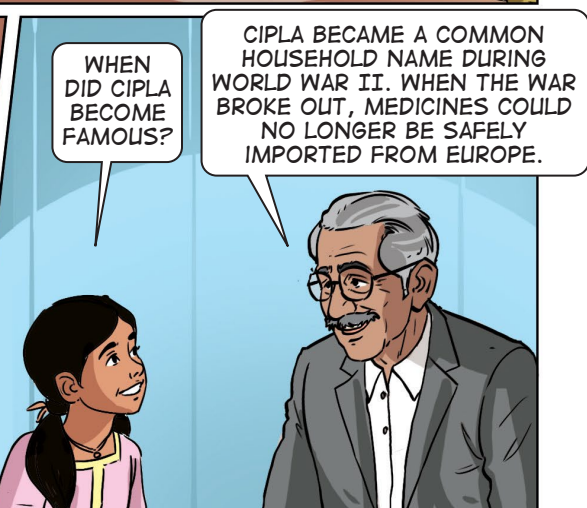
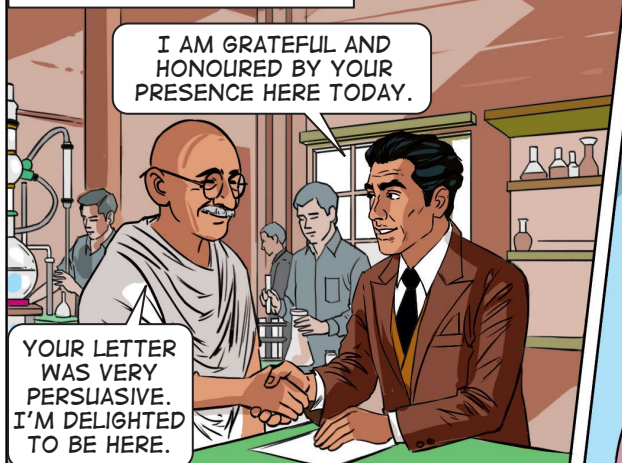




THAT EVENING, AT CIPLA'S MUMBAI CENTRAL OFFICE—



AND SO, ON 4 JULY, 1939—

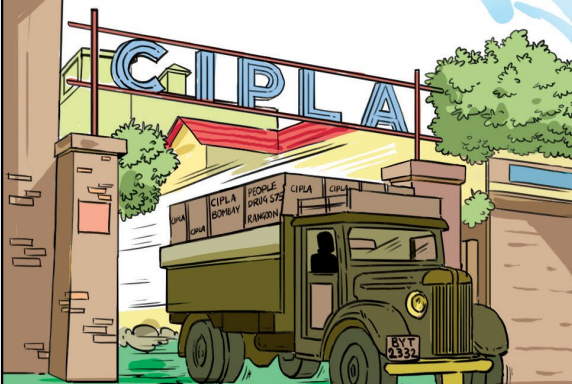




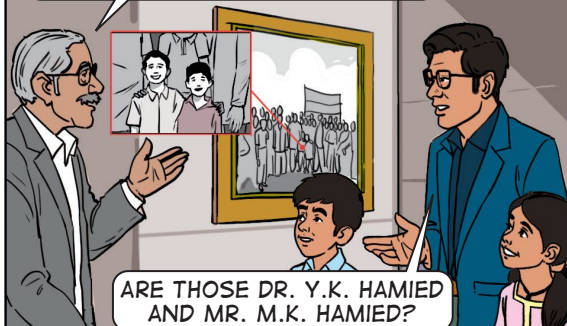
"NOT JUST CIVILIANS BUT EVEN THE ARMY SUFFERED FROM THE MEDICINE SHORTAGE. IN MYANMAR, MALARIA HIT THE ALLIED TROOPS HARD, INFECTING 75 PER CENT OF THE SOLDIERS AND PROVING AS DEADLY AS ANY WEAPON.



"CIPLA STARTED MANUFACTURING MEDICINES USING CHEMICALS DERIVED FROM LOCAL PLANTS. FOR EXAMPLE, MALARIA MEDICINE WAS MADE WITH LOCALLY GROWN CINCHONA. THE TABLETS SAVED THE LIVES OF MANY SOLDIERS, AND THE ALLIED ARMY WENT ON TO WIN THE WAR."

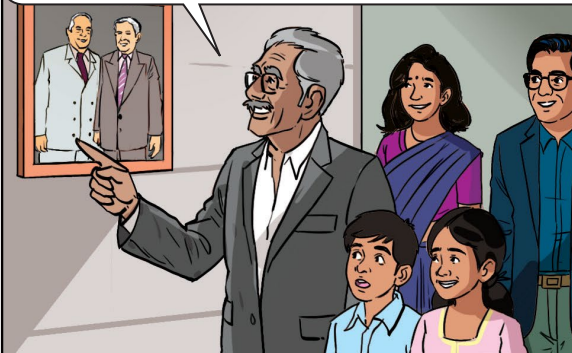


THIS WAS TAKEN ON 15 AUGUST 1947, THE FIRST FLAG HOISTING OF THE INDIAN TRICOLOUR AT CIPLA. CAN YOU RECOGNIZE THE TWO YOUNG BOYS IN THE FRONT?



ARE THOSE DR. Y.K. HAMIED AND MR. M.K. HAMIED?

YES, DR. KHWAJA HAMIED'S SONS. DR. YUSUF HAMIED BECAME THE CHAIRMAN OF CIPLA AND TOOK THE COMPANY TO EVEN GREATER HEIGHTS. MR. M.K. HAMIED BECAME ITS DIRECTOR AND LED CIPLA'S MODERNIZATION.



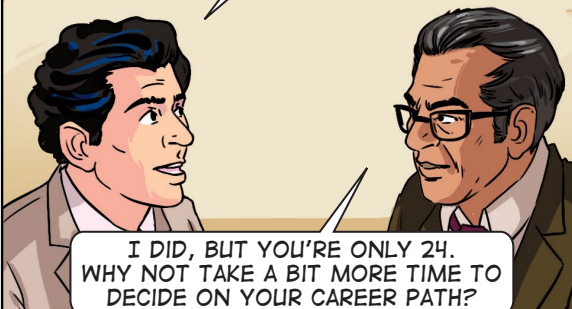
IN 1960—

CONGRATULATIONS ON COMPLETING YOUR PHD IN ORGANIC CHEMISTRY, YUSUF!

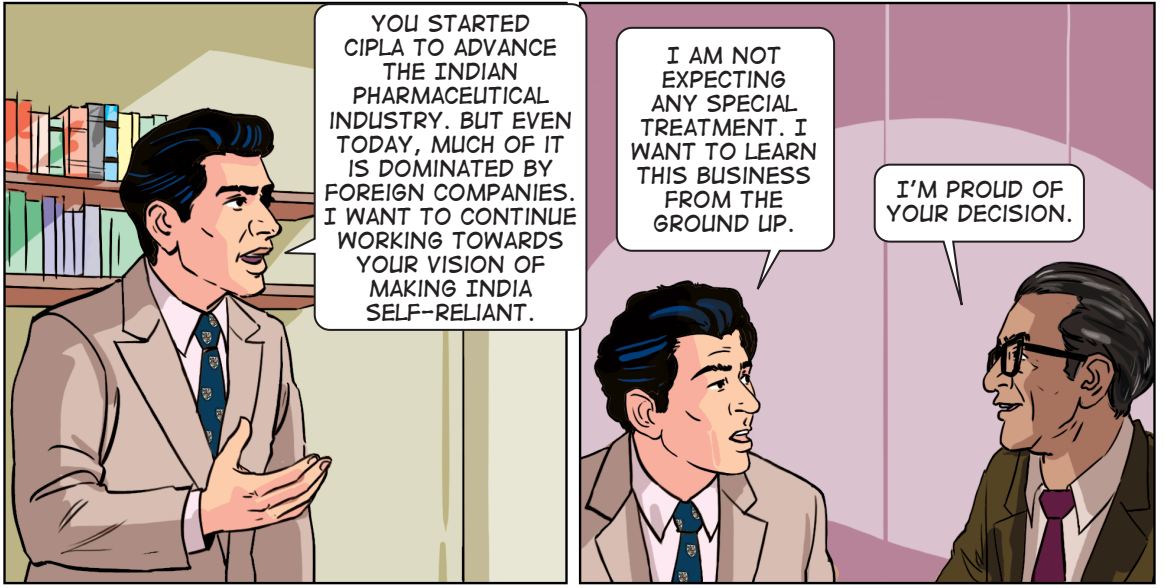


LORD ALEXANDER TODD KEPT US UPDATED AND SPOKE VERY HIGHLY OF YOUR ACCOMPLISHMENTS AT CAMBRIDGE.

I AM GRATEFUL FOR MY MENTOR'S KIND WORDS. DID YOU GET A CHANCE TO THINK OVER MY LETTER, WHERE I WROTE THAT I WISH TO JOIN CIPLA?



I DID, BUT YOU'RE ONLY 24. WHY NOT TAKE A BIT MORE TIME TO DECIDE ON YOUR CAREER PATH?

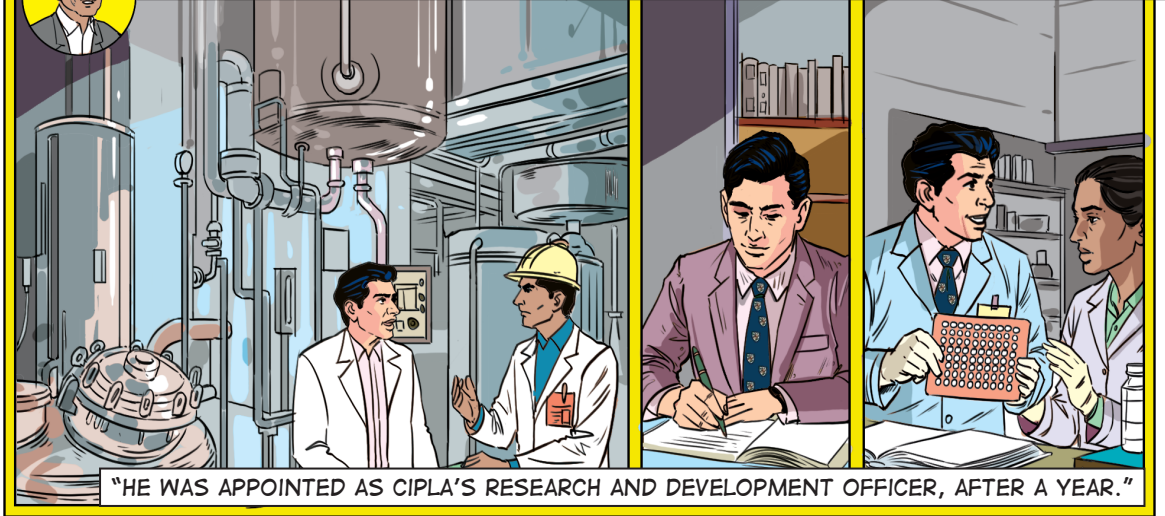


YOU STARTED CIPLA TO ADVANCE THE INDIAN PHARMACEUTICAL INDUSTRY. BUT EVEN TODAY, MUCH OF IT IS DOMINATED BY FOREIGN COMPANIES. I WANT TO CONTINUE WORKING TOWARDS YOUR VISION OF MAKING INDIA SELF-RELIANT.

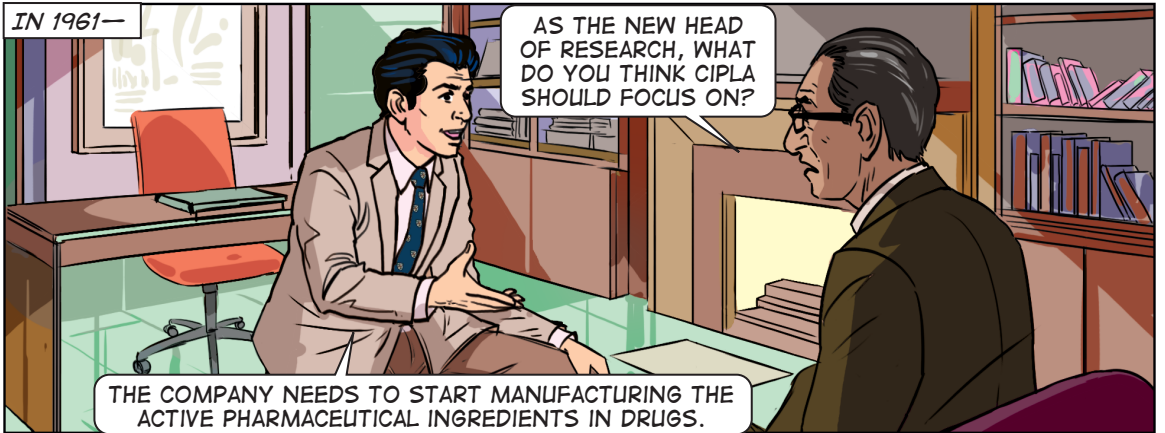
I AM NOT EXPECTING ANY SPECIAL TREATMENT. I WANT TO LEARN THIS BUSINESS FROM THE GROUND UP.

I'M PROUD OF YOUR DECISION.

"DR. Y.K. HAMIED SPENT A YEAR LEARNING OPERATIONS AT CIPLA. RIGHT FROM WORKING ON THE FACTORY FLOOR TO LEARNING HOW TO MAKE TABLETS, HE DID IT ALL."



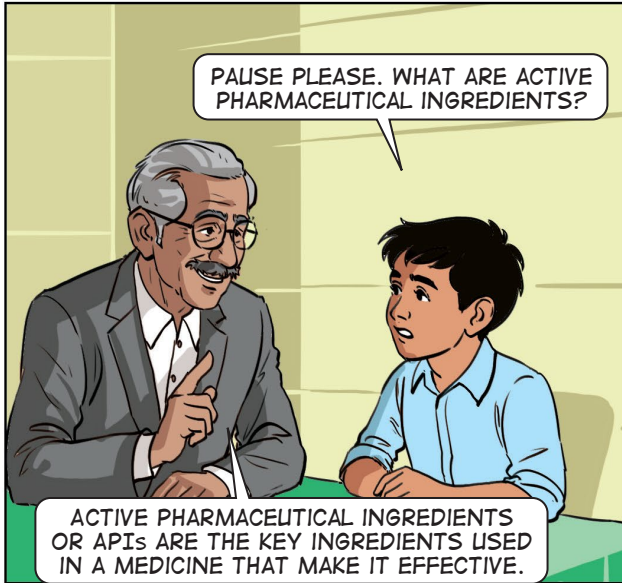
"HE WAS APPOINTED AS CIPLA'S RESEARCH AND DEVELOPMENT OFFICER, AFTER A YEAR."



IN 1961—

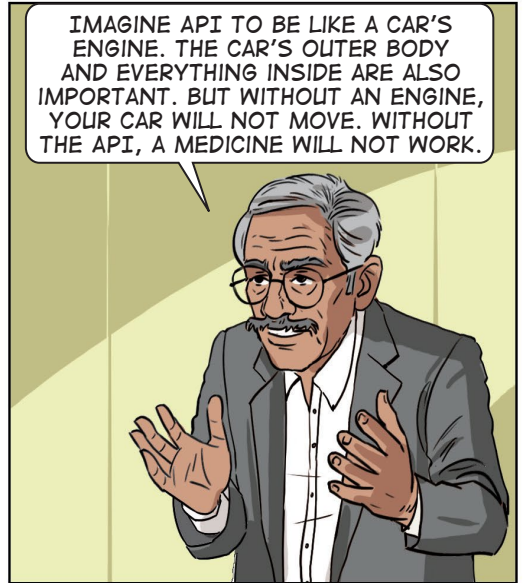
AS THE NEW HEAD OF RESEARCH, WHAT DO YOU THINK CIPLA SHOULD FOCUS ON?

THE COMPANY NEEDS TO START MANUFACTURING THE ACTIVE PHARMACEUTICAL INGREDIENTS IN DRUGS.

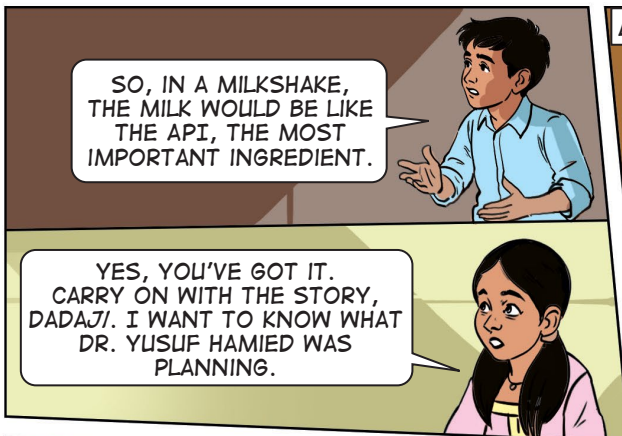


PAUSE PLEASE. WHAT ARE ACTIVE PHARMACEUTICAL INGREDIENTS?

ACTIVE PHARMACEUTICAL INGREDIENTS OR APIs ARE THE KEY INGREDIENTS USED IN A MEDICINE THAT MAKE IT EFFECTIVE.

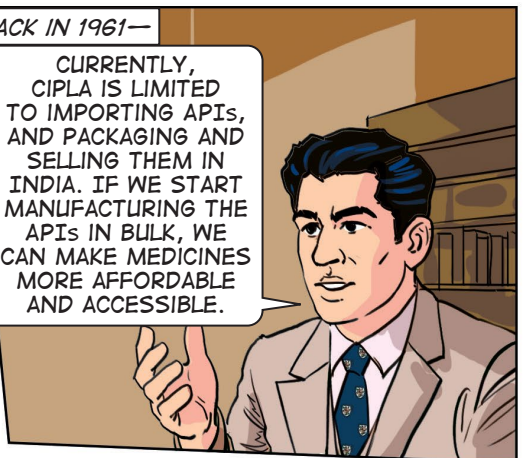


IMAGINE API TO BE LIKE A CAR'S ENGINE. THE CAR'S OUTER BODY AND EVERYTHING INSIDE ARE ALSO IMPORTANT. BUT WITHOUT AN ENGINE, YOUR CAR WILL NOT MOVE. WITHOUT THE API, A MEDICINE WILL NOT WORK.



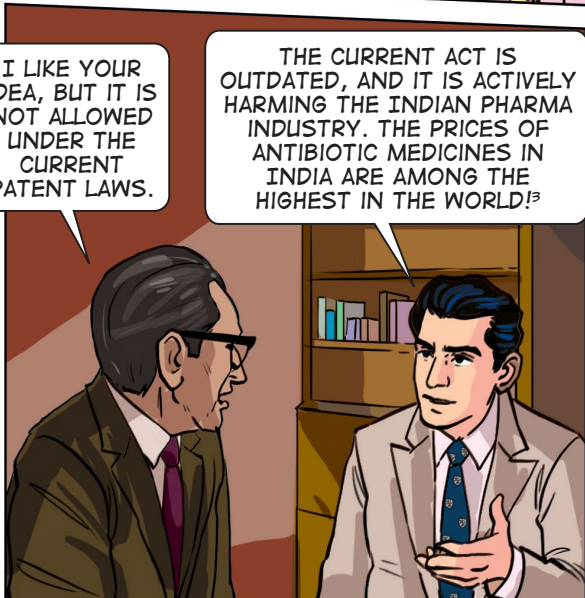
SO, IN A MILKSHAKE, THE MILK WOULD BE LIKE THE API, THE MOST IMPORTANT INGREDIENT.

YES, YOU'VE GOT IT. CARRY ON WITH THE STORY, DADAJI. I WANT TO KNOW WHAT DR. YUSUF HAMIED WAS PLANNING.



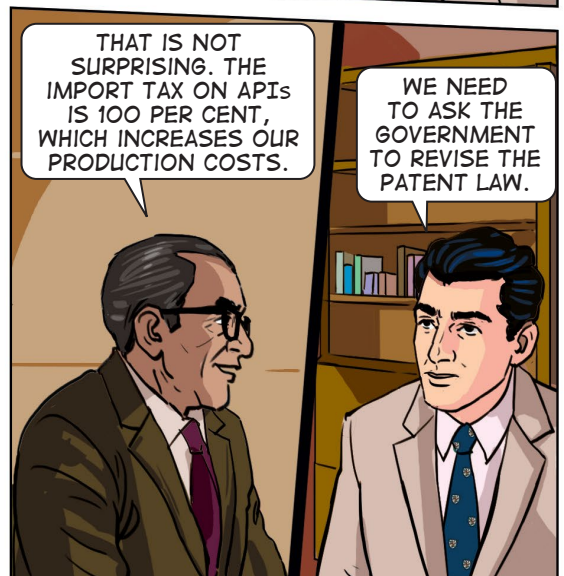
BACK IN 1961—

CURRENTLY, CIPLA IS LIMITED TO IMPORTING APIs, AND PACKAGING AND SELLING THEM IN INDIA. IF WE START MANUFACTURING THE APIs IN BULK, WE CAN MAKE MEDICINES MORE AFFORDABLE AND ACCESSIBLE.



I LIKE YOUR IDEA, BUT IT IS NOT ALLOWED UNDER THE CURRENT PATENT LAWS.

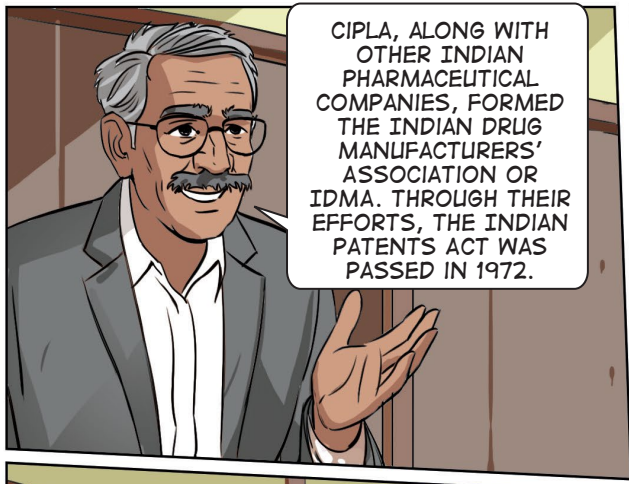
THE CURRENT ACT IS OUTDATED, AND IT IS ACTIVELY HARMING THE INDIAN PHARMA INDUSTRY. THE PRICES OF ANTIBIOTIC MEDICINES IN INDIA ARE AMONG THE HIGHEST IN THE WORLD!<sup>3</sup>



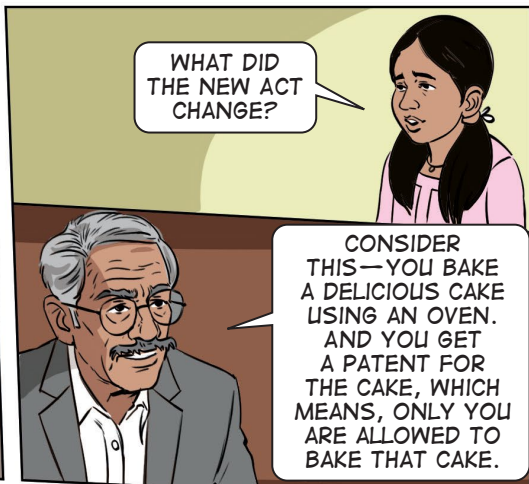
THAT IS NOT SURPRISING. THE IMPORT TAX ON APIs IS 100 PER CENT, WHICH INCREASES OUR PRODUCTION COSTS.

WE NEED TO ASK THE GOVERNMENT TO REVISE THE PATENT LAW.

<sup>3</sup>IN THE 1960s, PATENTS MADE MANY MEDICINES VERY EXPENSIVE FOR MANY INDIANS.

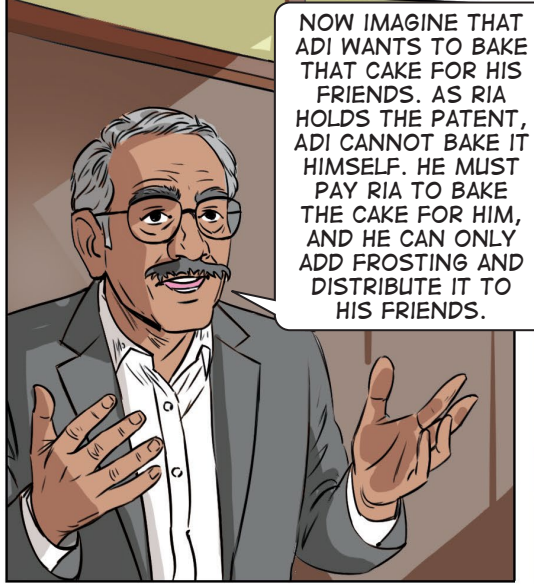


CIPLA, ALONG WITH OTHER INDIAN PHARMACEUTICAL COMPANIES, FORMED THE INDIAN DRUG MANUFACTURERS' ASSOCIATION OR IDMA. THROUGH THEIR EFFORTS, THE INDIAN PATENTS ACT WAS PASSED IN 1972.

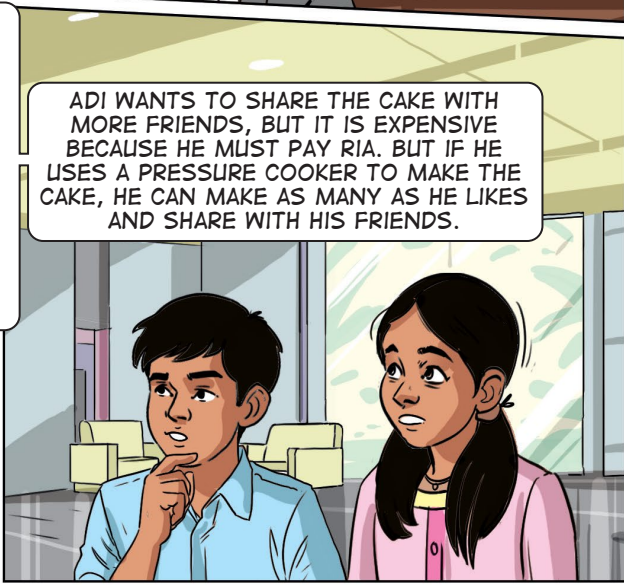


WHAT DID THE NEW ACT CHANGE?

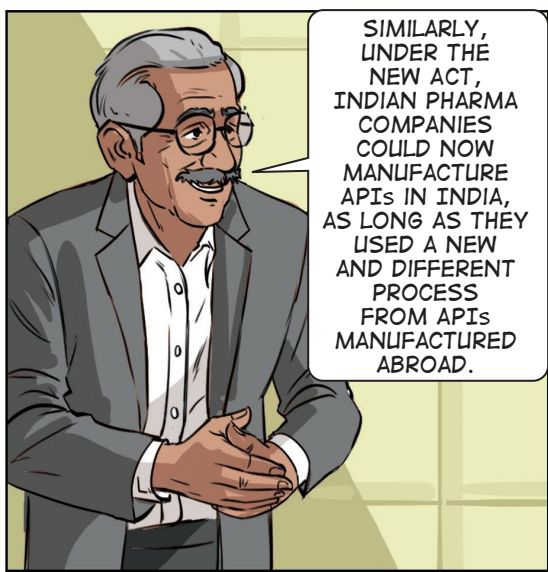
CONSIDER THIS—YOU BAKE A DELICIOUS CAKE USING AN OVEN. AND YOU GET A PATENT FOR THE CAKE, WHICH MEANS, ONLY YOU ARE ALLOWED TO BAKE THAT CAKE.



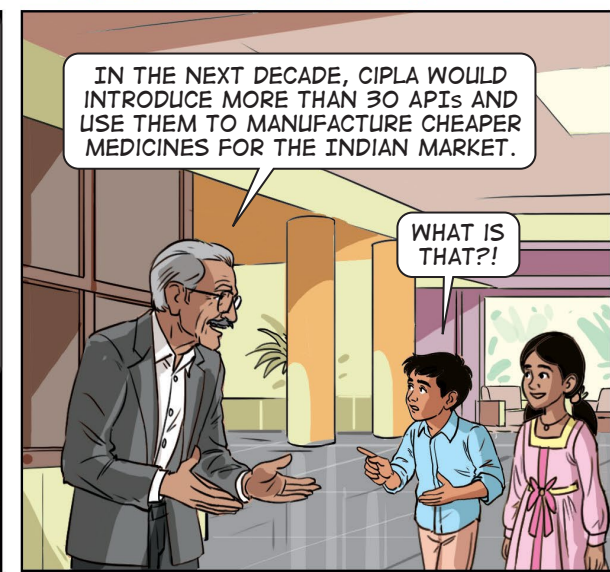
NOW IMAGINE THAT ADI WANTS TO BAKE THAT CAKE FOR HIS FRIENDS. AS RIA HOLDS THE PATENT, ADI CANNOT BAKE IT HIMSELF. HE MUST PAY RIA TO BAKE THE CAKE FOR HIM, AND HE CAN ONLY ADD FROSTING AND DISTRIBUTE IT TO HIS FRIENDS.



ADI WANTS TO SHARE THE CAKE WITH MORE FRIENDS, BUT IT IS EXPENSIVE BECAUSE HE MUST PAY RIA. BUT IF HE USES A PRESSURE COOKER TO MAKE THE CAKE, HE CAN MAKE AS MANY AS HE LIKES AND SHARE WITH HIS FRIENDS.

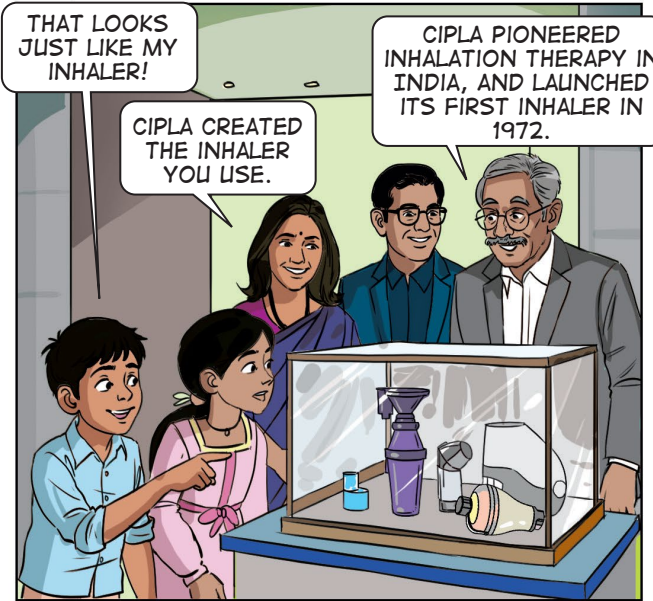


SIMILARLY, UNDER THE NEW ACT, INDIAN PHARMA COMPANIES COULD NOW MANUFACTURE APIs IN INDIA, AS LONG AS THEY USED A NEW AND DIFFERENT PROCESS FROM APIs MANUFACTURED ABROAD.



IN THE NEXT DECADE, CIPLA WOULD INTRODUCE MORE THAN 30 APIs AND USE THEM TO MANUFACTURE CHEAPER MEDICINES FOR THE INDIAN MARKET.

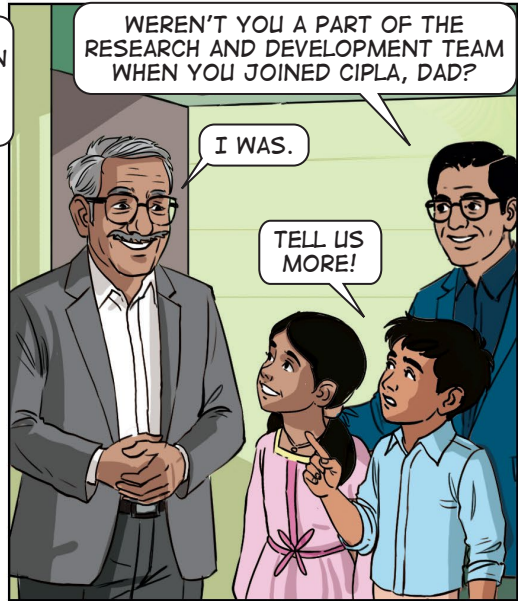
WHAT IS THAT?!



THAT LOOKS JUST LIKE MY INHALER!

CIPLA CREATED THE INHALER YOU USE.

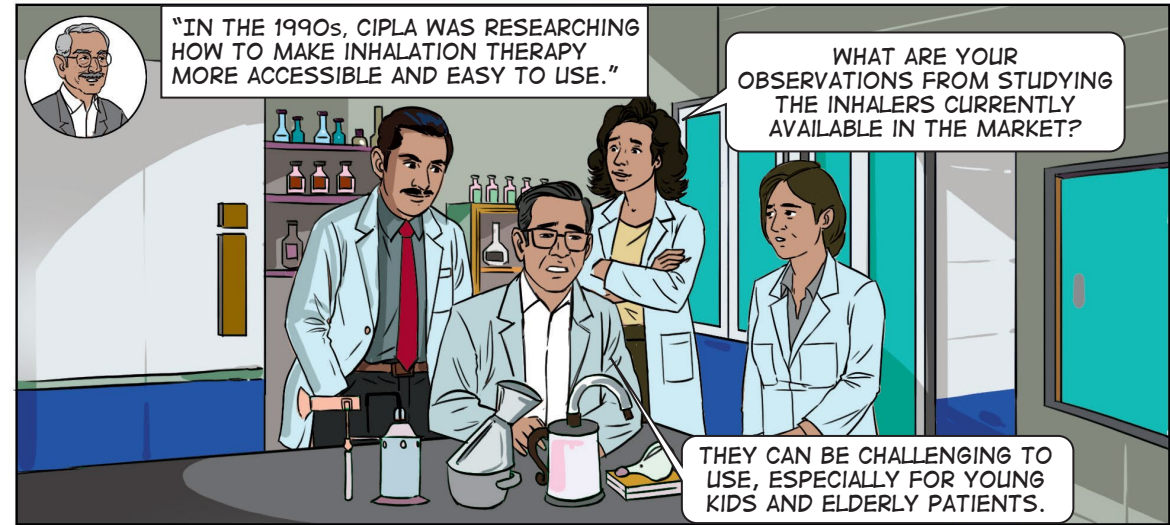
CIPLA PIONEERED INHALATION THERAPY IN INDIA, AND LAUNCHED ITS FIRST INHALER IN 1972.



WEREN'T YOU A PART OF THE RESEARCH AND DEVELOPMENT TEAM WHEN YOU JOINED CIPLA, DAD?

I WAS.

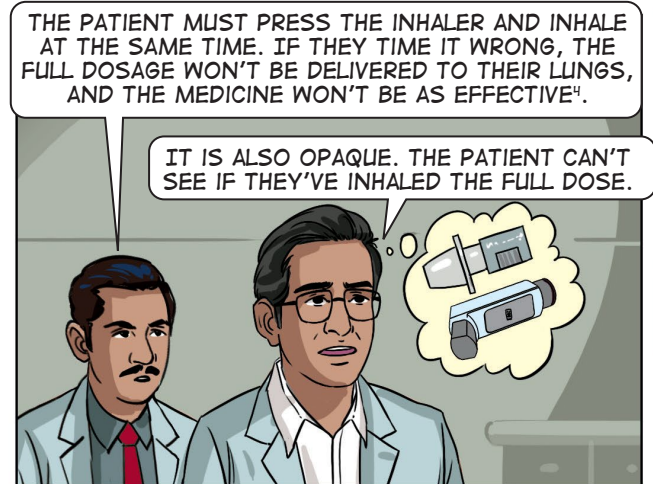
TELL US MORE!



"IN THE 1990s, CIPLA WAS RESEARCHING HOW TO MAKE INHALATION THERAPY MORE ACCESSIBLE AND EASY TO USE."

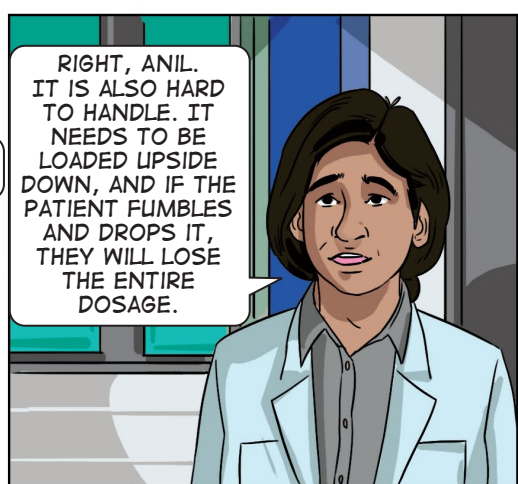
WHAT ARE YOUR OBSERVATIONS FROM STUDYING THE INHALERS CURRENTLY AVAILABLE IN THE MARKET?

THEY CAN BE CHALLENGING TO USE, ESPECIALLY FOR YOUNG KIDS AND ELDERLY PATIENTS.



THE PATIENT MUST PRESS THE INHALER AND INHALE AT THE SAME TIME. IF THEY TIME IT WRONG, THE FULL DOSAGE WON'T BE DELIVERED TO THEIR LUNGS, AND THE MEDICINE WON'T BE AS EFFECTIVE!

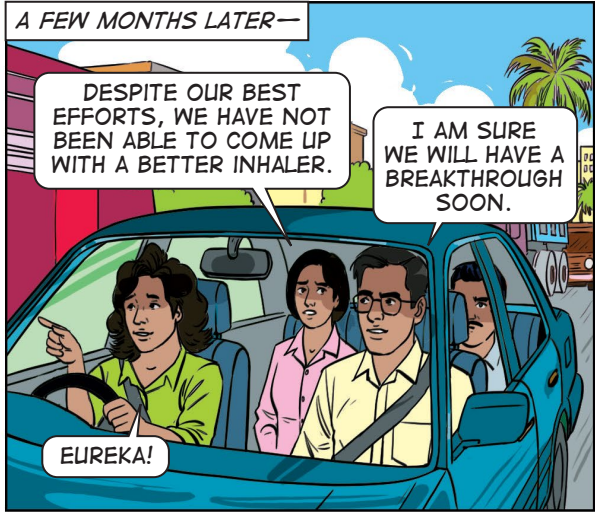
IT IS ALSO OPAQUE. THE PATIENT CAN'T SEE IF THEY'VE INHALED THE FULL DOSE.



RIGHT, ANIL. IT IS ALSO HARD TO HANDLE. IT NEEDS TO BE LOADED UPSIDE DOWN, AND IF THE PATIENT FUMBLES AND DROPS IT, THEY WILL LOSE THE ENTIRE DOSAGE.



GOOD JOB, EVERYONE! NOW THAT WE KNOW THE PROBLEMS A PATIENT MAY FACE, WE MUST DESIGN A MORE USER-FRIENDLY VERSION.



A FEW MONTHS LATER—

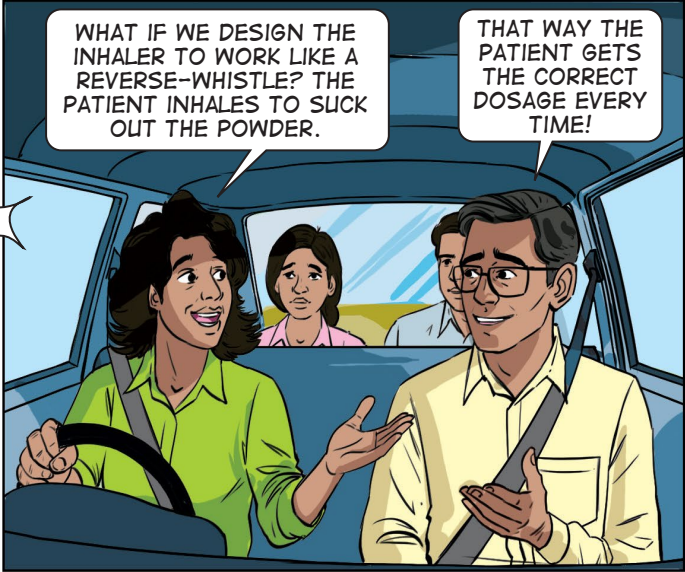
DESPITE OUR BEST EFFORTS, WE HAVE NOT BEEN ABLE TO COME UP WITH A BETTER INHALER.

I AM SURE WE WILL HAVE A BREAKTHROUGH SOON.

EUREKA!

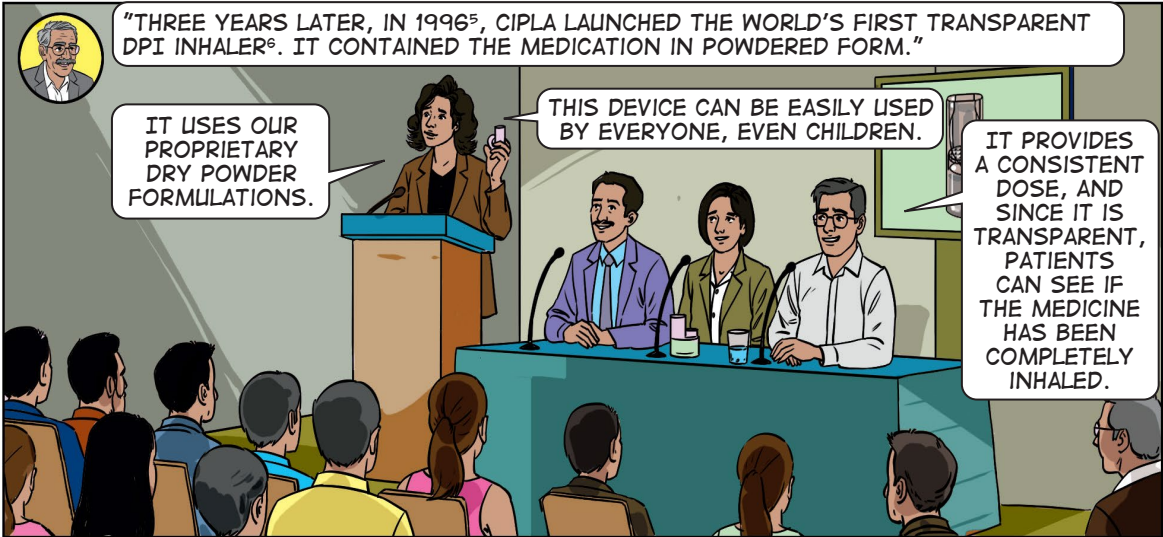


LOOK AT HOW HE IS USING HIS WHISTLE—HE BLOWS IN IT TO MAKE A SOUND.



WHAT IF WE DESIGN THE INHALER TO WORK LIKE A REVERSE-WHISTLE? THE PATIENT INHALES TO SUCK OUT THE POWDER.

THAT WAY THE PATIENT GETS THE CORRECT DOSAGE EVERY TIME!

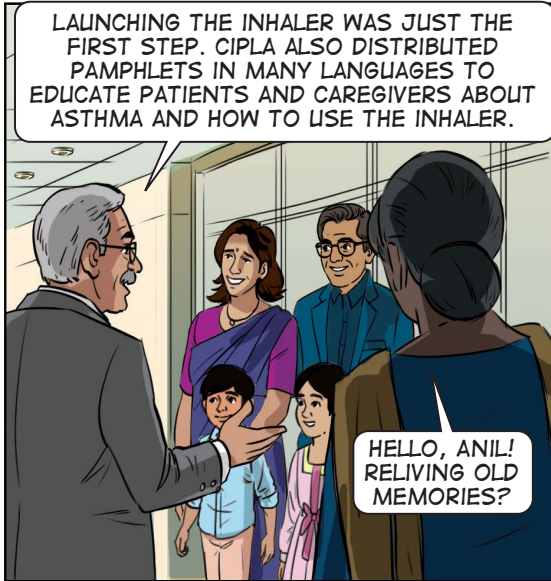


"THREE YEARS LATER, IN 1996<sup>5</sup>, CIPLA LAUNCHED THE WORLD'S FIRST TRANSPARENT DPI INHALER<sup>®</sup>. IT CONTAINED THE MEDICATION IN POWDERED FORM."

IT USES OUR PROPRIETARY DRY POWDER FORMULATIONS.

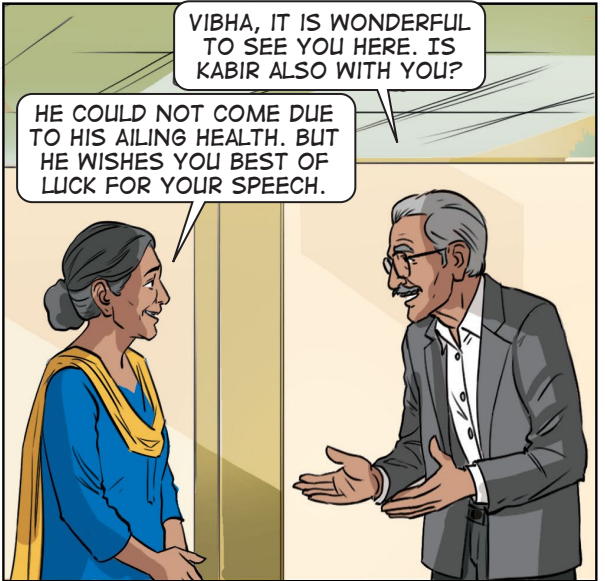
THIS DEVICE CAN BE EASILY USED BY EVERYONE, EVEN CHILDREN.

IT PROVIDES A CONSISTENT DOSE, AND SINCE IT IS TRANSPARENT, PATIENTS CAN SEE IF THE MEDICINE HAS BEEN COMPLETELY INHALED.



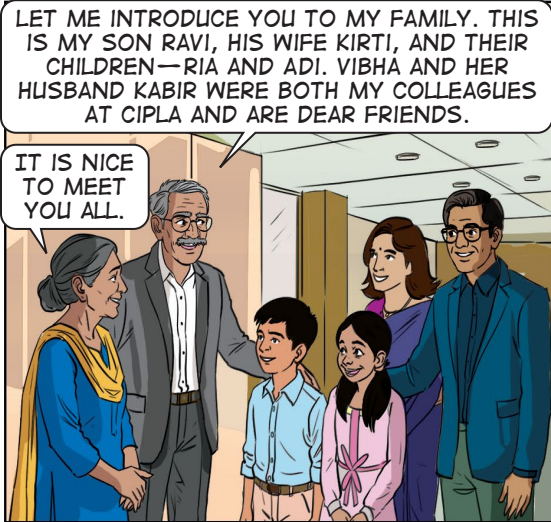
LAUNCHING THE INHALER WAS JUST THE FIRST STEP. CIPLA ALSO DISTRIBUTED PAMPHLETS IN MANY LANGUAGES TO EDUCATE PATIENTS AND CAREGIVERS ABOUT ASTHMA AND HOW TO USE THE INHALER.

HELLO, ANIL! RELIVING OLD MEMORIES?



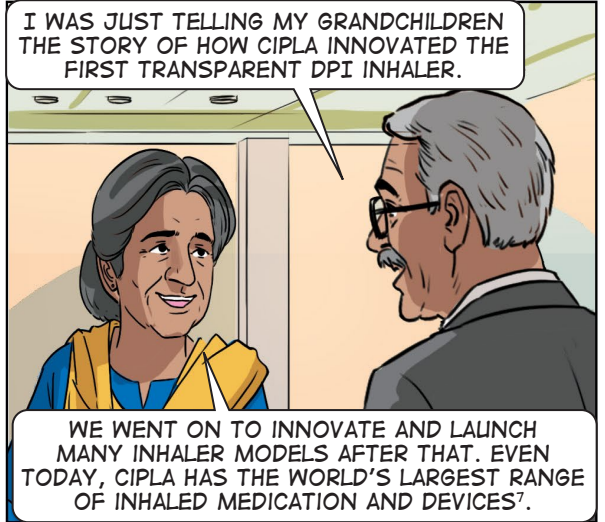
VIBHA, IT IS WONDERFUL TO SEE YOU HERE. IS KABIR ALSO WITH YOU?

HE COULD NOT COME DUE TO HIS AILING HEALTH. BUT HE WISHES YOU BEST OF LUCK FOR YOUR SPEECH.



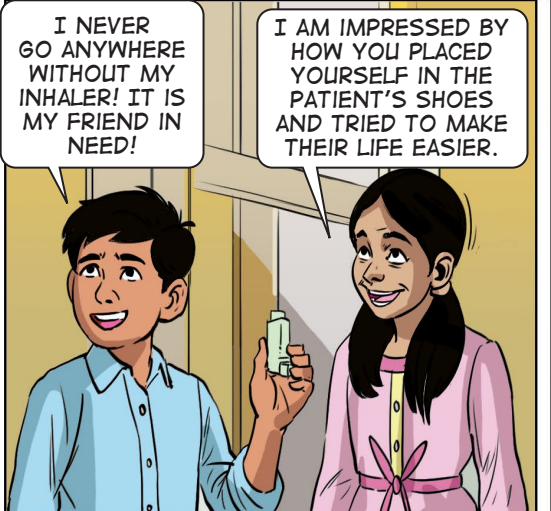
LET ME INTRODUCE YOU TO MY FAMILY. THIS IS MY SON RAVI, HIS WIFE KIRTI, AND THEIR CHILDREN—RIA AND ADI. VIBHA AND HER HUSBAND KABIR WERE BOTH MY COLLEAGUES AT CIPLA AND ARE DEAR FRIENDS.

IT IS NICE TO MEET YOU ALL.



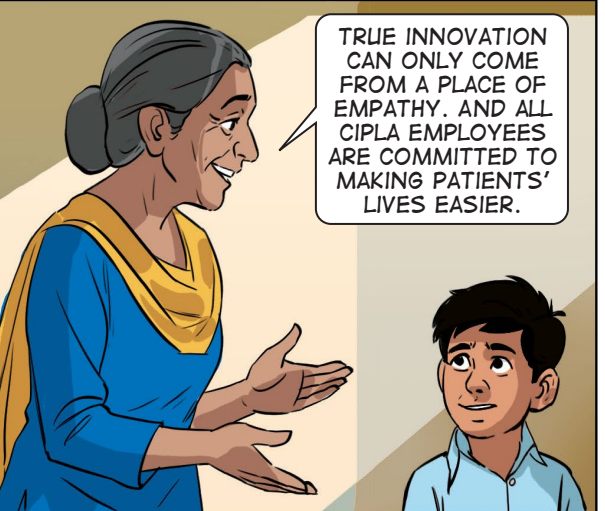
I WAS JUST TELLING MY GRANDCHILDREN THE STORY OF HOW CIPLA INNOVATED THE FIRST TRANSPARENT DPI INHALER.

WE WENT ON TO INNOVATE AND LAUNCH MANY INHALER MODELS AFTER THAT. EVEN TODAY, CIPLA HAS THE WORLD'S LARGEST RANGE OF INHALED MEDICATION AND DEVICES<sup>7</sup>.

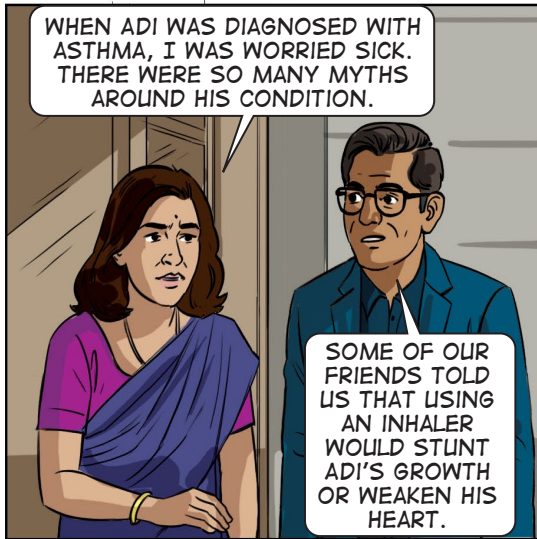


I NEVER GO ANYWHERE WITHOUT MY INHALER! IT IS MY FRIEND IN NEED!

I AM IMPRESSED BY HOW YOU PLACED YOURSELF IN THE PATIENT'S SHOES AND TRIED TO MAKE THEIR LIFE EASIER.

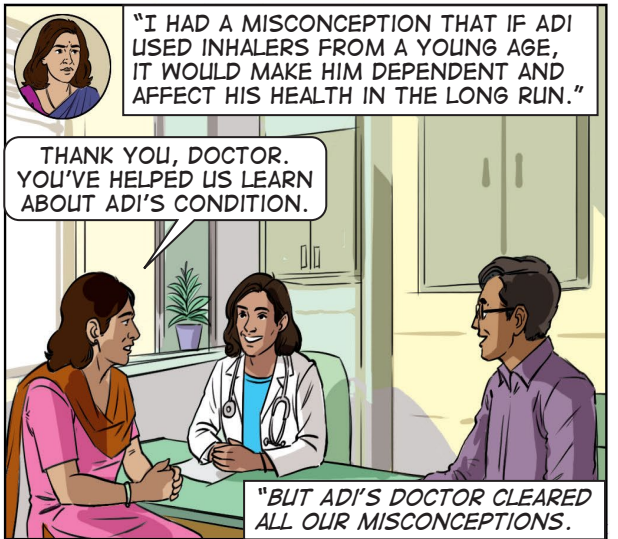


TRUE INNOVATION CAN ONLY COME FROM A PLACE OF EMPATHY. AND ALL CIPLA EMPLOYEES ARE COMMITTED TO MAKING PATIENTS' LIVES EASIER.



WHEN ADI WAS DIAGNOSED WITH ASTHMA, I WAS WORRIED SICK. THERE WERE SO MANY MYTHS AROUND HIS CONDITION.

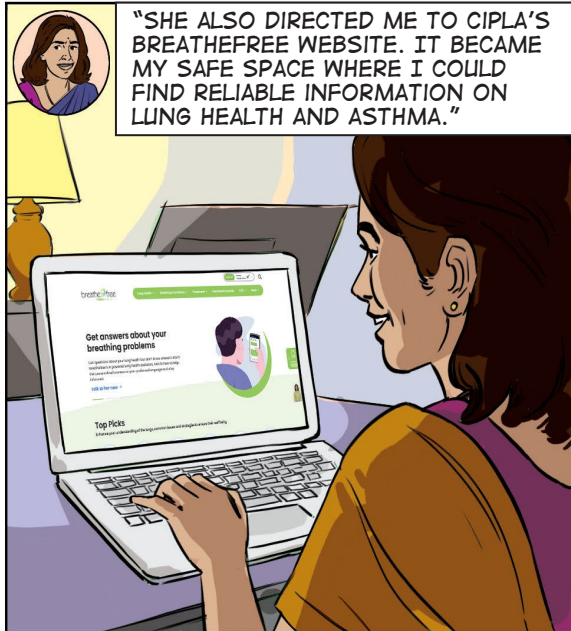
SOME OF OUR FRIENDS TOLD US THAT USING AN INHALER WOULD STUNT ADI'S GROWTH OR WEAKEN HIS HEART.



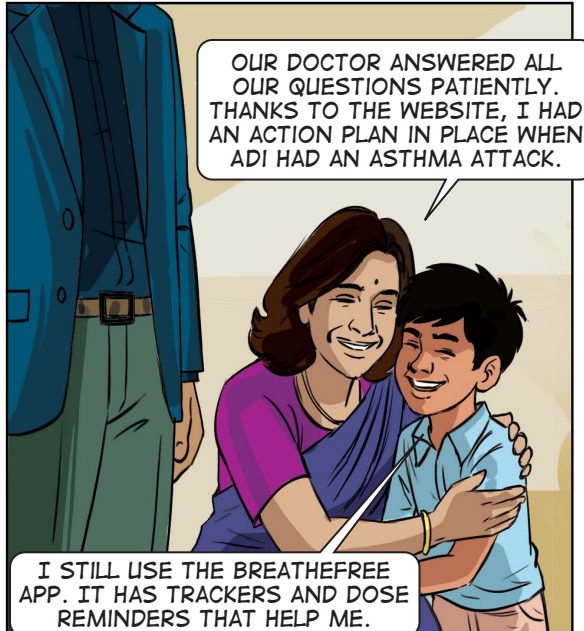
"I HAD A MISCONCEPTION THAT IF ADI USED INHALERS FROM A YOUNG AGE, IT WOULD MAKE HIM DEPENDENT AND AFFECT HIS HEALTH IN THE LONG RUN."

THANK YOU, DOCTOR. YOU'VE HELPED US LEARN ABOUT ADI'S CONDITION.

"BUT ADI'S DOCTOR CLEARED ALL OUR MISCONCEPTIONS."



"SHE ALSO DIRECTED ME TO CIPLA'S BREATHEFREE WEBSITE. IT BECAME MY SAFE SPACE WHERE I COULD FIND RELIABLE INFORMATION ON LUNG HEALTH AND ASTHMA."



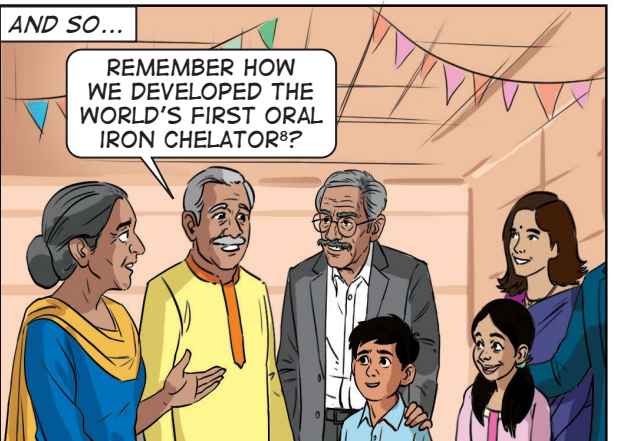
OUR DOCTOR ANSWERED ALL OUR QUESTIONS PATIENTLY. THANKS TO THE WEBSITE, I HAD AN ACTION PLAN IN PLACE WHEN ADI HAD AN ASTHMA ATTACK.

I STILL USE THE BREATHEFREE APP. IT HAS TRACKERS AND DOSE REMINDERS THAT HELP ME.



I LOVE YOUR STORIES, DADAJI. PLEASE TELL US MORE.

COME AND MEET SOME OF OUR OTHER TEAMMATES. I AM SURE THEY WOULD LIKE TO PITCH IN.



AND SO...

REMEMBER HOW WE DEVELOPED THE WORLD'S FIRST ORAL IRON CHELATOR<sup>®</sup>?

BACK IN THE 1990S—

IT IS WITH A HEAVY HEART THAT I INFORM YOU THAT THE YOUNG CHILD OF ONE OF OUR COLLEAGUES HAS BEEN DIAGNOSED WITH THALASSAEMIA.

THIS IS TERRIBLE NEWS, DR. HAMIED! THERE ARE HARDLY ANY TREATMENT OPTIONS FOR THE DISEASE.

THERE IS CURRENTLY ONLY ONE MEDICINE IN THE MARKET—AN INJECTION THAT MUST BE ADMINISTERED DAILY FOR AT LEAST FIVE DAYS EVERY WEEK.

THAT SOUNDS LIKE SUCH A PAINFUL ORDEAL!

THE TREATMENT REGIME IS EXPENSIVE AND DIFFICULT! THALASSAEMIA AFFECTS LESS THAN 2 PER CENT OF THE WORLD'S POPULATION<sup>9</sup> AND IS AN ORPHAN DISEASE.

WHAT IS THAT, SIR?

WHEN A DISEASE IS RELATIVELY RARE, ANIL, NOT A LOT OF RESEARCH IS DONE ON DEVELOPING NEW TREATMENTS. SOME COMPANIES FEAR THAT MEDICINES FOR SUCH DISEASES WILL NOT GENERATE PROFITS.

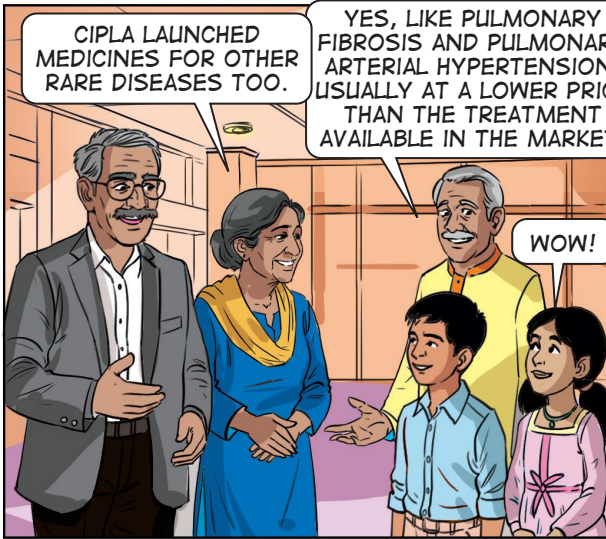
BUT CIPLA DOES NOT BELIEVE IN PRIORITIZING PROFITS OVER OUR PATIENTS' WELL-BEING. IF WE DEVELOP AN AFFORDABLE DRUG FOR THALASSAEMIA, WE CAN SAVE THE LIVES OF MANY CHILDREN IN INDIA<sup>10</sup>.

"DR. YUSUF HAMIED MOTIVATED US. IN 1995, CIPLA LAUNCHED THE ORAL IRON CHELATOR THAT VASTLY IMPROVED LIFE EXPECTANCY OF THALASSAEMIA PATIENTS."



<sup>9</sup>ABOUT 5 PER CENT OF THE GLOBAL POPULATION CARRIES ALPHA OR BETA HAEMOGLOBIN VARIANTS. MOST ARE SILENT CARRIERS WITHOUT SYMPTOMS; ONLY 1.78 PER CENT SHOW SIGNS (THALASSAEMIA TRAIT). IN 2021, GLOBAL THALASSAEMIA CASES WERE 18.28 PER 100,000 (0.018 PER CENT).

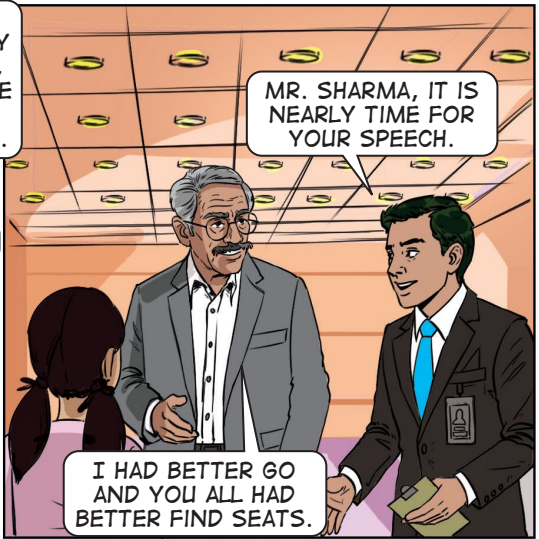
<sup>10</sup>INDIA HAS AROUND 1-1.5 LAKH CHILDREN WITH THALASSAEMIA.



CIPLA LAUNCHED MEDICINES FOR OTHER RARE DISEASES TOO.

YES, LIKE PULMONARY FIBROSIS AND PULMONARY ARTERIAL HYPERTENSION, USUALLY AT A LOWER PRICE THAN THE TREATMENT AVAILABLE IN THE MARKET.

WOW!



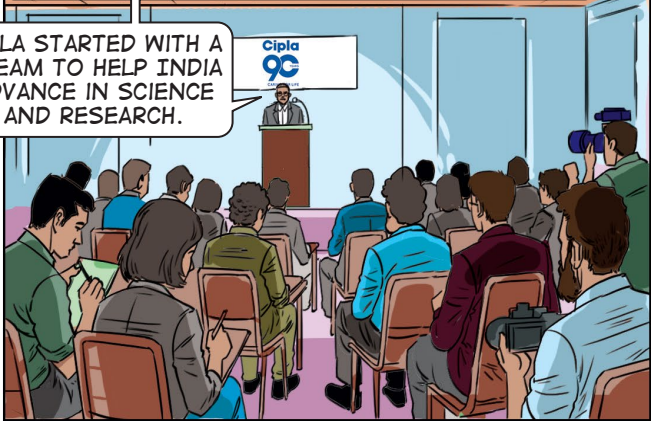
MR. SHARMA, IT IS NEARLY TIME FOR YOUR SPEECH.

I HAD BETTER GO AND YOU ALL HAD BETTER FIND SEATS.

A FEW MINUTES LATER—

IT IS AN HONOUR TO SPEAK HERE TODAY. AS I SHARED CIPLA'S STORY WITH MY GRANDCHILDREN, I WAS REMINDED OF WHY WORKING HERE HAS ALWAYS MEANT SO MUCH TO ME.

CIPLA STARTED WITH A DREAM TO HELP INDIA ADVANCE IN SCIENCE AND RESEARCH.



WHAT KEPT US GOING WERE EMPATHY AND CARE FOR OUR PATIENTS. WE WANTED TO MAKE HEALTHCARE BETTER AND MORE AFFORDABLE FOR ALL. CIPLA'S PURPOSE BECAME OUR PURPOSE, AND IT IS WHAT COMPELLED US TO COME TO WORK EVERY DAY.



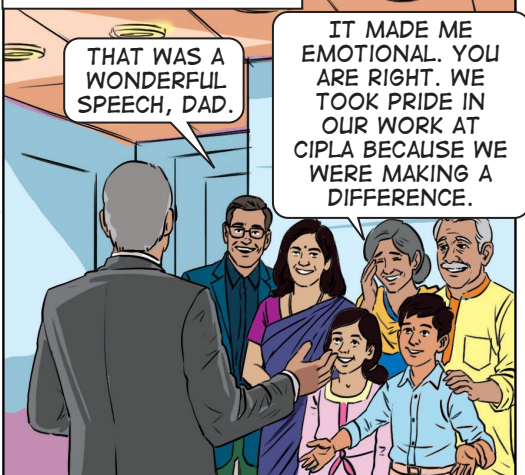
CIPLA COMPLETED 90 YEARS IN 2025 AND YET OUR MISSION CONTINUES. TO EVERYONE CARRYING THE TORCH FORWARD—THANK YOU. YOU'RE NOT JUST WORKING FOR A COMPANY. YOU'RE WORKING FOR A CAUSE. AND THAT MAKES ALL THE DIFFERENCE.



A FEW MINUTES LATER—

THAT WAS A WONDERFUL SPEECH, DAD.

IT MADE ME EMOTIONAL. YOU ARE RIGHT. WE TOOK PRIDE IN OUR WORK AT CIPLA BECAUSE WE WERE MAKING A DIFFERENCE.



UNDER MR. AMAR LULLA, WHO WAS CIPLA'S HEAD OF FINANCE AND LATER JOINT MANAGING DIRECTOR, CIPLA DEVELOPED PLANTS IN GOA, EXPANDED OUR MANUFACTURING CAPABILITIES TREMENDOUSLY AND ENTERED NEW MARKETS.

M.K. HAMIED

AMAR LULLA

"MR. M.K. HAMIED INTRODUCED GOOD MANUFACTURING PRACTICES IN THE PLANTS, ENSURING THAT WE PRODUCED CONSISTENTLY HIGH QUALITY AND SAFE PRODUCTS. THEIR EFFORTS PUT INDIAN PHARMACEUTICALS ON THE GLOBAL MAP. IN 1985, THREE OF OUR API MANUFACTURING FACILITIES WERE APPROVED BY THE US FDA."

THAT'S RIGHT, ANIL. WE WERE AMONG THE FIRST INDIAN PHARMACEUTICAL PLANTS TO GAIN THIS RECOGNITION.

AND CIPLA IS STILL GROWING GLOBALLY.

IN 2013, CIPLA MADE ITS FIRST GLOBAL ACQUISITION IN SOUTH AFRICA. IN 2016, IT ACQUIRED TWO COMPANIES IN THE USA!

IMAGINE THAT! A COMPANY THAT WAS FOUNDED TO MAKE INDIA SELF-RELIANT IN PHARMA IS NOW ONE OF THE LARGEST INDIAN PHARMACEUTICAL EXPORTERS!

CIPLA HAS COME SUCH A LONG WAY, BUT STILL REMAINS COMMITTED TO MAKING MEDICINES ACCESSIBLE TO THOSE IN NEED.

I FIRST HEARD ABOUT CIPLA DURING THE AIDS PANDEMIC. EVEN THEN, I WAS AMAZED BY THE IMPACT THAT IT HAD ON THE WORLD.

"THE YEAR WAS 1998. I WAS IN COLLEGE WHEN I WATCHED INTERNATIONAL ACTIVISTS PROTEST ON TV."

WHAT IS THIS PROTEST ABOUT, KIRTI?

THEY ARE PROTESTING AGAINST THE HIGH COST OF AIDS MEDICATION. IT IS ONE OF THE MOST EXPENSIVE PRESCRIPTION DRUGS IN HISTORY!

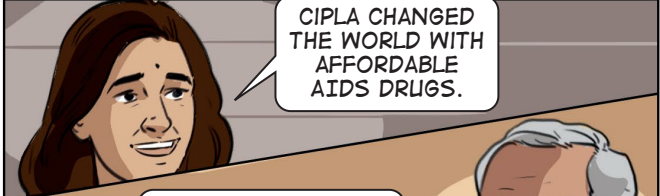
WHILE THE DEATH RATE FROM AIDS HAS FALLEN IN THE WESTERN WORLD, IT IS STILL VERY HIGH IN AFRICA'S DEVELOPING NATIONS.

HOW SAD THAT PATIENTS SHOULD DIE WHEN A TREATMENT EXISTS!

THE AIDS MEDICINE COSTS MORE THAN 12,000 USD PER PATIENT PER YEAR AND IS THUS OUT OF REACH FOR POOR PATIENTS. I WISH A PHARMA COMPANY WOULD COME UP WITH A MORE AFFORDABLE ALTERNATIVE.



CIPLA CHANGED THE WORLD WITH AFFORDABLE AIDS DRUGS.



IT TOOK MANY YEARS OF RESEARCH TO CREATE THEM.



NOT TO MENTION ALL THE OTHER CHALLENGES DR. HAMIED FACED.

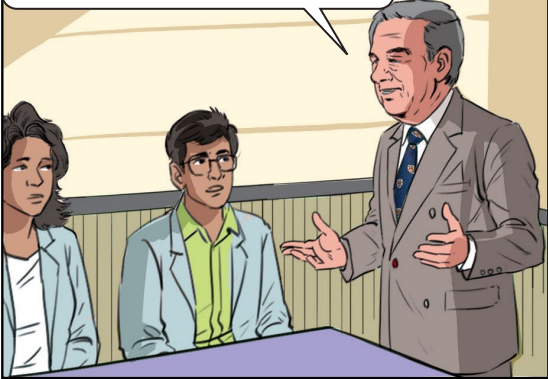


WHAT CHALLENGES?

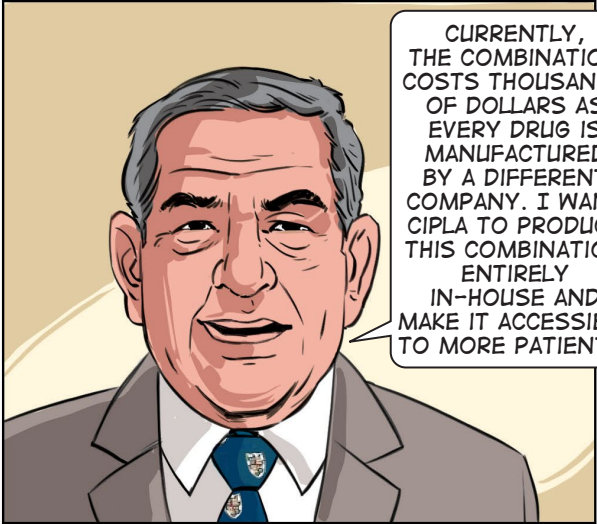


IN 1996—

I READ IN A MEDICAL JOURNAL THAT A COMBINATION OF THREE DIFFERENT DRUGS CAN BE USED TO CONTROL HIV/AIDS.



CURRENTLY, THE COMBINATION COSTS THOUSANDS OF DOLLARS AS EVERY DRUG IS MANUFACTURED BY A DIFFERENT COMPANY. I WANT CIPLA TO PRODUCE THIS COMBINATION ENTIRELY IN-HOUSE AND MAKE IT ACCESSIBLE TO MORE PATIENTS.

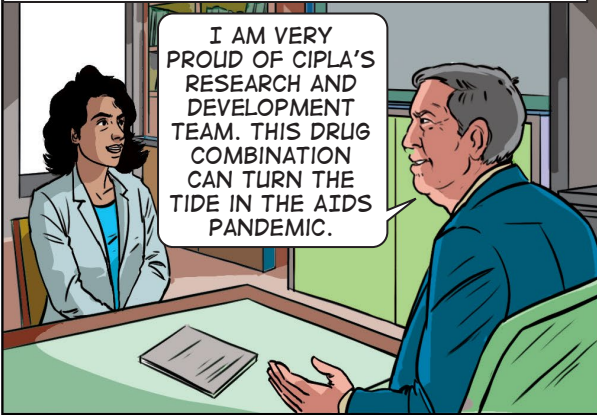


I BELIEVE NO ONE SHOULD BE DENIED ACCESS TO LIFE-SAVING DRUGS JUST BECAUSE THEY ARE POOR OR LIVE IN A DEVELOPING NATION. WE MUST CHANGE THIS. ARE YOU WITH ME?



YES! WE CAN DO IT, DR. HAMIED!

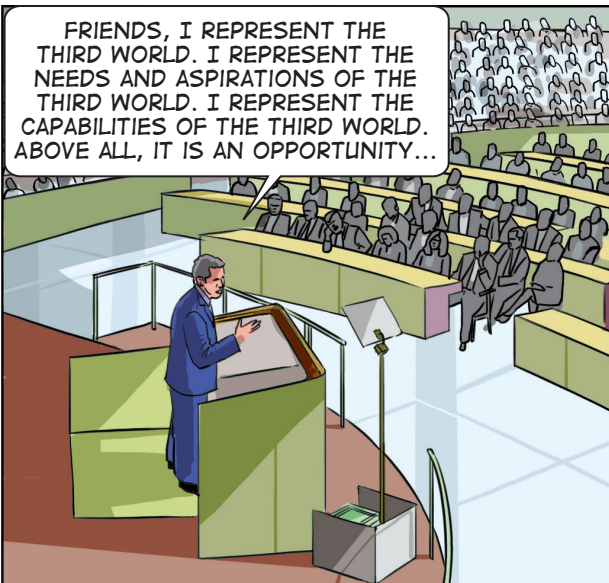
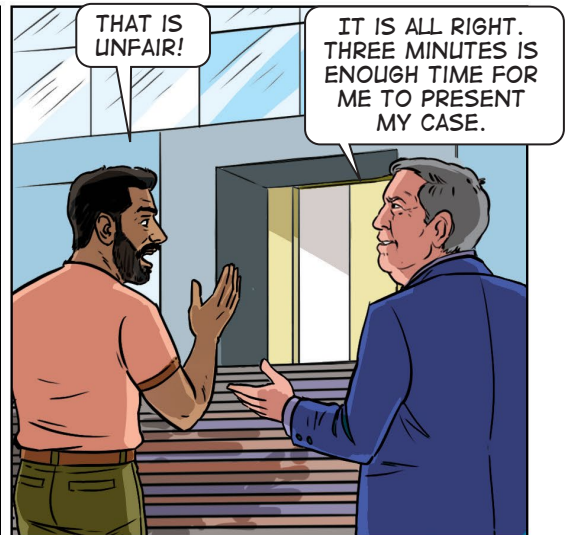
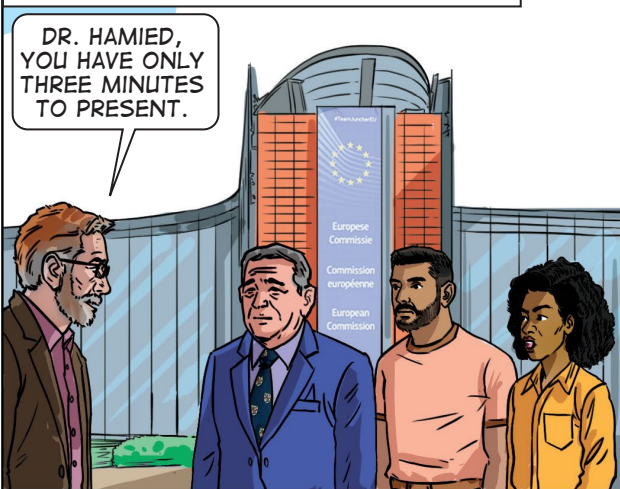
IT TOOK FOUR YEARS OF HARD WORK, BUT CIPLA LAUNCHED THE FIXED-DOSE COMBINATION DRUG FOR HIV/AIDS IN AUGUST 2000.



THE DAILY DEATH TOLL IN AFRICA ALONE IS 8,000 PEOPLE. I'VE BEEN INVITED TO SPEAK AT THE EUROPEAN UNION NEXT MONTH. I'LL PRESENT A PROPOSAL FOR CIPLA TO WORK WITH FOREIGN GOVERNMENTS TO CONTROL AIDS.



ON 28 SEPTEMBER, 2000, IN BRUSSELS—





CIPLA WILL ALSO PROVIDE FREE TECHNICAL KNOW-HOW TO GOVERNMENTS OF DEVELOPING NATIONS.

AN HOUR LATER—

I AM SORRY TO SAY THAT NO GOVERNMENT TOOK UP THE OFFER.

THAT'S TERRIBLE!

THE MEETING HAD OVER 200 PEOPLE, INCLUDING 30 HEALTH MINISTERS FROM AFRICAN NATIONS.



WE MUST NOT LOSE HOPE. WHAT WE NEED IS A VERY STRONG OFFER, SOMETHING NO ONE CAN IGNORE.

SIX MONTHS LATER, ON 6 FEBRUARY, 2001 —

HELLO, MY FRIEND.

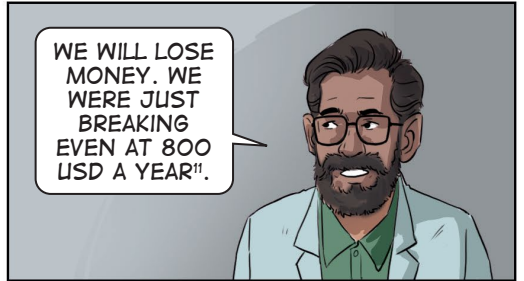
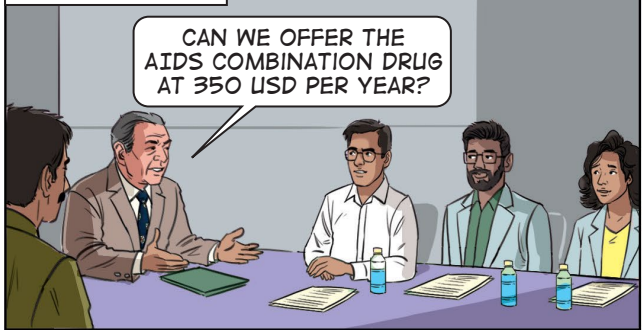


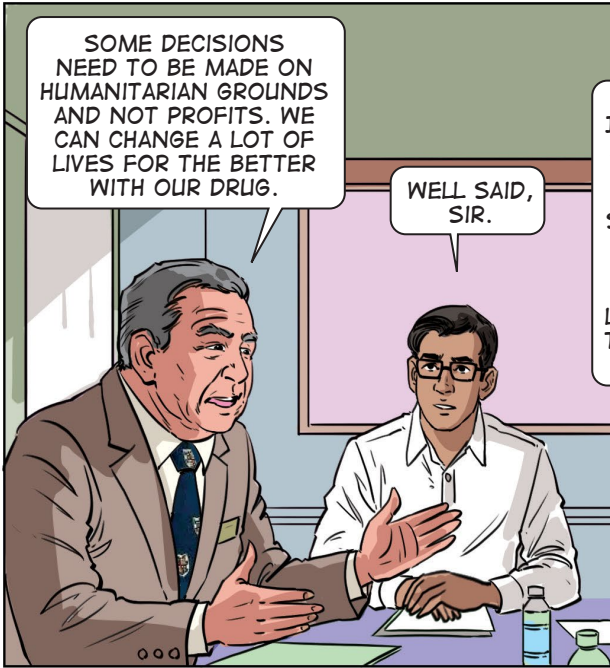
I HAVE AN IDEA FOR CIPLA'S AIDS MEDICATION. DO YOU THINK YOU CAN PROVIDE THE DRUG FOR A DOLLAR A DAY?

AN HOUR LATER—

CAN WE OFFER THE AIDS COMBINATION DRUG AT 350 USD PER YEAR?

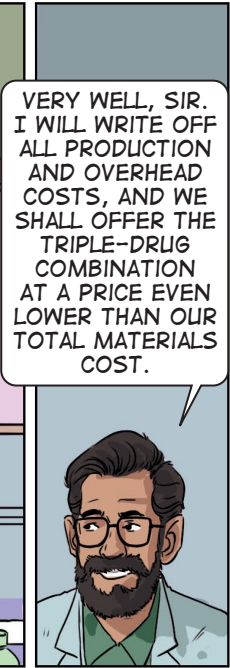
WE WILL LOSE MONEY. WE WERE JUST BREAKING EVEN AT 800 USD A YEAR!!





SOME DECISIONS NEED TO BE MADE ON HUMANITARIAN GROUNDS AND NOT PROFITS. WE CAN CHANGE A LOT OF LIVES FOR THE BETTER WITH OUR DRUG.

WELL SAID, SIR.



VERY WELL, SIR. I WILL WRITE OFF ALL PRODUCTION AND OVERHEAD COSTS, AND WE SHALL OFFER THE TRIPLE-DRUG COMBINATION AT A PRICE EVEN LOWER THAN OUR TOTAL MATERIALS COST.



IT IS A RISK, BUT I AM CONFIDENT WE WILL NOT REGRET IT.



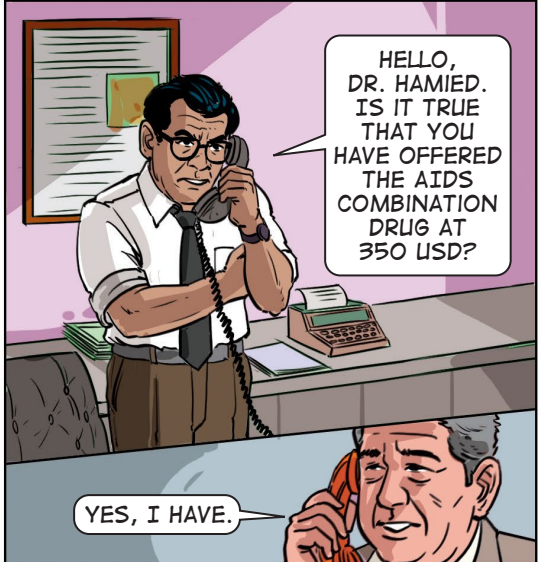
I WILL LET MY FRIENDS OVERSEAS KNOW THAT WE ACCEPT THEIR PROPOSAL.

LATER THAT EVENING—



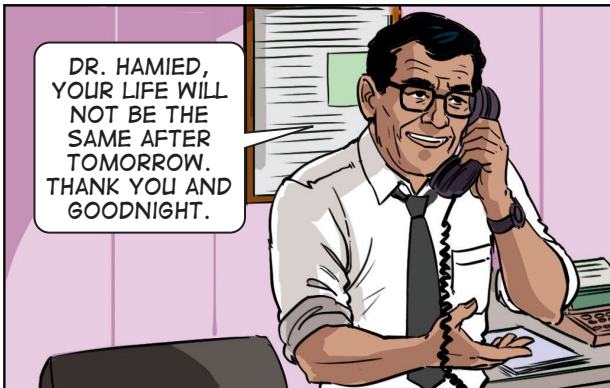
SIR, AN INTERNATIONAL JOURNALIST IS CALLING TO SPEAK TO YOU ABOUT CIPLA'S COMBINATION DRUG FOR HIV/AIDS. IT IS QUITE LATE. SHOULD I ASK HIM TO CALL LATER?

NO, PATCH IN THE CALL.

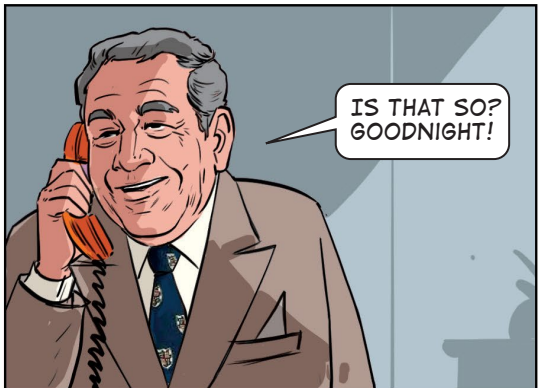


HELLO, DR. HAMIED. IS IT TRUE THAT YOU HAVE OFFERED THE AIDS COMBINATION DRUG AT 350 USD?

YES, I HAVE.



DR. HAMIED, YOUR LIFE WILL NOT BE THE SAME AFTER TOMORROW. THANK YOU AND GOODNIGHT.



IS THAT SO? GOODNIGHT!



"THE NEXT DAY, CIPLA WAS MAKING HEADLINES ACROSS THE WORLD."

"YOU KIDS WOULD CALL IT GOING VIRAL. ACTIVISTS AROUND THE WORLD DEMANDED MORE AFFORDABLE MEDICINES."

# NEWS OF THE DAY

## Indian Company Offers Low-Cost AIDS Drugs

**A CLOSER LOOK**  
**H.I.V. in Africa**

urban areas where, "with a quite simple clinic, you can deal with anti-retrovirals. He is also "not convinced" that the benefits of ones routinely ordered for Western patients are really necessary. "Some people suggest that H.I.V. testing and clinical follow-up The cipla drug combination is two can be enough," he added. The cipla drug combination is two tablets of 40 milligrams of lamivudine and two tablets of 200 milligrams of zidovudine and many other countries, the Bristol-Myers Squibb Company holds the patent on stavudine, also known as Zertec 011. Glaxo-Wellcome, also holds the patent on lamivudine, also known as Hepotrovir or 3TC, and Boehringer Ingelheim, GmbH, of Germany holds the patent on nevirapine, or Viramune. Western drug companies have

Continued From Page A1

companies refuse to release figures, but the cost of a typical cocktail in Senegal is \$1,200 a year, according to Doctors Without Borders. Dr. Bernard Frenkel, director of the Access to Essential Medicines project for Doctors Without Borders, said the cipla offer, which he learned of only today, "will let us start up our projects on a larger scale. The doctors' group has 40 AIDS projects around the world, about half in Africa, where the infection rate reaches as high as 30 percent. Only one of these pilot programs are giving out antiretroviral cocktails. With the cipla offer, or matching ones from other companies, up to 20 could start distributing the drugs by the end of the year. Cipla is offering to sell the agency many doses as it is worth at \$10 a



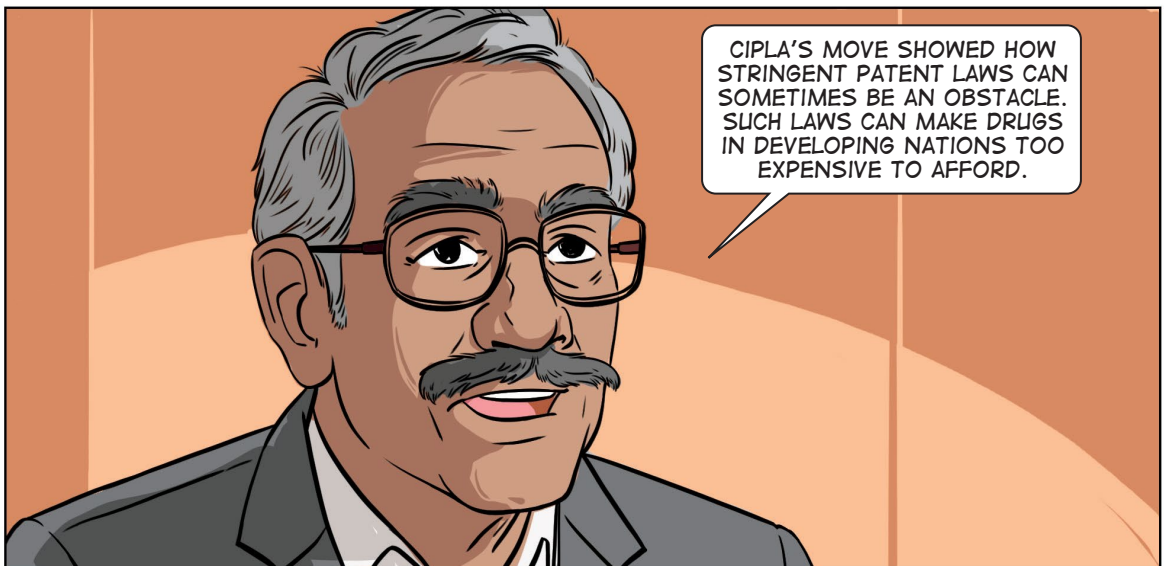
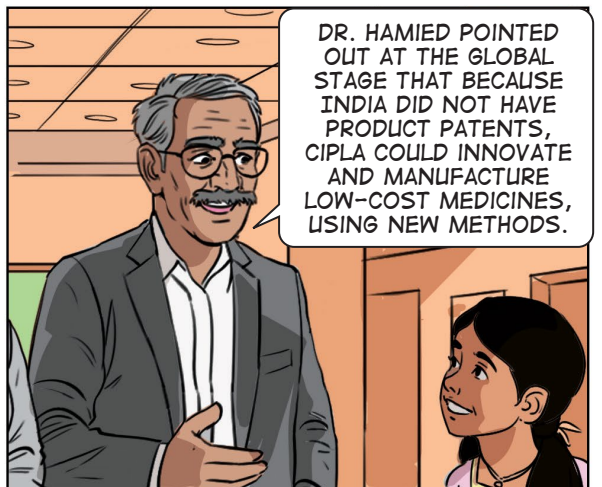
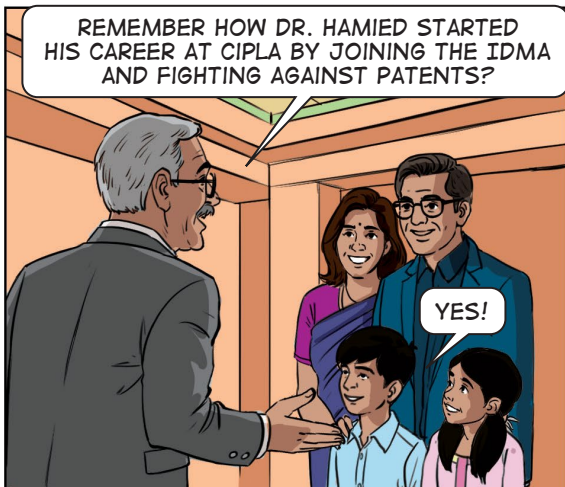
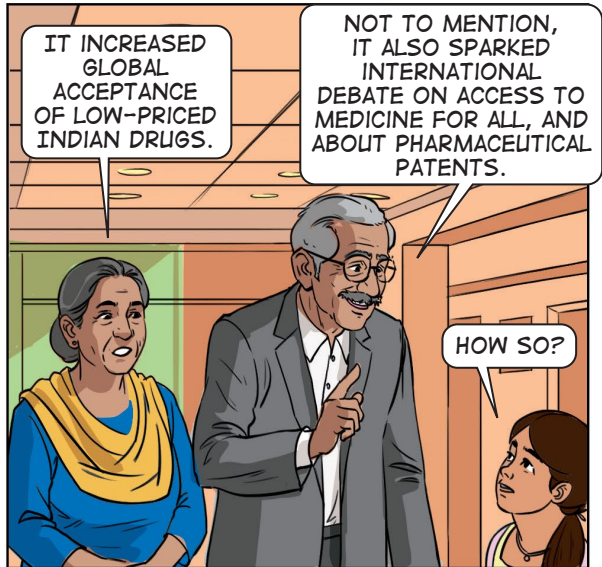
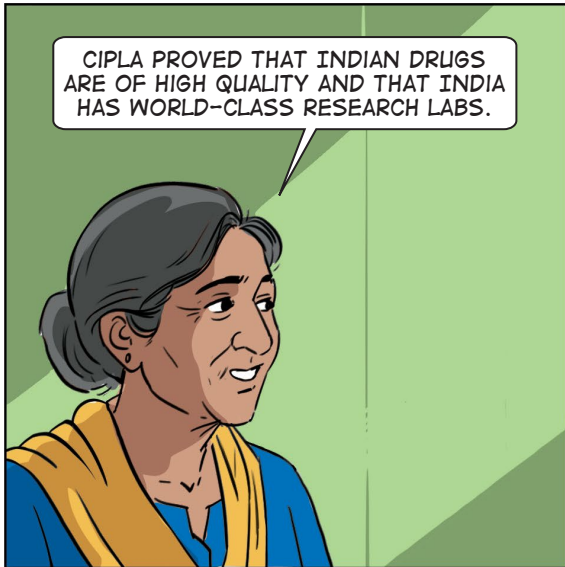
I AM PLEASED TO ANNOUNCE THAT THE INTERNATIONAL NON-PROFIT, DOCTORS WITHOUT BORDERS, WILL DISTRIBUTE THE AIDS MEDICATION THAT CIPLA DEVELOPED IN 10 AFRICAN NATIONS.<sup>12</sup>

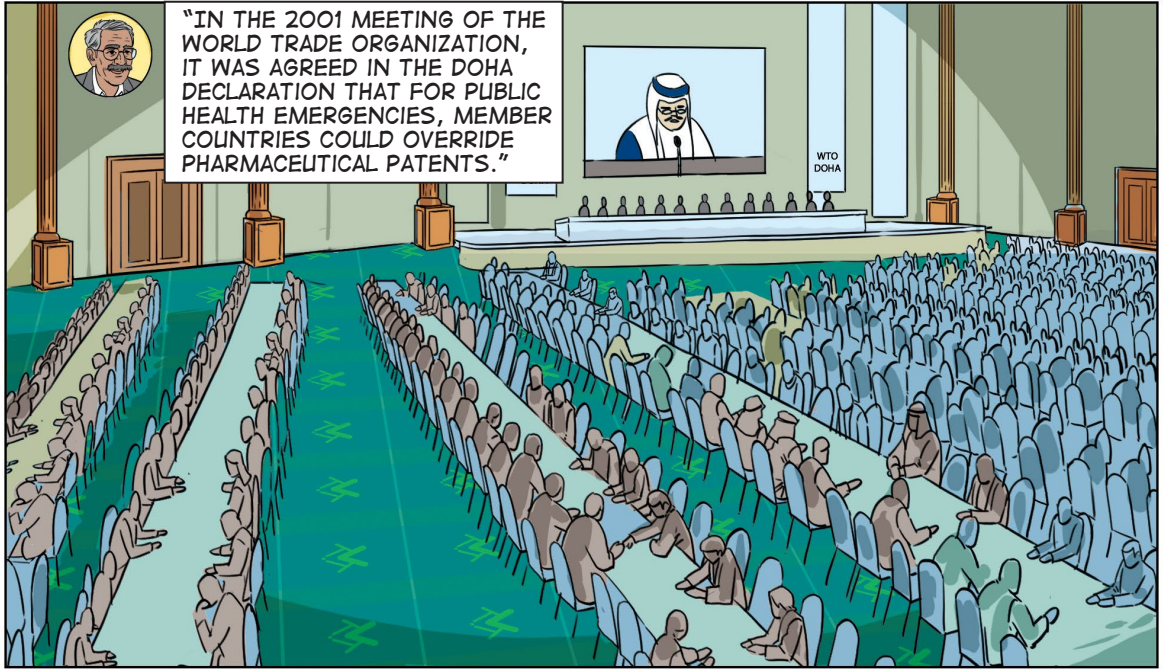
**Médecins Sans Frontières (MSF)**

REMEMBER, KIRTI, HOW WE WISHED A PHARMA COMPANY WOULD MAKE AIDS TREATMENT AFFORDABLE FOR ALL? AND LOOK, AN INDIAN COMPANY, CIPLA, DID IT!

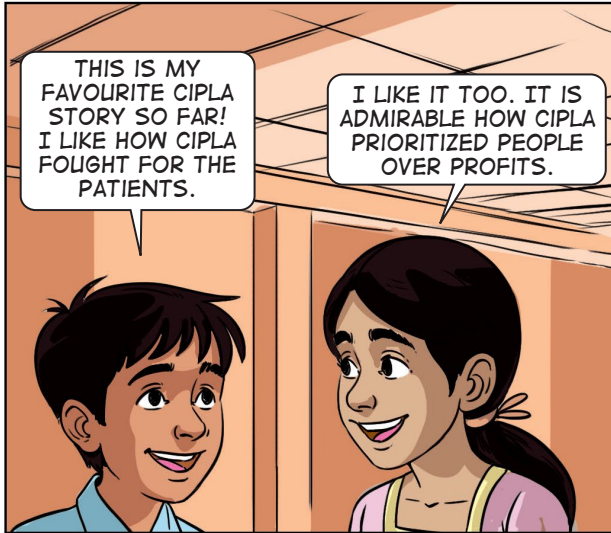
CIPLA IS CERTAINLY WINNING HEARTS WORLDWIDE!

AFTER OUR OFFER OF THE AIDS COMBINATION DRUG FOR LESS THAN 1 USD A DAY, CIPLA BECAME FAMOUS WORLD-OVER. DR. HAMIED BECAME A GLOBAL ICON FOR REFORM IN THE PHARMA INDUSTRY.



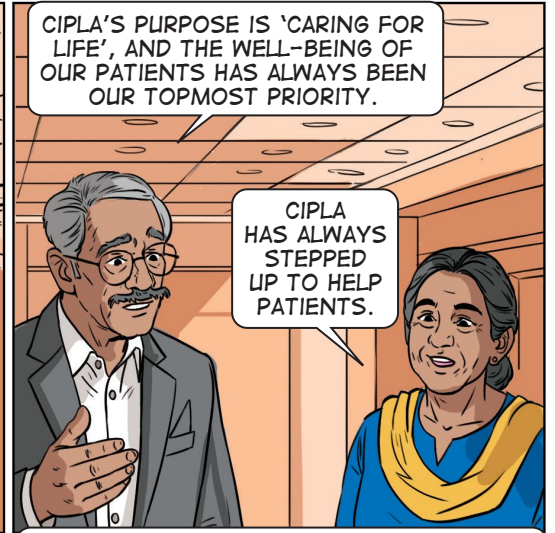


"IN THE 2001 MEETING OF THE WORLD TRADE ORGANIZATION, IT WAS AGREED IN THE DOHA DECLARATION THAT FOR PUBLIC HEALTH EMERGENCIES, MEMBER COUNTRIES COULD OVERRIDE PHARMACEUTICAL PATENTS."



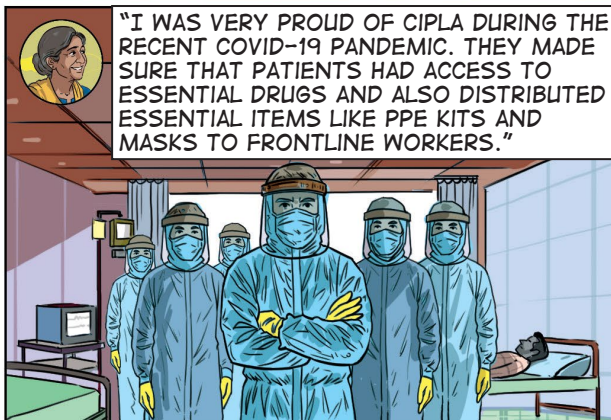
THIS IS MY FAVOURITE CIPLA STORY SO FAR! I LIKE HOW CIPLA FOUGHT FOR THE PATIENTS.

I LIKE IT TOO. IT IS ADMIRABLE HOW CIPLA PRIORITIZED PEOPLE OVER PROFITS.

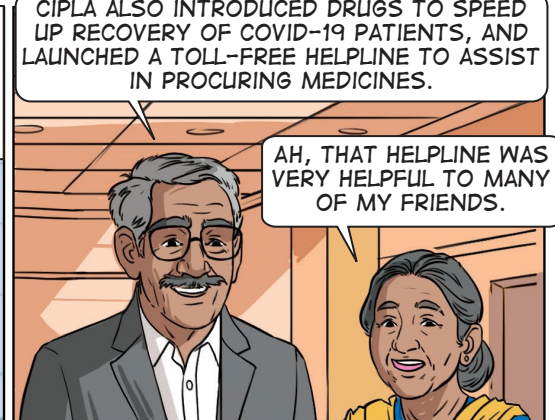


CIPLA'S PURPOSE IS 'CARING FOR LIFE', AND THE WELL-BEING OF OUR PATIENTS HAS ALWAYS BEEN OUR TOPMOST PRIORITY.

CIPLA HAS ALWAYS STEPPED UP TO HELP PATIENTS.

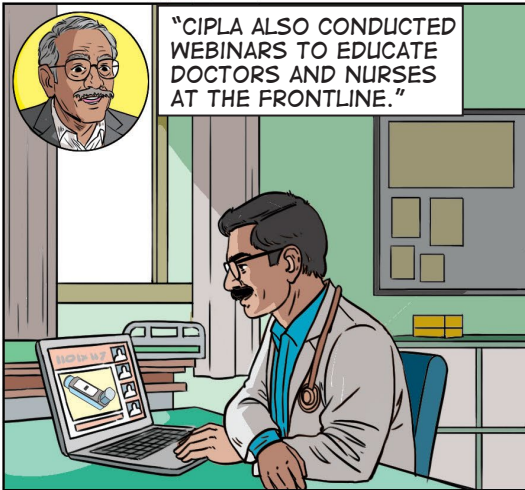


"I WAS VERY PROUD OF CIPLA DURING THE RECENT COVID-19 PANDEMIC. THEY MADE SURE THAT PATIENTS HAD ACCESS TO ESSENTIAL DRUGS AND ALSO DISTRIBUTED ESSENTIAL ITEMS LIKE PPE KITS AND MASKS TO FRONTLINE WORKERS."

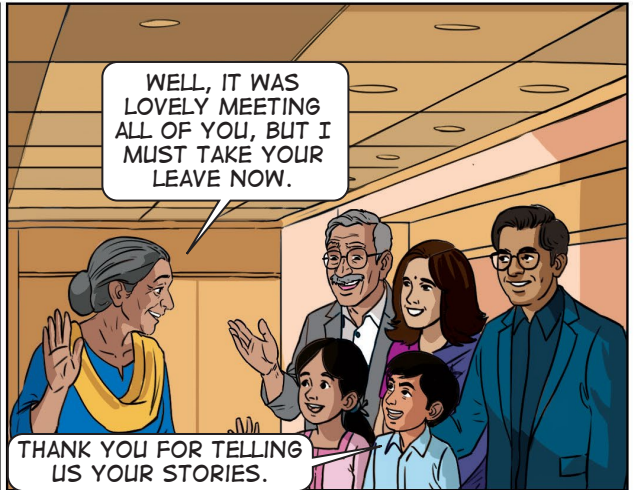


CIPLA ALSO INTRODUCED DRUGS TO SPEED UP RECOVERY OF COVID-19 PATIENTS, AND LAUNCHED A TOLL-FREE HELPLINE TO ASSIST IN PROCURING MEDICINES.

AH, THAT HELPLINE WAS VERY HELPFUL TO MANY OF MY FRIENDS.



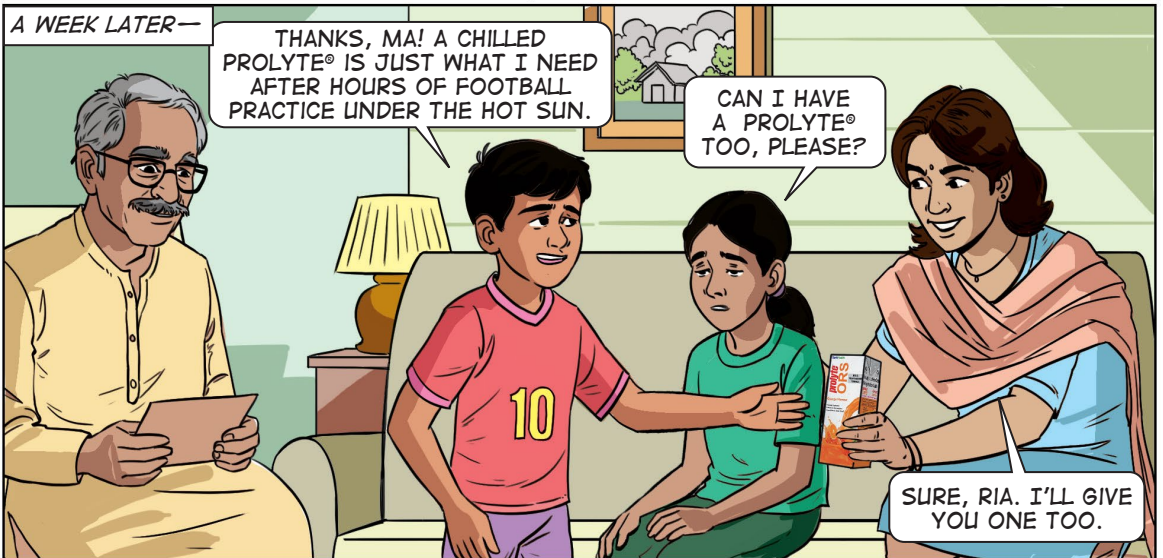
"CIPLA ALSO CONDUCTED WEBINARS TO EDUCATE DOCTORS AND NURSES AT THE FRONTLINE."



WELL, IT WAS LOVELY MEETING ALL OF YOU, BUT I MUST TAKE YOUR LEAVE NOW.

THANK YOU FOR TELLING US YOUR STORIES.

A WEEK LATER—



THANKS, MA! A CHILLED PROLYTE® IS JUST WHAT I NEED AFTER HOURS OF FOOTBALL PRACTICE UNDER THE HOT SUN.

CAN I HAVE A PROLYTE® TOO, PLEASE?

SURE, RIA. I'LL GIVE YOU ONE TOO.

LOOK RIA, OUR FAVOURITE PROLYTE® DRINK IS MADE BY CIPLA! BUT THE TETRAPACK'S LOGO SAYS CIPLA HEALTH. WHAT'S THAT?

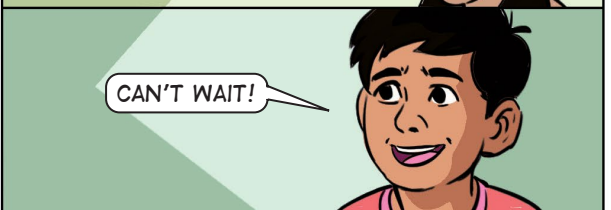
CIPLA HEALTH LTD IS A PART OF CIPLA, ADI. IT FOCUSES ON CONSUMER WELLNESS PRODUCTS WHICH ARE BACKED BY RESEARCH AND ARE USEFUL FOR EVERYDAY HEALTH NEEDS AND WELLNESS.



I HAVE GOOD NEWS! VIBHA LOVED MEETING RIA AND ADI AT THE PARTY, AND SHE HAS INVITED US TO HER AND KABIR'S WEDDING ANNIVERSARY CELEBRATION NEXT MONTH.

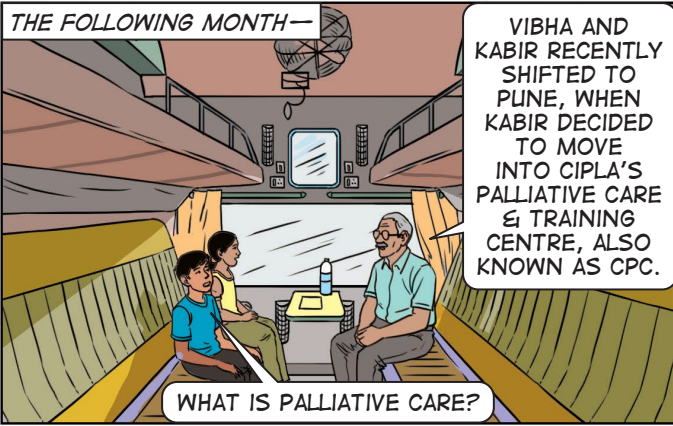


YAY! I WOULD LOVE TO MEET VIBHA AUNTY AGAIN!



CAN'T WAIT!

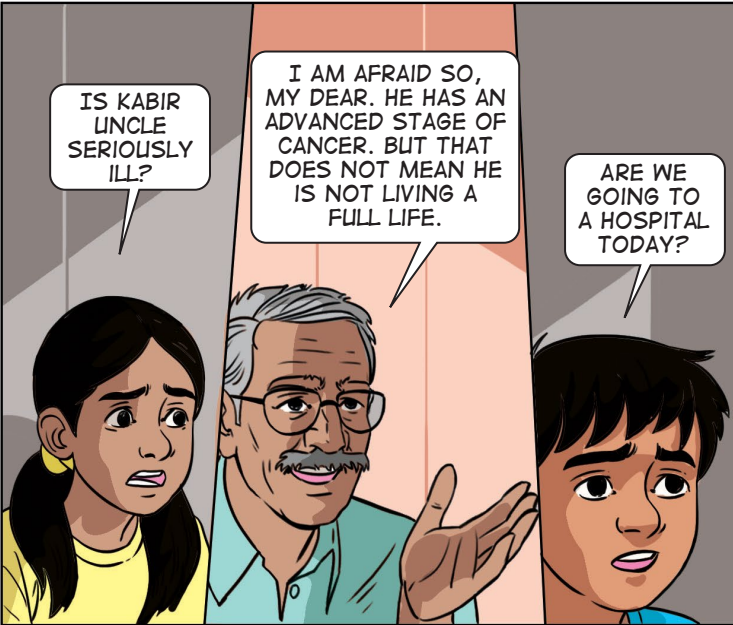
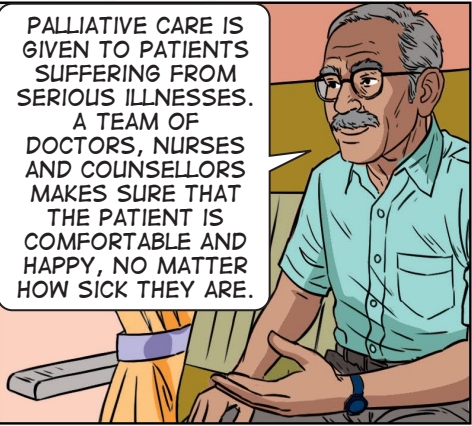
THE FOLLOWING MONTH—



VIBHA AND KABIR RECENTLY SHIFTED TO PUNE, WHEN KABIR DECIDED TO MOVE INTO CIPLA'S PALLIATIVE CARE & TRAINING CENTRE, ALSO KNOWN AS CPC.

PALLIATIVE CARE IS GIVEN TO PATIENTS SUFFERING FROM SERIOUS ILLNESSES. A TEAM OF DOCTORS, NURSES AND COUNSELLORS MAKES SURE THAT THE PATIENT IS COMFORTABLE AND HAPPY, NO MATTER HOW SICK THEY ARE.

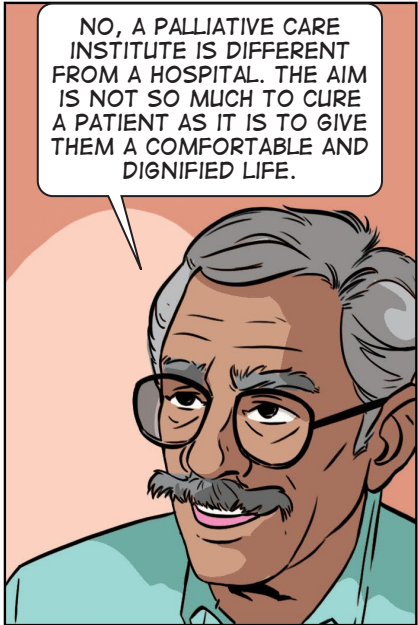
WHAT IS PALLIATIVE CARE?



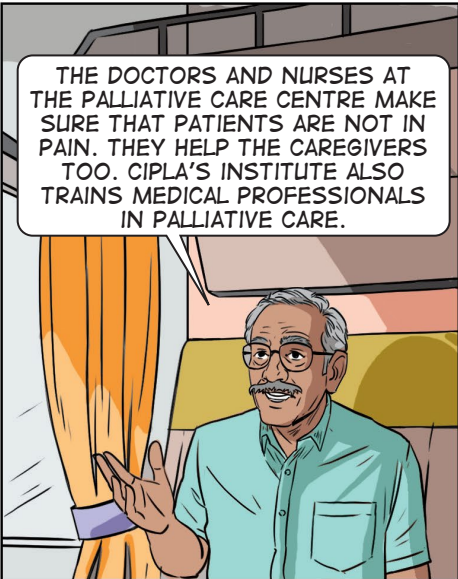
IS KABIR UNCLE SERIOUSLY ILL?

I AM AFRAID SO, MY DEAR. HE HAS AN ADVANCED STAGE OF CANCER. BUT THAT DOES NOT MEAN HE IS NOT LIVING A FULL LIFE.

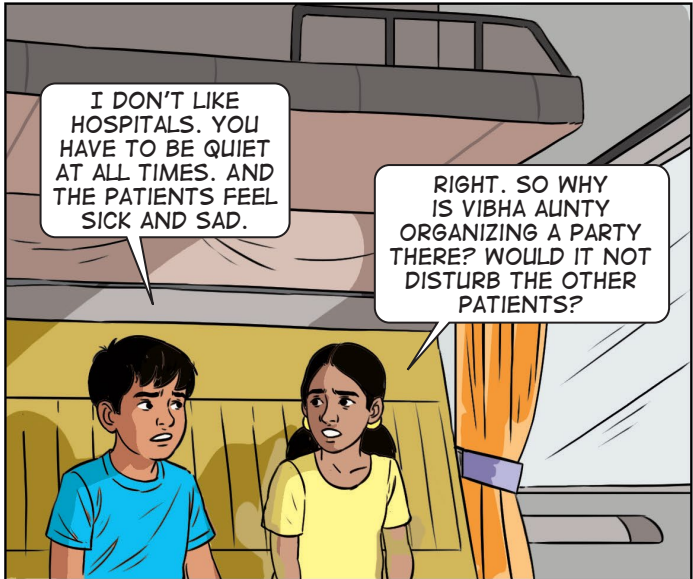
ARE WE GOING TO A HOSPITAL TODAY?



NO, A PALLIATIVE CARE INSTITUTE IS DIFFERENT FROM A HOSPITAL. THE AIM IS NOT SO MUCH TO CURE A PATIENT AS IT IS TO GIVE THEM A COMFORTABLE AND DIGNIFIED LIFE.



THE DOCTORS AND NURSES AT THE PALLIATIVE CARE CENTRE MAKE SURE THAT PATIENTS ARE NOT IN PAIN. THEY HELP THE CAREGIVERS TOO. CIPLA'S INSTITUTE ALSO TRAINS MEDICAL PROFESSIONALS IN PALLIATIVE CARE.

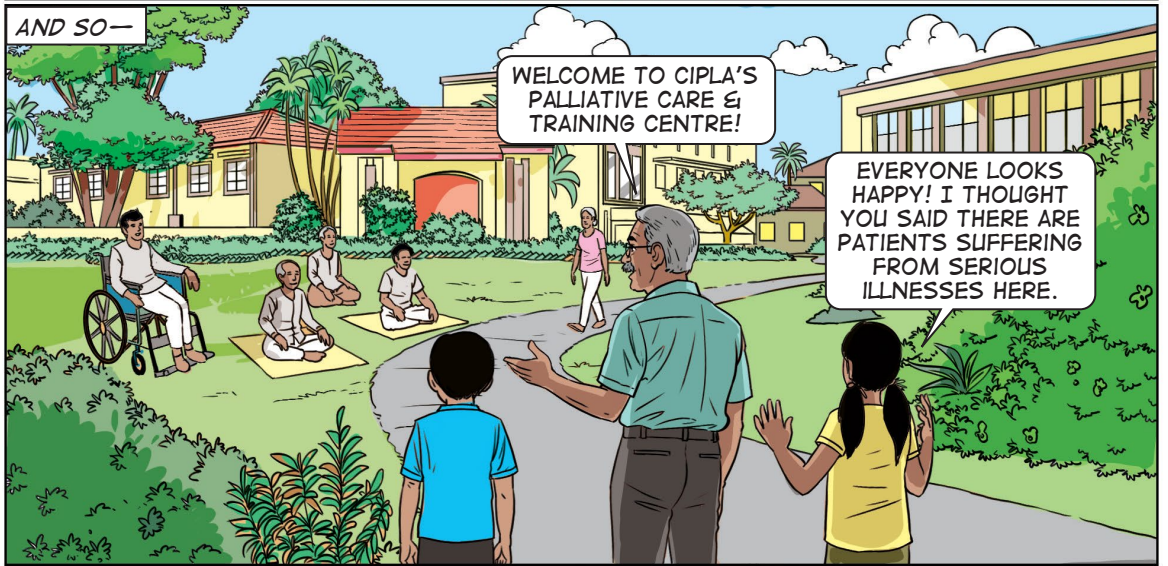


I DON'T LIKE HOSPITALS. YOU HAVE TO BE QUIET AT ALL TIMES. AND THE PATIENTS FEEL SICK AND SAD.

RIGHT. SO WHY IS VIBHA AUNTY ORGANIZING A PARTY THERE? WOULD IT NOT DISTURB THE OTHER PATIENTS?



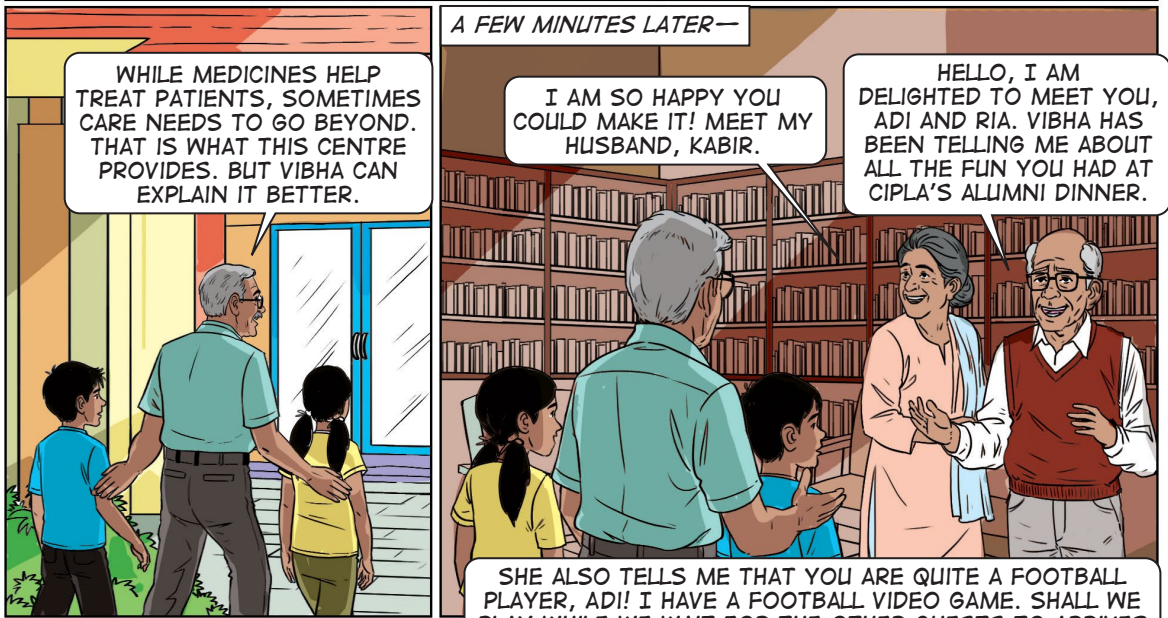
IT IS NOT WHAT YOU ARE IMAGINING. CPC IS A HAPPY PLACE, FULL OF LIFE. YOU WILL SEE.



AND SO—

WELCOME TO CIPLA'S PALLIATIVE CARE & TRAINING CENTRE!

EVERYONE LOOKS HAPPY! I THOUGHT YOU SAID THERE ARE PATIENTS SUFFERING FROM SERIOUS ILLNESSES HERE.



A FEW MINUTES LATER—

WHILE MEDICINES HELP TREAT PATIENTS, SOMETIMES CARE NEEDS TO GO BEYOND. THAT IS WHAT THIS CENTRE PROVIDES. BUT VIBHA CAN EXPLAIN IT BETTER.

I AM SO HAPPY YOU COULD MAKE IT! MEET MY HUSBAND, KABIR.

HELLO, I AM DELIGHTED TO MEET YOU, ADI AND RIA. VIBHA HAS BEEN TELLING ME ABOUT ALL THE FUN YOU HAD AT CIPLA'S ALUMNI DINNER.

SHE ALSO TELLS ME THAT YOU ARE QUITE A FOOTBALL PLAYER, ADI! I HAVE A FOOTBALL VIDEO GAME. SHALL WE PLAY WHILE WE WAIT FOR THE OTHER GUESTS TO ARRIVE?



YES!

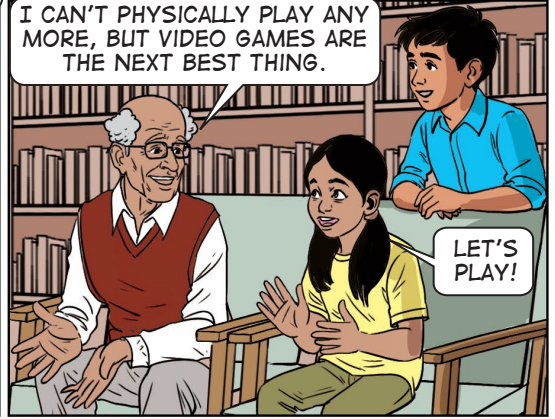
KABIR LOVES FOOTBALL. HE PLAYED EVERY WEEKEND.

I REMEMBER! WE HAD EVEN PUT TOGETHER A TEAM OF COLLEAGUES!



AH, THOSE WERE FUN TIMES!

I CAN'T PHYSICALLY PLAY ANY MORE, BUT VIDEO GAMES ARE THE NEXT BEST THING.



LET'S PLAY!

LATER THAT AFTERNOON—



TO MY WIFE, WHO HAS BEEN MY BEST FRIEND, AND WHO TOLERATES ME EVEN ON MY WORST DAYS.

AND TO ALL OUR FRIENDS AT CPC, WHO HAVE STOOD BY US THROUGH GOOD TIMES AND BAD.

IS EVERYONE HERE A PATIENT?



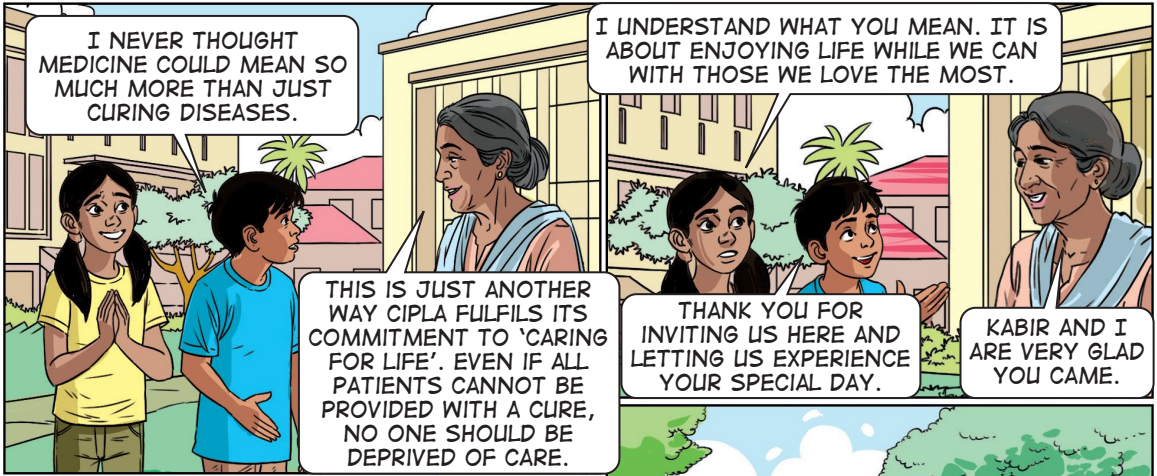
SOME ARE. OTHERS ARE THEIR CAREGIVERS, LIKE I AM FOR KABIR, OR ARE MEDICAL STAFF OF THE CENTRE.



THIS IS NOT JUST A TREATMENT CENTRE BUT OUR HOME. KABIR NEEDS LONG-TERM CARE, AND THE NURSES AND DOCTORS HERE NOT ONLY PROVIDE THAT BUT ALSO TRAIN ME TO CARE FOR HIM.

THE CENTRE PROVIDES BOTH EMOTIONAL SUPPORT AS WELL AS MEDICAL THERAPY. BEST OF ALL, IT'S ALL FREE OF COST, SO EVEN PATIENTS WITH LIMITED MEANS CAN COME HERE.





I NEVER THOUGHT MEDICINE COULD MEAN SO MUCH MORE THAN JUST CURING DISEASES.

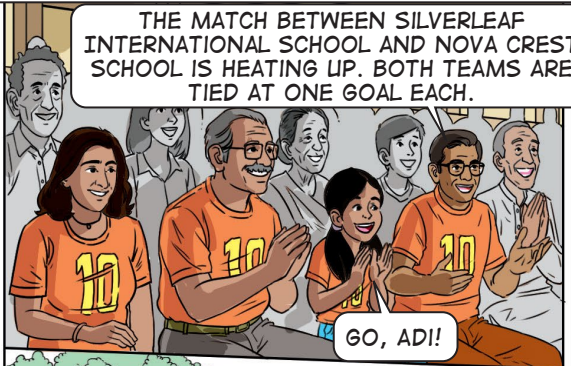
I UNDERSTAND WHAT YOU MEAN. IT IS ABOUT ENJOYING LIFE WHILE WE CAN WITH THOSE WE LOVE THE MOST.

THIS IS JUST ANOTHER WAY CIPLA FULFILS ITS COMMITMENT TO 'CARING FOR LIFE'. EVEN IF ALL PATIENTS CANNOT BE PROVIDED WITH A CURE, NO ONE SHOULD BE DEPRIVED OF CARE.

THANK YOU FOR INVITING US HERE AND LETTING US EXPERIENCE YOUR SPECIAL DAY.

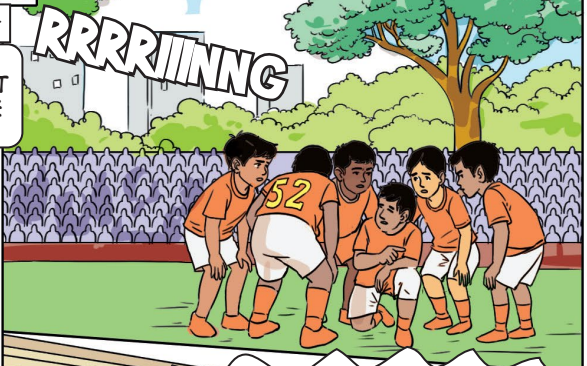
KABIR AND I ARE VERY GLAD YOU CAME.

A FEW DAYS LATER, AT ADI'S FOOTBALL MATCH—



THE MATCH BETWEEN SILVERLEAF INTERNATIONAL SCHOOL AND NOVA CREST SCHOOL IS HEATING UP. BOTH TEAMS ARE TIED AT ONE GOAL EACH.

GO, ADI!



RRRRRIING

THAT IS THE BELL FOR HALF TIME. THE SECOND HALF OF THIS GAME WILL DECIDE WHICH TEAM WINS THIS YEAR'S CHAMPIONSHIP.



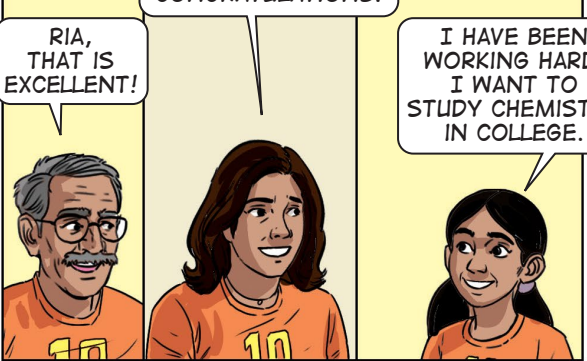
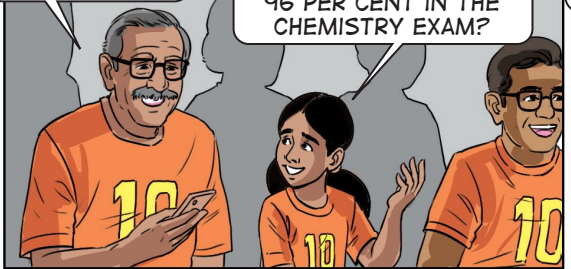
CONGRATULATIONS!

ADI IS PLAYING SO WELL! I CAN'T WAIT TO SEND VIDEOS OF THE MATCH TO KABIR.

WILL YOU ALSO TELL VIBHA AUNTY THAT HER TIPS HELPED ME STUDY, AND THAT I SCORED 96 PER CENT IN THE CHEMISTRY EXAM?

RIA, THAT IS EXCELLENT!

I HAVE BEEN WORKING HARD. I WANT TO STUDY CHEMISTRY IN COLLEGE.



I HOPE I CAN JOIN CIPLA'S RESEARCH AND DEVELOPMENT TEAM, LIKE YOU, DADAJI. I WANT TO HELP CIPLA DISCOVER NEW DRUGS AND HELP MORE PATIENTS. DO YOU THINK I CAN?



I THINK YOU ARE A BRIGHT GIRL WHO CAN DO ANYTHING YOU SET YOUR MIND TO.



I AM PROUD OF YOU, AND WILL HELP YOU IN ANY WAY I CAN.



YOU CAN HELP ME WITH MY HOMEWORK.



MRS. SHARMA, I AM ADI'S FOOTBALL COACH. I NEED YOU TO COME WITH ME. ADI IS HAVING AN ASTHMA ATTACK.

OF COURSE.

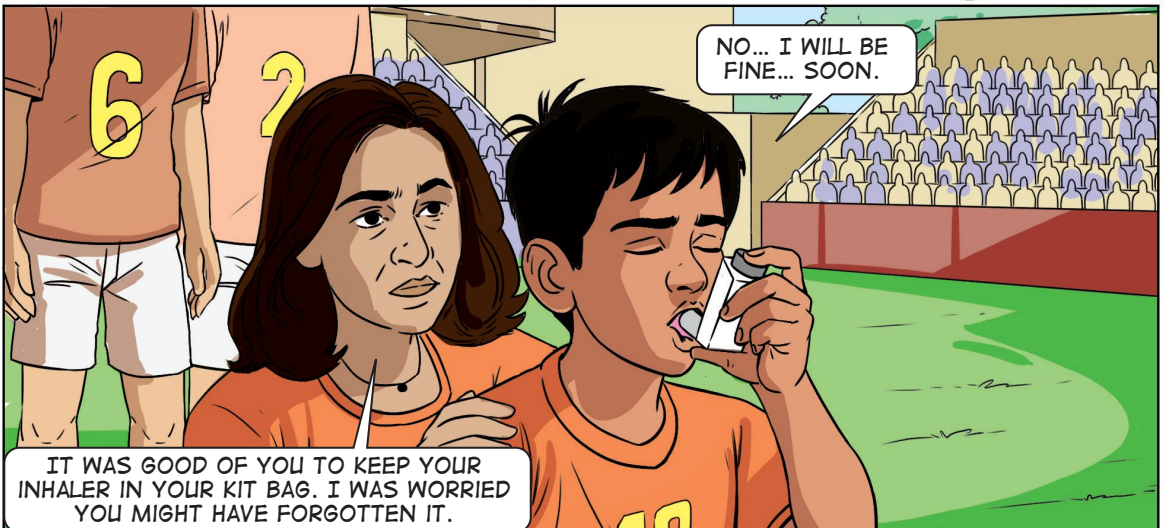


⇒WHEEZE←

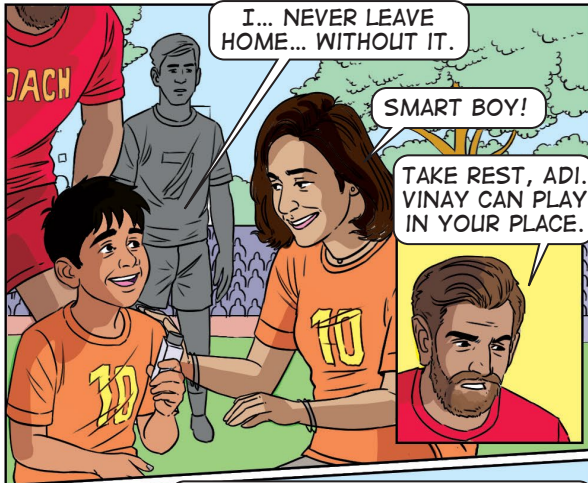
ADI, ARE YOU OKAY? DO YOU NEED HELP?

SHOULD I CALL THE SCHOOL NURSE?

NO... I WILL BE FINE... SOON.



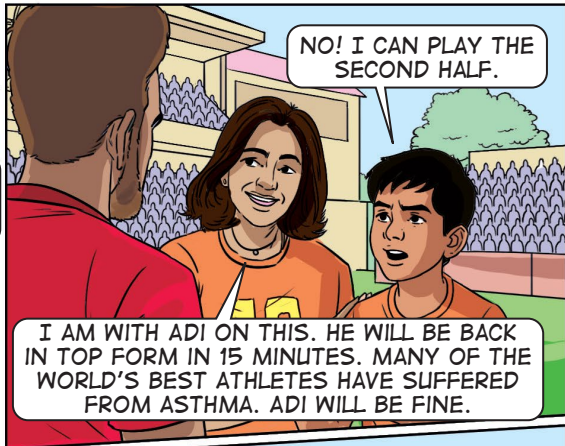
IT WAS GOOD OF YOU TO KEEP YOUR INHALER IN YOUR KIT BAG. I WAS WORRIED YOU MIGHT HAVE FORGOTTEN IT.



I... NEVER LEAVE HOME... WITHOUT IT.

SMART BOY!

TAKE REST, ADI. VINAY CAN PLAY IN YOUR PLACE.



NO! I CAN PLAY THE SECOND HALF.

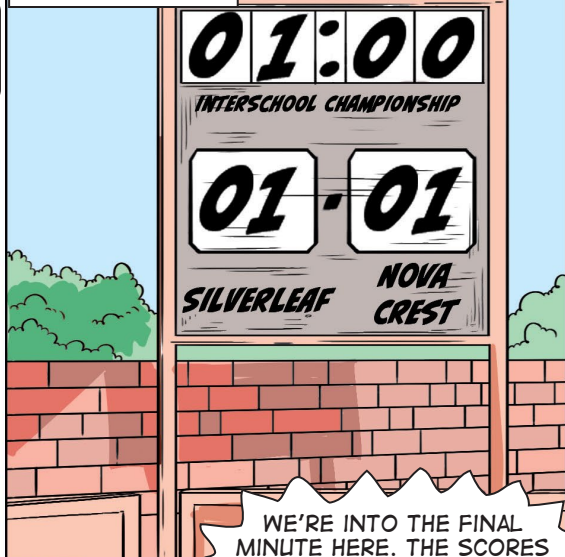
I AM WITH ADI ON THIS. HE WILL BE BACK IN TOP FORM IN 15 MINUTES. MANY OF THE WORLD'S BEST ATHLETES HAVE SUFFERED FROM ASTHMA. ADI WILL BE FINE.



THE SECOND HALF IS 45 MINUTES OF GAMEPLAY UNDER THE HOT SUN. ARE YOU SURE IT WILL NOT BE TOO STRENUOUS FOR ADI?

HE WILL BE ALL RIGHT.

AN HOUR LATER—



01:00

INTER-SCHOOL CHAMPIONSHIP

01 - 01

SILVERLEAF NOVA CREST

WE'RE INTO THE FINAL MINUTE HERE. THE SCORES ARE LEVEL, AND TENSION IS RUNNING HIGH IN THE STADIUM.



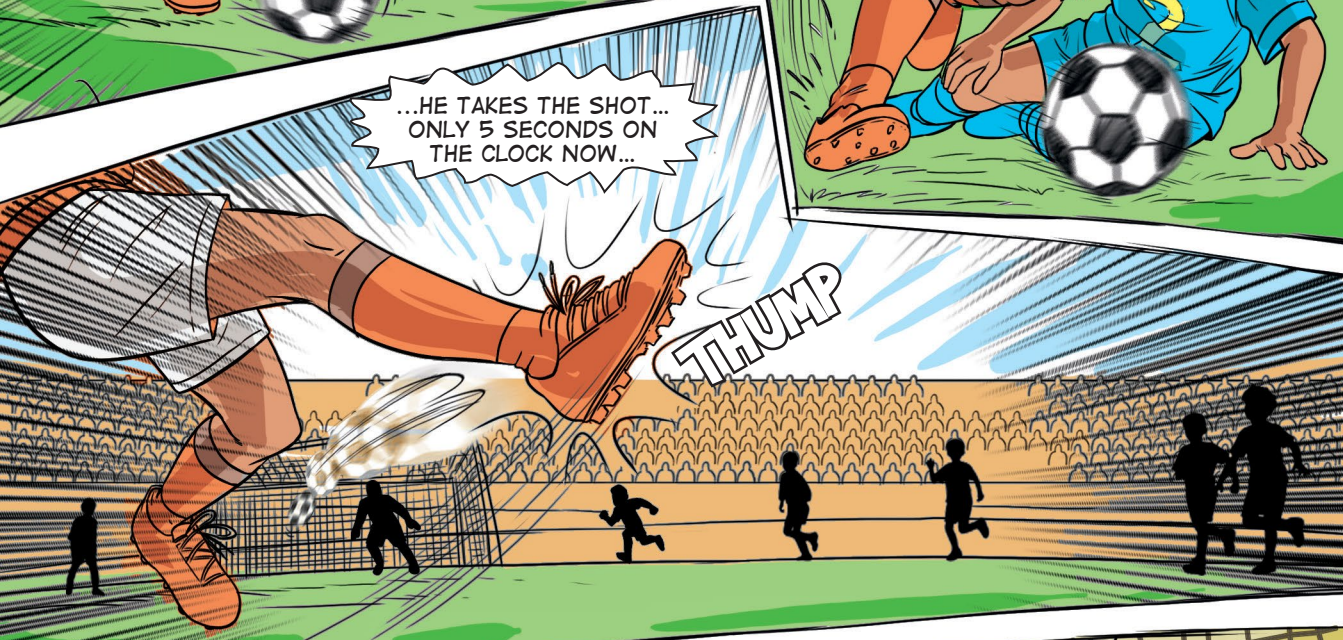
AND IT'S ADI SHARMA ON THE BALL NOW! HE'S SPRINTING DOWN THE PITCH, EYES ON THE GOAL...



...HE'S AT THE EDGE OF THE GOALPOST...

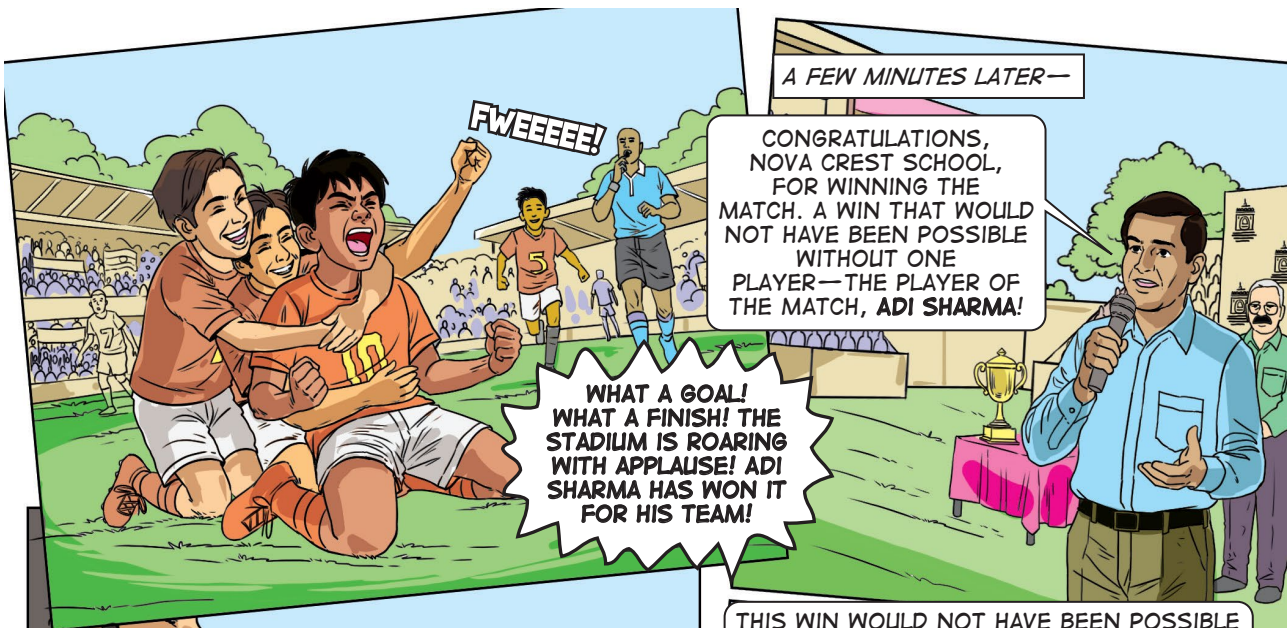


...HE TAKES THE SHOT... ONLY 5 SECONDS ON THE CLOCK NOW...



AND IT'S IN! GOOOOOOAAAAAL!



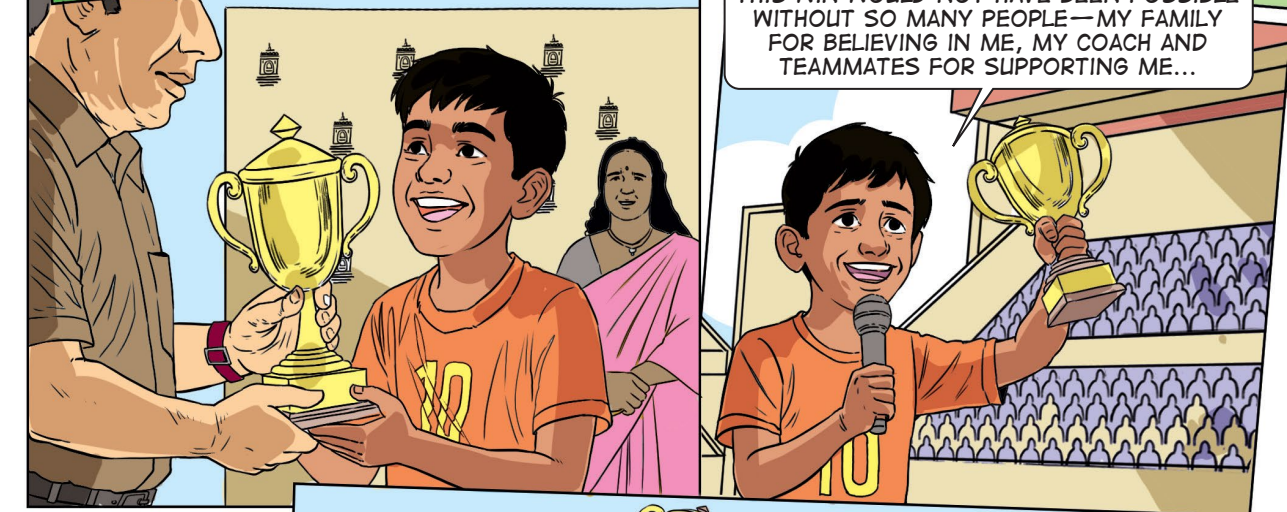


A FEW MINUTES LATER—

FWEEEEE!

CONGRATULATIONS, NOVA CREST SCHOOL, FOR WINNING THE MATCH. A WIN THAT WOULD NOT HAVE BEEN POSSIBLE WITHOUT ONE PLAYER—THE PLAYER OF THE MATCH, ADI SHARMA!

WHAT A GOAL! WHAT A FINISH! THE STADIUM IS ROARING WITH APPLAUSE! ADI SHARMA HAS WON IT FOR HIS TEAM!



THIS WIN WOULD NOT HAVE BEEN POSSIBLE WITHOUT SO MANY PEOPLE—MY FAMILY FOR BELIEVING IN ME, MY COACH AND TEAMMATES FOR SUPPORTING ME...



...AND FINALLY, MY TRUSTY INHALER FOR ALWAYS HAVING MY BACK!

DISCLAIMER: THIS COMIC IS INSPIRED BY TRUE EVENTS. HOWEVER, CERTAIN CHARACTERS, EVENTS AND DIALOGUES HAVE BEEN FICTIONALIZED FOR DRAMATIC PURPOSES. ANY RESEMBLANCE TO ACTUAL PERSONS, LIVING OR DEAD, OR ACTUAL EVENTS, BEYOND THOSE DEPICTED, IS PURELY COINCIDENTAL. INHALERS SHOWN ARE EMPTY REPRESENTATIONAL DEVICES. THIS IS NOT MEDICAL ADVICE INTENDED TO CURE/TREAT HEALTH CONDITIONS. USE INHALERS ONLY ON A PHYSICIAN'S PRESCRIPTION.

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Step into an immersive tale of science, compassion and history with *The Cipla Story: A Legacy of Care*. Told through the warm, nostalgic voice of Anil Sharma, a fictitious, retired Cipla employee, this comic invites readers of all ages to discover the inspiring journey of one of India's most iconic pharmaceutical companies.

As Anil shares stories with his curious grandchildren, Ria and Adi, we travel back to 1935, when Dr. Khwaja Abdul Hamied laid the foundation for a company rooted in the belief that healthcare is a right, not a privilege. From empowering India's self-reliance in medicine to revolutionizing global access to HIV/AIDS treatment with a triple therapy priced at under a dollar a day, Cipla's milestones are brought to life in vivid illustrations and heartfelt moments.

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This comic isn't a mere story; it's a celebration of empathy, resilience and the power of purpose.



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