

# Martin Dow and quality healthcare go together

**H**EALTHCARE needs of Pakistan, a population of 185 million, are enormous. The challenges will continue to grow with an increasing population of children and the elderly. This situation is further aggravated by the lack of basic facilities such as clean drinking water, awareness of preventive measures, disease and healthy lifestyles.

This creates a huge burden on all stakeholders related to healthcare, especially the pharmaceutical industry, to improve health indicators of the country.

Martin Dow Ltd. was founded in 1995 to provide quality healthcare solutions to the challenges faced by patients in Pakistan. From a humble beginning, Martin Dow today is the 6th largest national pharmaceutical company providing affordable, time-tested, quality solutions.

In terms of its economic success, Martin Dow provides direct employment to 1,000 families. It manufactures and markets more than 49 brands and 112 variants, including original research-based products and its own brands of generics.

Martin Dow today is a completely integrated manufacturing and marketing organization managed by a team of professionals, headed by the Managing Director and CEO, Mr. Tariq Wajid, and guided by the vision of the Chairman, Mr. Jawed Akhal.

The CEO of the company, Mr. Tariq Wajid, has immense experience, possessing multi-dimensional capabilities and long association with leading French companies.

Mr. Wajid had the honour of being appointed as 'Chevalier de l'Ordre National du Merite' (Knight of the National Order of Merit) by the then President of the Republic of France, Mr. Nicolas Sarkozy. The award was bestowed upon Mr. Wajid for his remarkable contributions, exemplary management, leadership and a keen vision in enhancing economic relations between France and Pakistan.

The vision and strategic thinking of the Chairman of Martin Dow has resulted into number of partnerships with global companies.

**Roche**

In June 2010, Martin Dow completed the most innovative and one of the biggest business deals in the pharmaceutical industry through the acquisition of Roche Pakistan's manufacturing facility and brands licensing. Martin Dow's entry was based on the exchange of strategic ideas, operational infrastructure and a powerhouse of talent.

Roche has established an excellent benchmark for manufacturing and marketing

quality products and this is signified in the solutions it offers to its customers. Under the acquisition arrangement, Martin Dow took over Roche's manufacturing facility and its leading brands. In doing so, it captured the legacy of operational excellence of Roche and its high quality standards. This was possible because Martin Dow itself symbolises corporate strength that is synonymous with quality healthcare.

**Tejin**

The partnership between Martin Dow and Tejin offers a well-honed competitive edge in Pakistan's pharmaceutical industry. Tejin has distinct advantages both in pharmaceuticals and home healthcare with its dedicated area of expertise in bone and joint diseases.

Tejin Pharma came on board with Martin Dow in 1996, leading to a valuable collaboration. Martin Dow acquired commercial rights for high-potential Tejin products for the treatment of bone and joint diseases. This is a distinct growth driver in Martin Dow's product portfolio, and in doing so, it further enhances the versatility and strength of the company's product profile.

**Riemser**

Vast new opportunities have opened up for Martin Dow as a result of its partnership with Riemser Pharma GmbH, which is headquartered in Greifswald, Germany. Riemser Pharma specialises in marketing and sophisticated life-cycle management of drugs, with primary focus on therapeutic areas such as Oncology, Anti-infective diseases and Dermatology.

Riemser became Martin Dow's partner in 2010 and has collaborated with it through the provision of marketing rights of a crucial product that caters to cardiovascular diseases. During five years of partnership, Martin Dow has been able to form a cohesive and mutually progressive relationship with Riemser and will continue to do so in the future as well.

**Meda**

Meda and Martin Dow's partnership commenced in 2010. Under the arrangement, two of Meda's brands have been licensed to Martin Dow. These brands help Martin Dow formulate a strong CNS portfolio.

Meda is an international specialty pharmaceutical company. It stands at 48th position in the world and its pharmaceuticals are sold in more than 120 countries worldwide. The company's portfolio consists of specialty products, OTC and branded generics.

Martin Dow takes immense pride in its partnership with Meda.

**Biocodex, France**

Biocodex is an independent multinational

MR. JAWED AKHAL  
CHAIRMAN, MARTIN DOW LTD.



**T**HERE is a need to face new challenges and to find appropriate solutions. Martin Dow Ltd. has come a long way from its beginnings in 1995 with focus on the best medicines and customer-centric services. This enables us to provide high quality medicines for the patients of Pakistan.

We want Martin Dow to establish the best standards in management and manufacturing and offer high impact pharmaceuticals.

The partnership with Biocodex further enables us to offer quality products and vital ideas leading to very high standards.

MR. TARIQ WAJID  
CEO, MD, MARTIN DOW LTD.

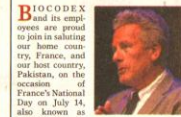


**M**ARTIN Dow will continue its efforts towards its goal of meeting unmet needs of the patients of Pakistan. It aims at providing innovative solutions to make its products accessible to a high percentage of the population.

Our recent collaboration with Biocodex of France is a step in that direction. With the introduction of Biocodex's brand Entor, relief has been provided to thousands of diarrhoea patients in Pakistan. Our partnership with Biocodex of France has also resulted in the development of treatment guidelines and best practices in management and manufacturing.

With this, I am sure, Martin Dow will earn the trust of all the healthcare providers of the country.

MR. JEAN MARIE  
CEO, BIOCODEX



**B**IOCODEX and its employees are proud to join in saluting our home country, France, and our host country, Pakistan, on the occasion of France's National Day on July 14, also known as Bastille Day.

Through our partnership with Martin Dow and its teams, we are committed to supplying high-quality products that we manufacture in France to respond to the health needs of the people of Pakistan.

We are proud that this partnership encompasses tried and tested health solutions for enhancement of the quality of life in Pakistan which is a strategic market for our company.

pharmaceutical company that was founded in France in 1953. Its initial focus was on gastroenterology, specifically on a unique probiotic discovery called Saccharomyces Boulardii. Biocodex has partnered with healthcare professionals for 60 years with the mission of developing meaningful solutions to today's challenging healthcare problems. As a result, Biocodex has grown into a multinational research and development, manufacturing and commercial enterprise operating in over 100 countries.

Biocodex enjoys international market success as it considers its relationships with customers as being vital to its growth. The company knows that it is its spirit of cooperative investment that enables it to tackle challenging healthcare problems through meaningful synergies.

Martin Dow, as a partner of Biocodex, has acquired the commercial rights for its research brand Entor, a probiotic Saccharomyces Boulardii indicated for patients suffering from diarrhoea, a condition which results in thousands of deaths every year. Through this collaboration with Biocodex of France, Martin Dow has provided life-saving solution for the young diarrhoea patients of Pakistan.

**cGMP Manufacturing Facilities**

Current Good Manufacturing Practices (cGMP) ensure quality standards on a consistent basis. Martin Dow has a certified

infrastructure in line with the Roche legacy and its own operational processes based on competitive manufacturing and supply chain management systems. Martin Dow's strategic coordination and tactics leverage traditional technical functions well taken care of by an experienced team.

The company's manufacturing facilities reflect quality, excellence and commitment symbolising its futuristic outlook.

**Corporate Compliance**

At Martin Dow, success in the competitive arena is covered through corporate compliance practices which are innovative, quality-driven, reliable and fair. The company strictly observes regulations that are both company-specific and statutory. The Martin Dow Corporate Compliance Policy adheres to the clearly-specified principles in this respect.

In its adherence to Corporate Compliance, the company especially follows the Functional Compliance Programme (FCP) which contains the fundamental legal, regulatory and ethical guidelines of relevant locally applicable laws and requirement of contractual associations or business associates who conduct business with Martin Dow.

The FCP leverages the company's compliance infrastructure and policies. It also serves as a valuable resource concerning compliance questions and concerns for employees and others.

**Therapeutic Areas**

Three major business segments reinforce the corporate vision of Martin Dow and take it further towards becoming a leading regional pharmaceutical company deriving quality healthcare products. These are: products licensed from world-renowned partners, brands acquired from leading pharmaceuticals and generic products.


Martin Dow follows a policy of 'the right molecule for the right segment' and targets high-value potential tiers.

The company develops quality medicines for a greater variety of customers in Anti-Infectives, Neuropsychiatry, Rheumatology and Orthopaedics, Pediatrics, Gastroenterology, Cardiology, Endocrinology and Diabetes, Dermatology & Cosmeceuticals, Oncology, Vaccines, Dentistry, Nutraceuticals and Dietary Supplements.


**Future Plans**

Martin Dow's strategic roadmap is ambitious, but an achievable one. It is based on technological advancements as well as operational fitness. The company's strategic focus is in a growth-oriented direction based on a market-driven product portfolio.

The company follows a customer-centric approach in providing quality healthcare solutions, but at the same time it encourages feedback and communication from all stakeholders.




**BIOCODEX**  
France



**Martin Dow**  
Pharmaceuticals for a Changing World

## creating distinction for health



Human health is a resource for everyday life, not the objective of living. As the world acquires a broader and a refined outlook, human health has never been more imperative. Today for us, it is more important than ever to provide the human race with effective health solutions that not only help in improving the quality of life for human beings, but also to mark a clear distinction in which

human health gets better for generations to come.

Martin Dow aims to create that distinction which will serve as the flag bearer in creating ripples for a better and a healthier life. We commit ourselves to producing and providing pharmaceuticals for a changing world.

**Martin Dow Limited**

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