



# CKD PHARMA COMMUNITY NEWSLETTER

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## WELCOME

The fifth edition of this newsletter comes at a time of unprecedented regional uncertainty, with significant human loss and potential shifts in the geopolitical and economic order—especially in the Middle East. While the situation remains fluid, rising fuel prices risk triggering another wave of inflation. We extend our prayers to those affected and hope for a swift resolution so Pakistan can preserve its hard-earned macroeconomic stability.

## QUOTE OF THE MONTH

"Hate cannot drive out hate; only love can do that. Hate multiplies hate, violence multiplies violence and toughness multiplies toughness in a descending spiral of destruction." —  
**Martin Luther King JR.**

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# IMPACT OF WEST ASIA CONFLICT

The West Asia conflict has severely disrupted pharmaceutical supply chains, causing raw material costs—specifically APIs and chemicals—to surge by 200–300%. Shipping delays and increased freight costs, compounded by maritime threats in the Strait of Hormuz, threaten the timely delivery of critical medicines, vaccines, and biologics.

## Key Impacts on Pharmaceutical Supply Chains:

- **Surging Material Costs:** Pharmaceutical input costs have spiked due to shortages and increased logistics expenses, placing intense pressure on manufacturers.
- **Major Shipping Disruptions:** The conflict has severely impacted critical shipping lanes. Insurance premiums for vessels passing through the Strait of Hormuz have increased by over 1,000%, significantly driving up freight costs.
- **Export Disruptions:** Indian pharmaceutical exports, a major global supplier, are experiencing significant delays and disruptions.
- **Threat to Specialized Cargo:** The crisis threatens the transport of sensitive products requiring strict temperature controls, such as vaccines and biologics, due to transit delays.
- **Industry Strategic Shift:** The crisis is forcing a reassessment of supply chain strategies, moving away from relying on a limited number of global hubs toward building increased resilience.

The escalating situation has led to calls for the creation of a 'Health Security Corridor' to ensure the continued flow of medical supplies.



# WELLNESS TIPS

Staying well during the rainy season requires a focus on boosting immunity, maintaining strict hygiene, and managing indoor wellness. Humidity and stagnant water create breeding grounds for bacteria, viruses, and mosquitoes, making the body more susceptible to infections like the flu, dengue, and waterborne diseases.

## Dietary & Immunity Boosts:

- **Prioritize Warm, Cooked Meals:** Freshly prepared, warm foods like soups, stews, and khichdi are easier to digest during this season when metabolism often slows down.
- **Include Healing Spices:** Add natural antibiotics and anti-inflammatories like turmeric, ginger, garlic, and black pepper to your meals to help fight off seasonal infections.
- **Safe Hydration:** Drink only boiled or filtered water to prevent waterborne illnesses such as typhoid and cholera. Warm herbal teas (ginger or tulsi) are excellent for keeping the body warm and hydrated.

## Foods to Avoid:

- **Street Food:** Often prepared in unhygienic conditions with contaminated water.
- **Raw Salads/Leafy Greens:** These can harbor germs, mold, and parasites, if consumed, they must be washed thoroughly with salt water or a DIY veggie wash.
- **Cold Beverages:** Chilled drinks can weaken digestion and increase the risk of throat infections.

## Hygiene & Personal Care:

- **Stay Dry:** Always carry an umbrella or raincoat. If you get wet, change into dry clothes immediately to prevent respiratory issues and skin fungal infections.
- **Hand & Foot Hygiene:** Wash hands frequently with antibacterial soap. Keep your feet dry and use antifungal powder in damp-prone areas like between toes to prevent athlete's foot.
- **Mosquito Protection:** Drain any stagnant water around your home (in pots, coolers, or trays) where mosquitoes breed. Use repellents, nets, and wear long-sleeved clothing.

# COMMERCIAL EXPANSION UPDATE

In a major step toward strengthening our commercial footprint, CKD pharma is expanding its marketing and sales organization to support the promotion of 11 key brands across 33 strategic cities of Pakistan.

This initiative reflects our commitment to building strong relationships with healthcare professionals and improving patient access to quality medicines nationwide.

## Expansion Snapshot

Brand Portfolio 11 Brands (Mixed segment)

Geographic Coverage 33 Cities (South region & North Zones)

Field Force Expansion - New Marketing & Sales Team Deployed

Concentration on developing relations with healthcare professionals particularly GPs and those specializing in Gynae, Paediatrics & Orthopaedics

## Brand Promotion Strategy

The newly deployed team will focus on scientific engagement and relationship building with healthcare professionals through:

- Product detailing to doctors
- Clinical discussions and medical updates
- Customer engagement programs
- Strong field presence in key territories

## Strategic Impact

This expansion will enable the company to:

- Strengthen doctor relationships nationwide
- Increase brand awareness and prescription generation
- Build a robust commercial presence in target regions
- Support sustainable business growth in key therapeutic areas





**CKD  
PHARMA**

# THAT FIRST SIP HITS DIFFERENT

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CKD Sudolyt — because rehydration matters.  
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\*MRP PKR 24.8 PER SACHET