

NEWSLETTER

EDITION: SEPT-OCT 2025



Top News

New Product Launch:
Redefining Wellness Through
Science.

Target Achieved
Milestones Met. Goals
Surpassed.

Science, Success & Synergy: The Alathea Way

Every achievement is rooted in science, driven by teamwork, and inspired by our shared vision for better healthcare. This edition celebrates our latest innovations, successful milestones, and the collective energy that defines The Alathea Way — where passion meets purpose and progress never stops.



Leadership Duo

Message from the Founder



At Alatheabiotec, we believe that every formula we create is more than just a medicine — it's a commitment to life, health, and hope. Our journey began with a vision to bridge innovation with compassion, delivering therapies that not only treat but truly transform lives.

Over the years, our dedicated team, guided by science and purpose, has built a portfolio that addresses key healthcare challenges across cardio-diabetic, neuro-neutraceutical, CNS, and critical care segments. Each product is the result of rigorous research, ethical practices, and an unwavering focus on quality.

As we continue to grow, our goal remains constant — to empower healthcare professionals with reliable, evidence-based solutions that enhance patient outcomes. Together, with your trust and collaboration, we aspire to redefine the standards of accessible and affordable healthcare in India and beyond.

I extend my heartfelt gratitude to every doctor, partner, and colleague who shares our mission of healing through science.



Jaydeep Sarkar

Founder, Chairman & CEO
Alatheabiotec Pvt Ltd



New Product Launch

We're excited to announce the launch of our latest innovation, designed to deliver advanced therapeutic benefits with trusted quality. This addition to our portfolio reflects Alatheia Biotec's ongoing commitment to research-driven solutions that enhance patient care and support healthcare professionals in achieving better outcomes.

OXIFERON

**Ferric Pyrophosphate (Liposomal), Vitamin C,
Folic Acid & Vitamin B12 Tablets**

NEW





Healthcare Professionals' Corner

We value the trust and partnership of healthcare professionals who help us bring better health solutions to patients every day. Explore some commonly asked questions about collaborations, product access, and our commitment to medical excellence.

FAQs for Healthcare Professionals

- 01** **How can I collaborate with Alatheia Biotec for medical research or clinical programs?**
Healthcare professionals can partner with us for clinical studies, patient awareness initiatives, and CME programs by reaching out to support@alatheabiotec.com.
- 02** **Are Alatheia Biotec products available through hospital supply channels?**
Yes. Our products are available through authorized distributors and hospital supply networks across India.
- 03** **Does Alatheia support patient education or awareness initiatives?**
Absolutely. We collaborate with healthcare professionals to organize patient awareness camps and medical education programs.
- 04** **How are new formulations developed and tested at Alatheia?**
All formulations are developed through in-depth research, clinical validation, and stringent quality control procedures before market release.
- 05** **How can healthcare professionals receive updates on new products and events?**
By subscribing to our newsletter or connecting with our regional representatives for the latest product launches and CME programs.



Your Guide to Better Health

Good health starts with simple habits and informed choices. At Alatheabiotec, we believe that awareness is the first step toward wellness. Explore these quick answers to common health questions and take a step closer to a healthier, happier you.

FAQs for Better Health

- 01** **How can I maintain good heart health?**
Follow a balanced diet, exercise regularly, avoid smoking, and monitor your blood pressure and cholesterol levels frequently.
- 02** **What's the best way to manage diabetes effectively?**
Stick to your prescribed medication, maintain a healthy diet, stay active, and get your blood sugar checked regularly.
- 03** **How can I boost my immunity naturally?**
Eat plenty of fruits, vegetables, and whole grains, stay hydrated, get enough sleep, and manage stress.
- 04** **Why is regular health check-up important?**
Routine check-ups help detect potential health issues early, ensuring timely treatment and long-term wellness.
- 05** **What lifestyle habits can improve overall well-being?**
Practice moderate exercise, mindful eating, adequate rest, and positive thinking — small steps that lead to lasting health.

Shining Star of Alatheia

Division: Neurogen



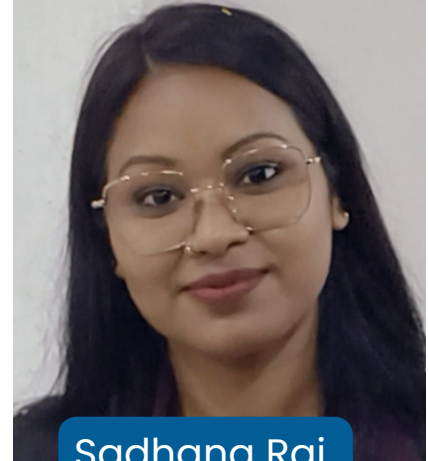
Badal Singh

117% , Bhagalpur HQ



Ravi Kumar

101% , Patna HQ



Sadhana Rai

101% , Patna HQ



Amit Kumar

100% , Ranchi HQ



Shivam Kumar Singh

100% , Ranchi HQ



Kumari Shalini Dubey

100% , Ranchi HQ



Mozamel Rahaman SK

101% , Berhampore HQ



Suraj Panday

102% , Malda HQ



Satayu Pramanik

101% , Midnapore HQ



Bibhu Prasad Satapathy

122% , Bhubaneswar HQ

Shining Star of Alathea

Division: Diagen



Biswajit Paul

112% , North Kolkata HQ



103% , Berhampore HQ



106% , South Kolkata HQ

Message to Team

October has truly been a month of energy, achievement, and inspiration at ALATHEA Biotec. The performance across teams has filled our organization with positive vibes, and I am delighted to see so many achievers stepping forward with excellence.

What makes this month even more special is the remarkable rise of our Orissa team, who have entered the performance zone with great momentum. Their dedication and spirit reflect the values we stand for—commitment, resilience, and teamwork.

Each achievement, big or small, adds to the collective strength of Alathea Biotec. Together, we are not just meeting targets—we are building a culture of success, collaboration, and pride.

Let us carry this enthusiasm forward, celebrate every milestone, and continue to inspire one another. The journey ahead is bright, and October has shown us what we can accomplish when passion meets purpose.

Congratulations to all achievers—your efforts are the heartbeat of our growth.



Jaydeep Sarkar

Founder, Chairman & CEO
Alathea Biotec Pvt Ltd

SEPTEMBER 2025 - CALL & COVERAGE DATA

Sr No	Employee	State Name	Head Qtr	Desig	Division	Doctor In Master	September, 2025								
							No Dr.	Met Drs	Miss Drs	Total Freq Call	Total Call	Missed Call	No. of WD	Call Avg	Dr Coverage
1	SK FIROZ	WEST BENGAL	KOLKATA CENTRAL	DRBM	NEUROGEN	926	951	72	879	2781	78	2703	23	3.39	7.57
2	ARINDAM DE	WEST BENGAL	KOLKATA SOUTH	DRBM	NEUROGEN	926	947	38	909	2852	43	2809	20	2.15	4.01
3	GAURAV KUMAR YADAV	BIHAR	PATNA	ABM	NEUROGEN	1019	1019	21	998	2733	28	2705	23	1.22	2.06
4	SAMRIDHYAY CHATTOPADHYAY	WEST BENGAL	NORTH KOLKATA	ABM	DIAGEN	300	300	57	243	1020	104	916	24	4.33	19.00
5	GOVIND KUMAR MISHRA.	JHARKHAND	JAMSHEDPUR	BM	NEUROGEN	300	300	108	192	897	233	664	24	9.71	36.00
6	RAHUL GHOSH CHOWDHURY	WEST BENGAL	KOLKATA(JADAVPUR)	BE	NEUROGEN	115	118	21	97	390	29	361	23	1.26	17.80
7	SUBHAM KUMAR SINGH	JHARKHAND	BOKARO	BE	NEUROGEN	100	100	74	26	278	123	155	22	5.59	74.00
8	AMIT KUMAR	JHARKHAND	RANCHI	BE	NEUROGEN	115	115	63	52	330	149	181	20	7.45	54.78
9	SADHANA RAI	BIHAR	PATNA 2	BE	NEUROGEN	100	100	19	81	234	29	205	17	1.71	19.00
10	SURAJ PANDAY	WEST BENGAL	MALDA	BE	NEUROGEN	100	161	76	85	501	120	381	25	4.80	47.20
11	SUBRATA DUTTA	WEST BENGAL	BARASAT	BE	NEUROGEN	100	167	67	100	546	112	434	23	4.87	40.12
12	SHIVAM KUMAR SINGH	JHARKHAND	RANCHI 2	BE	NEUROGEN	100	100	65	35	340	180	160	24	7.50	65.00
13	REPON SAHA	WEST BENGAL	KOLKATA(DUMDUM)	BE	NEUROGEN	100	100	79	21	281	154	127	25	6.16	79.00
14	HRITIK MONDAL	WEST BENGAL	KOLKATA(BEHALA)	TBE	NEUROGEN	100	139	50	89	460	103	357	23	4.48	35.97
15	MOZAMEL RAHAMAN SK	WEST BENGAL	BERHAMPORE 1	TBE	NEUROGEN	100	100	45	55	280	90	190	25	3.60	45.00
16	KUMARI SHALINI DUBEY	JHARKHAND	RANCHI 3	BE	NEUROGEN	100	100	60	40	340	122	218	20	6.10	60.00
17	SATAYU PRAMANIK	WEST BENGAL	MIDNAPORE	TBE	NEUROGEN	100	100	67	33	280	124	156	26	4.77	67.00
18	BISWAJIT PAUL	WEST BENGAL	NORTH KOLKATA	BE	DIAGEN	100	100	51	49	340	109	231	24	4.54	51.00
19	MR. SOUVIK GHOSH	WEST BENGAL	KRISHNANAGAR	TBE	DIAGEN	100	100	26	74	340	40	300	25	1.60	26.00
20	SAGAR CHAKRABORTY	WEST BENGAL	KOLKATA-BIN	TBE	NEUROGEN	100	143	44	99	469	84	385	21	4.00	30.77
21	RAKESH BEHERA	ORISSA	CUTTACK	BE	NEUROGEN	101	101	65	36	343	189	154	22	8.59	64.36
22	SUDIPTA ACHARJEE	WEST BENGAL	ASANSOL	BE	NEUROGEN	103	103	23	80	293	37	256	13	2.85	22.33
23	BADAL KUMAR	BIHAR	Bhagalpur	TBE	NEUROGEN	101	101	28	73	281	53	228	22	2.41	27.72
24	NEERAJ KUMAR THAKUR	BIHAR	Darbhanga	TBE	NEUROGEN	102	102	11	91	283	28	255	21	1.33	10.78
25	SUDIPTA MONDAL	WEST BENGAL	DIAMOND HARBOUR	TBE	NEUROGEN	104	104	0	104	279	0	279	0	0.00	0.00
26	MASUD ALI	WEST BENGAL	KOLKATA(SEALDAH)	TBE	NEUROGEN	100	135	101	34	452	144	308	22	6.55	74.81
27	PALASH KUMAR DAS	WEST BENGAL	HOOGHLY	BE	NEUROGEN	100	100	33	67	278	56	222	24	2.33	33.00
28	NAVIN MAURYA	JHARKHAND	DALTONGANJ	BE	NEUROGEN	100	100	69	31	340	162	178	24	6.75	69.00
Grand Total							6106	1433	4673	18241	2723	15518			1083.28

OCTOBER 2025 - CALL & COVERAGE DATA

Sr No	Employee	State Name	Head Qtr	Desig	Division	Doctor In Master	October, 2025									
							Met		Miss		Total Freq		Total		Missed	
							Drs	Drs	Drs	Drs	Call	Call	Call	Call	Call	WD
1	SK FIROZ	WEST BENGAL	KOLKATA CENTRAL	DRBM	NEUROGEN	926	926	71	855	2714	78	2636	21	3.71	7.67	
2	ARINDAM DE	WEST BENGAL	KOLKATA SOUTH	DRBM	NEUROGEN	926	929	71	858	2792	80	2712	19	4.21	7.64	
3	RANJIT NAYAK	ORISSA	BHUBANESWAR NORTH	RBM	NEUROGEN	612	511	25	486	1735	32	1703	14	2.29	4.89	
4	GAURAV KUMAR YADAV	BIHAR	PATNA	ABM	NEUROGEN	1019	1019	20	999	2733	23	2710	22	1.05	1.96	
5	SAMRIDDHYAY CHATTOPADHYAY	WEST BENGAL	NORTH KOLKATA	ABM	DIAGEN	300	300	46	254	1020	65	955	19	3.42	15.33	
6	SWARAJYA GOUDA	ORISSA	BHUBANESWAR SOUTH	ABM	NEUROGEN	612	512	12	500	1739	13	1726	13	1.00	2.34	
7	GOVIND KUMAR MISHRA.	JHARKHAND	JAMSHEDPUR	BM	NEUROGEN	300	300	104	196	897	210	687	20	10.50	34.67	
8	RAHUL GHOSH CHOWDHURY	WEST BENGAL	KOLKATA(JADAVPUR)	BE	NEUROGEN	115	115	33	82	390	77	313	24	3.21	28.70	
9	SUBHAM KUMAR SINGH	JHARKHAND	BOKARO	BE	NEUROGEN	100	100	55	45	278	87	191	16	5.44	55.00	
10	AMIT KUMAR	JHARKHAND	RANCHI	BE	NEUROGEN	115	115	67	48	330	137	193	18	7.61	58.26	
11	SADHANA RAI	BIHAR	PATNA 2	BE	NEUROGEN	100	100	25	75	234	37	197	21	1.76	25.00	
12	SURAJ PANDAY	WEST BENGAL	MALDA	BE	NEUROGEN	100	100	58	42	340	118	222	21	5.62	58.00	
13	SUBRATA DUTTA	WEST BENGAL	BARASAT	BE	NEUROGEN	100	100	57	43	340	95	245	20	4.75	57.00	
14	SHIVAM KUMAR SINGH	JHARKHAND	RANCHI 2	BE	NEUROGEN	100	100	52	48	340	103	237	15	6.87	52.00	
15	REPON SAHA	WEST BENGAL	KOLKATA(DUMDUM)	BE	NEUROGEN	100	100	71	29	281	128	153	22	5.82	71.00	
16	HRITIK MONDAL	WEST BENGAL	KOLKATA(BEHALA)	TBE	NEUROGEN	100	100	63	37	340	144	196	21	6.86	63.00	
17	MOZAMEL RAHAMAN SK	WEST BENGAL	BERHAMPORE 1	TBE	NEUROGEN	100	100	50	50	280	92	188	24	3.83	50.00	
18	KUMARI SHALINI DUBEY	JHARKHAND	RANCHI 3	BE	NEUROGEN	100	100	55	45	340	99	241	18	5.50	55.00	
19	SATAYU PRAMANIK	WEST BENGAL	MIDNAPORE	TBE	NEUROGEN	100	100	56	44	280	100	180	24	4.17	56.00	
20	BISWAJIT PAUL	WEST BENGAL	NORTH KOLKATA	BE	DIAGEN	100	100	53	47	340	92	248	20	4.60	53.00	
21	MR. SOUVIK GHOSH	WEST BENGAL	KRISHNANAGAR	TBE	DIAGEN	100	100	22	78	340	40	300	21	1.90	22.00	
22	SAGAR CHAKRABORTY	WEST BENGAL	KOLKATA-BIN	TBE	NEUROGEN	100	100	72	28	340	142	198	20	7.10	72.00	
23	RAKESH BEHERA	ORISSA	CUTTACK	BE	NEUROGEN	101	101	63	38	343	152	191	21	7.24	62.38	
24	SUDIPTA ACHARJEE	WEST BENGAL	ASANSOL	BE	NEUROGEN	103	103	24	79	293	45	248	22	2.05	23.30	
25	BADAL KUMAR	BIHAR	Bhagalpur	TBE	NEUROGEN	101	101	32	69	281	63	218	21	3.00	31.68	
26	NEERAJ KUMAR THAKUR	BIHAR	Darbhanga	TBE	NEUROGEN	102	102	34	68	283	70	213	19	3.68	33.33	
27	SUDIPTA MONDAL	WEST BENGAL	DIAMOND HARBOUR	TBE	NEUROGEN	104	104	39	65	279	65	214	17	3.82	37.50	
28	MASUD ALI	WEST BENGAL	KOLKATA(SEALDAH)	TBE	NEUROGEN	100	100	77	23	340	140	200	20	7.00	77.00	
29	PALASH KUMAR DAS	WEST BENGAL	HOOGHLY	BE	NEUROGEN	100	100	31	69	278	57	221	22	2.59	31.00	
30	NAVIN MAURYA	JHARKHAND	DALTONGANJ	BE	NEUROGEN	100	100	62	38	340	113	227	21	5.38	62.00	
31	Bibhu Prasad Satapathy	ORISSA	BHUBANESWAR 1	TBE	NEUROGEN	310	310	24	286	1052	32	1020	19	1.68	7.74	
Grand Total							7148	1524	5624	21912	2729	19183			1216.39	



ALATHEA BIOTEC

We have swiftly emerged as a prominent player in the healthcare industry. Our dedication to excellence, innovation, and quality sets us apart as a beacon of hope for healthier and happier lives.

**An ISO 9001:2015 Certified
Pharmaceuticals Company**

Our Offices

- Corporate Office: 4th Floor, Bimla Enclave, Kalikapur, Kolkata, WB – 700099
- Branch Office: House No 10, Kitab Bhavan Lane, North Sri Krishna Puri, Patna, BH – 800013

✉ alatheabiotec@gmail.com



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@alatheabiotec

Strength in Unity



Teamwork is the heart of every success. It's the spirit of collaboration, trust, and shared purpose that drives us to achieve more together. Every milestone we reach reflects the dedication of individuals working in harmony – combining ideas, effort, and passion to turn challenges into achievements. Because when we work as one, excellence becomes a habit.