



THE HORIZON

Dec' 02

The New Year issue



From the Editor's Desk

Dear colleagues, I take this opportunity to wish you a very happy & prosperous New Year. May this New Year turn your dreams into reality with help of your hard work, commitment, determination and continuous persistence for the achievement of your goal. I take this privilege to come up with this issue first of mine and first in 2003, which gives you information about the market and the company along with entertainment and knowledge. I expect your co-operation at the initial stage of our coalition in terms of your participation as a member of "The Horizon". I invite your feedbacks, articles, jokes, success stories, information etc. for "The Horizon". Once again wishing you all the very best as we are entering into the last quarter of the financial year and you know the importance of the last quarter. So set your mind, go and get it.

Note from M.D.

Let us welcome the New Year 2003 in a big way. Mr. Deepak Shah has joined Reliance Family as Product Manager and this is his first attempt to place before us "The Horizon" in 2003.

The year 2002 is over and it is the time to have glance at our past, review the present and plan for our future. All of us need retrospection and have to find out what went wrong. We have to forget our failure by considering the same as our learning process and have to look ahead for our grand success during 2003. Though, our overall performance at the end of 3rd quarter ended on 31st December, 2002 is somewhat discouraging and has created great anxiety for all. I am quite optimistic that fourth and last quarter ending on 31st March 2003, in this New Year will be an opportunity for all to overcome any situation for the path of our future success.

It would not be a difficult task for achieving our sales targets & objectives with earnest and hard joint efforts by our sales force with 100% contribution. So get charged and make tomorrow a successful & memorable tenure and LET US MARCH TOWARDS SUCCESS.

Note from G.M. (MARKETING)

I wish you very happy & prosperous New Year 2003. Our M.D.'s expressions and feelings reveal much about our overall performance during last 3 quarters and his expectations for the last quarter of the year 2002-2003.

I wish to remind you that we have already established strong presence at national level with wide range of products by maintaining high standard quality of our products. We have also created strong marketing channel, developed new territories and are on the path of fulfilling our vision and achieve organizational goals. We are and shall have to face number of constraints and to control and overcome any such difficult phase by 100% contribution from each team mate, each associate & each territory is a must.

You all will agree with me that keeping in mind stiff competition in our industry / sector, the company has already launched few new products to have an edge on our competitors. But, we must have to identify our weakness and have to tighten our belts by focused attempts in right direction for bright future prospects. I am sure, if all our territories will give 100% contribution and leave no stones unturned, nobody can stop us to be on top within shortest possible time. We can fulfill our dream with joint & sincere efforts and fast business development in all territories and I am sure, with the help and efforts by able field force like you, we will definitely achieve record-breaking sales during 2002-2003.

STARS: Top Performers in the new product category (For Oct-Nov 2002)



Rank	Name of the person	H.Q.
1	Praveen Kumar	Mysore
2	AS Abraham	Mangalore
3	Ashish Saggar	Gorakhpur



Rank	Name of the person	H.Q.
1	Nisar Ahmed	Raichur
2	Praveen Kumar	Mysore
3	Ajay Kumar Mishra	Faizabad

Special Note on inspiring and exemplary individual performance by

MR. PRAVEEN SHARMA - JODHPUR H.Q..

Please share our joy in conveying whole-hearted CONGRATULATION TO MR. PRAVEEN SHARMA (JODHPUR H.Q.) FOR HIS REMARKABLE ACHIEVEMENT BY EXCEEDING RS. FIVE LACS SALES IN DECEMBER 2002.

Not only this, by December 2002 Mr. Sharma has over-shoot his "Annual Sales Target for year 2002-2003". Let us all take his achievement as sign for the better New Year and strive towards the success!! And hope to have landmark achievements by team mates of all Territory and Reliance as a whole in the coming years.

I would hereby like to invite success stories, hurdles faced during the achievement of the landmark etc, from Mr. Sharma as well as other personalities falling under the same category, so that we all can share and learn through our medium for sharing "The Horizon".

Reliance:

Highlights of the quarter :



Diwali pooja
at head office



Mr. Deepak Shah
joined the Reliance Family
as Product Manager
from 9th November 2002



A SHORT STORY



REFUSING TO ACCEPT FAILURE

Sir Edmund Hillary was the first man to climb Mount Everest. On May 29, 1953 he scaled the highest mountain - 29,000 feet straight up. You see, in 1952 he attempted to climb Mount Everest, but failed. A few weeks later a group in England asked him to address its members.

Hillary walked on stage to a thunderous applause. The audience was recognizing an attempt at greatness, but Edmund Hillary saw himself as a failure. He moved away from the microphone and walked to the edge of the platform. He made a fist and pointed at a picture of the mountain. He said in a loud voice, "Mount Everest, you beat me the first time, but I'll beat you the next time because you've grown all you are going to grow... but I'm still growing!"



GIGGLES



THIRD WAY

The Optimist says, "The glass is half full."

The Pessimist says, "The glass is half empty."

The Marketing Consultant says, "Your glass needs re-sizing."

THOUGHTS TO PONDER

The man without a purpose is like a ship without a rudder - waif, a nothing, a no man. Have a purpose in life, and, having it, throw such strength of mind and muscle into your work as God has given you.

Thomas Carlyle (1795 - 1881)

All great discoveries are made by men whose feelings run ahead of their thinking.

C. H. Parkhurst

Teach us, O Lord, the disciplines of patience, for to wait is often harder than to work.

Peter Marshall

Lack of will power has caused more failure than lack of intelligence or ability.

Flower A. Newhouse



GIGGLES



MARKETING TWO-UPMANSHIP

A retailer was dismayed when a competitor selling the same type of product opened next-door to him, displaying a large sign proclaiming "Best Deals". Not long after he was horrified to find yet another competitor move in next-door, on the other side if his store. Its large sign was even more disturbing - "Lowest Prices". After his initial panic, and concern that he would be driven out of business, he looked for a way to turn the situation to his marketing advantage. Finally, an idea came to him. Next day, he proudly unveiled a new and huge sign over his front door. It read, "Main Entrance"!

A REAL SALESMAN

A salesman was demonstrating unbreakable combs in a department store. He was impressing the people who stopped by to look by putting the comb through all sorts of torture and stress. Finally to impress even the skeptics in the crowd, he bent the comb completely in half, and it snapped with a loud, crack. Without missing a beat, he bravely held up half, both halves of the 'unbreakable' comb for everyone to see and said, "And this ladies and gentlemen, is what an unbreakable comb looks like on the inside."

QUOTABLE QUOTES

"Intelligence without ambition is a bird without wings."

- C. Archie Danielson

"When you were born, you cried and the world rejoiced. Live your life in such a manner that when you die, the world cries and you rejoice."

- an old Indian saying

"A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort."

- Herm Albright

"Nothing is so embarrassing as watching someone do something that you said couldn't be done."

- Sam Ewing in Mature Living

"The greater danger for most of us is not that our aims too high and we miss it but that it's too low and we reach it."

There are only two forces in the world, the sword and the spirit. In the long run the sword will always be conquered by the spirit.

- Napeleon Bonaparte



What's in news????????



Hope for stress patients

Treatment with an antidepressant drug causes marked improvement in post-traumatic stress disorder (PTSD). Up to 12% of the population suffers from post-traumatic stress disorder, a psychiatric condition that follows exposure to a hugely stressful event like violent crime, an accident, war or natural disaster. The symptoms include nightmares, flashbacks, emotional numbness, panic, jumpiness and irritability. People with PTSD are more prone to major depression, substance abuse and suicide-so it is important they receive good medical care.

A new study shows that the antidepressant **sertraline** is effective in relieving PTSD. Researchers at Duke University gave a group of 208 patients either **sertraline** or placebo for 12 weeks. The **sertraline** patients reported a 50 percent improvement in symptoms, and did better on both social and work-based functioning. **Sertraline** was well tolerated-only nine percent of patients dropped out of the study with side effects, compared to five percent in the placebo group.

SOURCE: Archives of General Psychiatry May 2001



Tears apart, The gloomy hours

PREVENTION OF OSTEOPOROSIS

Osteoporosis is preventable. The following measures can greatly reduce a person's risk of developing osteoporosis; if a person already has osteoporosis, these steps can help prevent bones from becoming weaker.

Calcium: An inadequate supply of **calcium** over the lifetime is thought to play a significant role in contributing to the development of osteoporosis. Many published studies show that low **calcium** intakes appear to be associated with low bone mass, rapid bone loss, and high fracture rates. National nutrition surveys have shown that many people consume less than half the amount of **calcium** recommended to build and maintain healthy bones.

Good sources of **calcium** include low fat dairy products, such as milk, yogurt, cheese and ice cream; dark green, leafy vegetables, such as broccoli, collard greens, almonds; and foods fortified with **calcium**, such as orange juice, cereals and breads.

Calcium's needs are changing during a person's lifetime. The body's demand for calcium is greater during childhood and adolescence, when the skeleton is growing rapidly, and during pregnancy and breast feeding. Postmenopausal women and older men also need to consume more **calcium**. This may be caused by inadequate amounts of vitamin D, which is necessary for intestinal absorption of **calcium**. Also, as a person ages, their body becomes less efficient at absorbing **calcium** and other nutrients. Older adults also are more likely to have chronic medical problems and to use medications that may impair **calcium** absorption.

Ostigen When foundation has to be reinforced

CALCIUM CAN REDUCE SIDE EFFECTS

Complications of steroid treatment may include nonspecific immunosuppression leading to opportunistic **infections**, fluid retention, hyperglycemia, **hypokalemia**, **behavioral disturbances**, **peptic ulcers**, **osteoporosis**, hypertension and increased risk of cataract development. Supplementation of steroid therapy with H-2 blockers, Potassium and vitamin D with calcium is frequently useful to reduce side effects. Avoidance of salt or sugar during steroid therapy is recommended.

These reports are based on a study conducted by researchers at Harvard University and published in *The Journal of the American Medical Association*.

Ostigen Z More than just a Calcium supplement

RISPERIDONE MONOTHERAPY QUICKLY REDUCES MANIC SYMPTOMS IN BIPOLAR DISORDER

December 11, 2002
By Karla Gale

NEW YORK (Reuters Health) - Patients hospitalized for a manic episode due to type I bipolar disorder respond rapidly to monotherapy with the antipsychotic agent Risperidone, psychiatrists reported today. The drug also relieves concurrent symptoms of depression.

Dr. Robert M. A. Hirschfeld, of the University of Texas Medical Branch in Galveston, and colleagues enrolled 259 hospitalized patients from 20 sites in the US in their placebo-controlled trial. Treatment for the 134 subjects assigned to Risperidone was initiated at 3 mg/day, adjusted to doses of 1 to 6 mg/day as needed.

All patients received behavioral therapy and were administered anti-anxiety medications upon request either by the patient or the clinician, Dr. Hirschfeld told Reuters Health.

From a baseline average of 29 points on the Young Mania Rating Scale (YMRS), Risperidone led to a 7-point drop by day 3, compared with a 4-point reduction among the placebo group. At 1 week, reductions were 10 points and 5 points, respectively.

At that time, 35.5 % of the Risperidone group was classified as responders, exhibiting a 50% decline in symptoms according to the Clinicians' Global Impression-Severity scale, versus 16.5% of placebo group.

These significant differences between groups ($p < 0.001$) were maintained throughout the remainder of the 3-week study. "These are striking and dramatic results," Dr. Hirschfeld stated during a press conference.

In a separate analysis, the investigators analyzed results for those patients with psychotic symptoms and those without, and "both responded equivalently," said Dr. Fred Grossman, of Johnson & Johnson Pharmaceutical Research and Development.

"The argument has been that the mechanism of antipsychotic in mania is related to their sedative effects and the reduction of psychotic symptoms," Dr. Hirschfeld noted. "These data indicate that Risperidone definitely exhibits an anti-manic effect."

Compared with lithium, long the mainstay of treatment for bipolar disorder, Risperidone has a broader therapeutic index, resolves symptoms much sooner, and as demonstrated in this trial, also relieves symptoms of depression, Dr. Hirschfeld told Reuters Health.

"Lithium takes about 2 to 3 weeks to get going, so that in 5 days of hospitalization, it may be impossible to reach the level of functioning compatible with discharge," added Dr. K. N. Roy Chengappa, spokesman for the International Society for Bipolar Disorder.

Furthermore, he said, Risperidone does not appear to cause the degree of weight gain associated with anticonvulsant therapy or treatment with other atypical antipsychotic agents.



The revolutionary antipsychotic



The revolutionary antipsychotic with safety plus

EXTENDED-RELEASE DRUGS CONVENIENT AND SAFER FOR SEIZURE PATIENTS

Wed Dec 11 10:02:07 2002 Pacific Time
Johns Hopkins University Neurology Tips: Extended Release Drugs for Seizure Patients, Pediatric Brain Surgery
BALTIMORE, Dec. 11 (AScribe Newswire) -- Johns Hopkins Medical Institutions today released the following tip sheet.

Many patients with epilepsy taking a common drug to control seizures can reduce side effects by switching from three or four short-acting doses to two extended-release doses per day, according to researchers at Johns Hopkins. The drug, **Carbamazepine**, is a first-line drug used to control partial seizures, which originate in one part of the brain and then spread to other areas. "While the treatment is effective at reducing seizures, some patients, particularly at high doses, experience adverse side effects such as drowsiness, dizziness, double-vision and unsteady walking," says Gregory Krauss, M.D., assistant professor of neurology at Hopkins and co-author of the study. "We found that switching to longer-acting doses is not only more convenient for the patient, but actually reduces side effects."

Krauss and colleagues studied 63 patients who were treated for partial-onset epilepsy at the Johns Hopkins adult epilepsy clinic and found that nearly 50 percent of patients taking immediate-release carbamazepine had side effects. Only 20 percent of patients had side effects after switching to the extended-release version of the drug, despite high doses. The findings are to be presented at the 2002 American Epilepsy Society annual conference in Seattle.

Conversion from immediate- to extended-release carbamazepine markedly reduces CNS-related side effects in patients with partial-onset epilepsy. Akemi Miller, Jill Minger, Gregory Bergey, M.D., Gregory Krauss, M.D. Department of Neurology, Johns Hopkins University School of Medicine.



Offers round the clock smooth control with sure comfort

Formula for self-motivation / Organization

There are great efforts poured into the planning by every successful personality. The planned activity is half done. So plan your calls and customers according to the following guidelines.

MAJOR STEPS IN EFFECTIVE SALES PROCESS

✓ **Prospecting & qualifying**

The first step in the selling process is to identify prospects. Prospects can be qualified by examining their qualification, their practice, volume of business, location, likelihood of continuous business and his/her influence on others

✓ **Preapproach**

The Medical Salesperson needs to learn as much as possible about the prospects (his/her needs, personal characteristics, buying styles etc).

The salesperson should set call objectives, which might be to qualify the prospect, gather information or make an immediate sale.

The best approach and time should also be decided.

✓ **Approach**

The salesperson should know how to greet the buyer to get the relationship off to a good start.

The salesperson might consider the cloths, show courtesy and attention to the buyer and avoid distracting mannerisms.

✓ **Presentation & Demonstration**

The salesperson now tells the product story to the buyer, following AIDA formula (Attention, Interest, Desire & Action)

It should be emphasized on Features of the product, Advantages out of that and Benefits to the patient and the doctor

✓ **Overcoming objections**

Customers almost always pose objections during the presentation or when asked for the order. Their resistance can be psychological or logical.

To handle these objections, the salesperson maintains a positive approach and turns the objection into a reason for buying

✓ **Closing**

Salespersons need to know how to recognize the closing signs from the buyer

✓ **Follow-up & maintenance**

Follow-up and maintenance are necessary if the salesperson wants to ensure customer satisfaction and repeat business



GIGGLES



"Why do you close your eyes while playing the piano?"
"I can't see the agony of the audience."

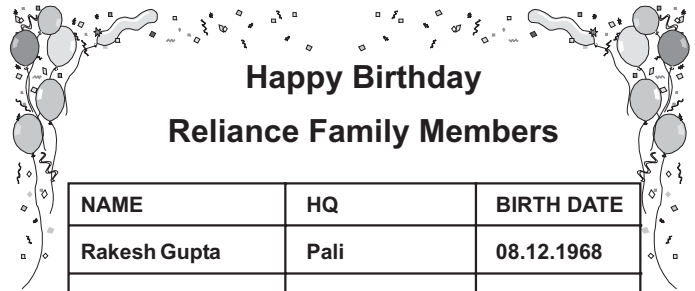


"Mother, I want to grow up and be a rock-n-roll musician."

"Now son, you have to pick one or the other. You can't do both."



How can you tell when a Medical Salesperson is lying?
Whenever his lips are moving.



Happy Birthday Reliance Family Members

NAME	HQ	BIRTH DATE
Rakesh Gupta	Pali	08.12.1968
Subodhbhai Patel	GM (Marketing)	11.12.1948
Anil Mungikar	Aurangabad	19.12.1949
Gupta Jaiprakash	Mumbai	19.12.1976
Mukeshbhai Vankan	GM (Marketing)	25.12.1953
Ashish Harvey	Ahmedabad	26.12.1973
Himmat Kamaliya	Bhavnagar	05.01.1977
Jasveer Singh	Sriganganagar	11.01.1976
Ravindra Amane	Solapur	12.01.1970
Vipin Kanjolia	Kota	12.01.1973
Ashley D'souza	Mumbai	12.01.1966
Ratnakar Gupt	Alwar	26.01.1979
Manjeet Singh	Ludhiana	25.02.1978



Welcome New Arrivals



NAME	HQ	JOINING DATE
H. K. Inamdar	Osmanabad	10.10.2002
Neeraj Upadhyay	Ranchi	01.11.2002
Mohd. Shakil Alam	Ranchi	01.11.2002
Siddharth G. Bhoite	Baramati	28.11.2002
Gupta Jaiprakash	Mumbai	06.12.2002

For Internal Circulation Only