



PANORAMA

EDITION Q1 2017-18

CONTENTS

➤ EDITOR'S PAGE	PAGE No. 3
➤ MD'S DESK	PAGE No. 4
➤ CFO'S DESK	PAGE No. 5
➤ Q1 SALES SNAPSHOT	PAGE No. 6
➤ MARKETING ACTIVITY UPDATE	
• CLINICAL & PROMOTIONAL MARKETING	PAGE No. 7
• HMIN CONFERENCES	PAGE No. 8
➤ HAPPENINGS AT HMIN	
• LONG SERVICE AWARD	PAGE No. 10
• Q1 AWARDS FY 2016-17	PAGE No. 11

FROM THE EDITOR'S DESK



Dear Colleagues,

It is a great privilege to bring forth this edition of Panorama. The opportunity to share the vision for each quarter with you brings me great joy. Pushing and innovating IOL Technology had been the major focus of HMIN for Q1 of 2017-18. This quarter, the company was actively involved in many conferences, talk shows, counselor trainings and other CMEs, all over India. This proved beneficial not just for promotional marketing, but also enabled Hoya Medical India to grow further in the field of innovation.

As we have entered into a new financial year, we aim to SOAR even higher, keeping our motto strong.

Thanks

Baljeet Sharma
HR Manager



STRENGTHS OPPORTUNITIES ASPIRATIONS RESULTS

FROM THE MANAGING DIRECTOR'S DESK



Dear All,

It give me immense pleasure to announce the Q1 2017 results. As usual we have achieved our Q1 budget with 140% growth over last year. Indeed, it is an exceptionally strong performance, in backdrop of the wonderful performance in 2016-17. We have been successfully progressing on two product platforms, where AF1 is anchoring as a price fighter with competitive products and Vivinex is being established and accepted as premium mono-focal IOL's status. This is helping us to continuously improve our ASP, despite a price drop in the market. We have also successfully conducted the 6th AGM meeting, in the presence of Shibata San & Gunther San.

We had just concluded the Q1 review meeting, with the Sales Manager & HO Team, between 20th-22nd at "Baghaan" Resort, Garhmukhteshwar. We have also reviewed H2 & HMIN 2020 progress. For HMIN, year 2017 brings new challenges i.e. AX implantation, Goods & services tax implementation, Regulatory issues, shifting of warehouse to Delhi, ongoing price capping efforts by government on IOLs etc. We have been successfully confronting with challenges & are hoping to come out with flying colors. Team HMIN is committed & is preparing for another memorable performance in 2017-18 too.

We have also decided to take internal feedback about our efficiency and identify area of improvement to contribute more to achieve HMIN GOAL. Enjoy a few pics of the mental & physical preparation of "Team India", to handle the challenges ahead...



Signing off with expected great performance of July,

Warm Regards

Mukesh Sinha



**FROM THE CHIEF
FINANCIAL OFFICER'S DESK
MR. NOBUHIKO SHIBATA**



Dear All,

I have visited HMIN on the 12th and the 13th of July to participate in the 6th Annual general meeting (AGM) of HMIN. It was my first visit to HMIN. At the AGM, their great achievements last year were explained and new directors of board were appointed. Then, officially I became one of the HMIN board members. I am really pleased to be a part of the HMIN team officially. Thank you very much. Despite the fact that HMIN is only 5 years old, a subsidiary and is growing very rapidly, I realised that HMIN has matured as a professional organisation already. They are now facing some difficulties.

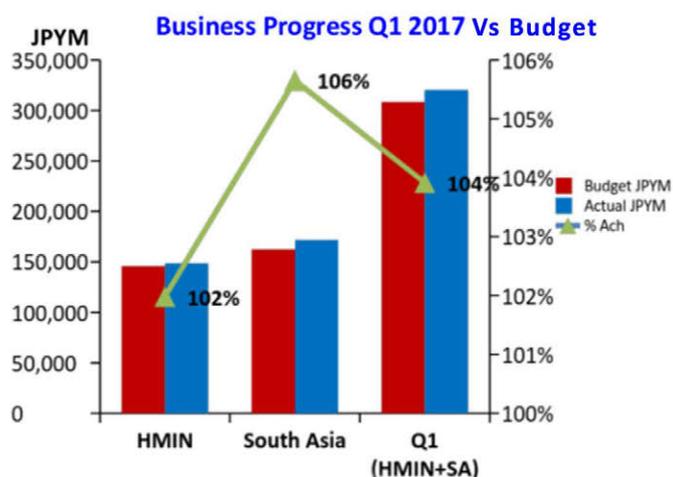
Nevertheless, I am sure that they are going to cope with them. Of course, as a part of the team, I am going to do my best together with the team. During my visit, we had a great dinner and celebrated the 5th anniversary of HMIN! Please join me in celebrating HMIN's great successful 5 years! We HMIN are still young, but I am sure that HMIN will continue to contribute further to the development of HOYA Surgical Optics, together with the customers in India.

Warm Regards
Nobuhiko Shibata



Q1 SALES SNAPSHOT

HMIN & SOUTH ASIA BUSINESS GROWTH Q1 2016 VS 2017



- Q1-2017 achievement is 104% and Growth YoY is 140%
- **Participated in Conferences & CMEs:** Delhi Ophth. Society Conference and CME at Sankara Nethralaya, Post Capsular Opacification and Narayan Nethralaya
- **Product Training:** Conducted product training for South Asia and India team in Dubai during Kick off meeting.

Month	Budget JPYM	Actual JPYM	% Ach
HMIN	1.45.795	1.48.685	102%
South Asia	1.62.435	1.71.614	106%
Q1 (HMIN+SA)	3.08.230	3.20.299	104%

Month	Actual Q1 2016 JPYM	Actual Q1 2017 JPYM	% Growth
HMIN	1.06.015	1.48.685	140%
South Asia	1.22.072	1.71.614	141%
Q1 (HMIN+SA)	2.28.087	3.20.299	140%



CLINICAL & PROMOTIONAL MARKETING

Clinical Marketing

- **Mutlicentre Post Marketing Study on Vivinex:** Identified centers– AIIMS, Laxmi Eye Institute, Aravind Eye Hospital.
- **Marketing Study on Glistening with Vivinex:** Jamshedpur Eye Hospital

Promotional Marketing

- **Participated in Conference.**
- **Organised CME & Counselor Training.**
- **Branding:** Vivinex Poster, Mobile Charger stand & PIL stand

Competitor Update

- Our competitors against Vivinex, Alcon is aggressively promoting ultrasert in the market.
- One of their strategies is to reduce the price of Ultrasert by 12% to the doctors who comprise of their target audience for the product.

HMIN CONFERENCES

Delhi Ophthalmic Conference

HOYA India participated in the Delhi Ophthalmic Conference and conducted an IOL Session on 7th – 9th April 2017. The insightful session focussed on the topic of Digital Advertisement. A stall was also set up at a premium location and was able to attract many people.



Innovation in IOL Technology
Hall E: April 9, 2017, 10:45-11:45am
Chair: Dr. Noshir Shroff
Panel: Dr. B K Sharma, Dr. Sumit Sachdev

Dr. A. K Jain:
What an Optical Design can bring better quality of vision.

Dr. Sanjeev Mohan:
A key approach to reduce Glistening & PCO.

Dr. Anagha Herrer:
Innovation and efficiency of preloaded IOL.

HOYA
SURGICAL OPTICS

CME Shankar Nethraralya

We have always been concerned towards well being and eye care. Hoya Medical India Pvt. Ltd. participated in a CME by Shankar Nethraralya on 29th-30th April 2017. Prof. Titiyal, a renowned speaker, presented on issues with Dysphotopsia in this CME.



HMIN CONFERENCES



Post Capsular Opacification- Ahmedabad
Dr Shail Vasavada gave a scientific and medically acclaimed talk on Vivinox, which was organised on 14th May 2017.

Narayan Nethralaya CME

Participation of HOYA Medical India in the CME by Narayan Nethralaya with a stall at a premium location on 20th-21st May 2017. The stall attracted many eyes towards HOYA Surgical Optics.



Talk Show

Dr. Rushad Shroff delivering an effective talk on various medical issues. This influential talk was organised by USD NGO on 20th May 2017, in East Delhi.

HAPPENINGS

LONG SERVICE AWARD



Mr. Anand Shah



Mr. Naman Chopra



Ms. Neha Sharma



Mr. Suresh Pandey



*JR Rajkumar taking award
on behalf of Dominic Joss*



Mr. Vinay Kumar

Q1 AWARD WINNERS

The entire HMIN team heartily congratulates. Mr. Naman Chopra, Mr. JR Rajkumar and also our GST team for excelling in their respective domains and securing the quarterly award!

GST TEAM (HEAD OFFICE)



VINOD, SURESH, ANUP & NEHA

NON MANAGER (SALES TEAM)



MR. NAMAN CHOPRA

MANAGER (SALES TEAM)



MR. JR RAJKUMAR



**A TEAM IS NOT A GROUP OF PEOPLE
WHO WORK TOGETHER.
A TEAM IS A GROUP OF PEOPLE
WHO TRUST EACH OTHER.**