



Registered Office  
Cadila Corporate Campus  
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CIN : U24231GJ1991PLC015132

08-10-2025

EMP. NO: 1118665  
Proshik Mukherjee  
Mukherjee Nivas  
Vllag- Gopalpur Majherchara  
P.O & P.S- Bagnan, District - Howrah  
Pincode - 711303,  
West Bengal - 711303

Dear Proshik Mukherjee,

This has reference to our offer letter for the **Area Business Manager** based at **Kolkata**. Subsequent to your joining report received through your manager, we are pleased to appoint you as **Area Business Manager** in our **New Care** Division with effect from **01-09-2025** on the following terms and conditions:

1. You Headquarter will be at **Kolkata** subject to change anywhere in India.
2. Salary: You will be offered the consolidated salary of **Rs.21188** p.m.

**House Rent Assistance** :Rs. 8475/- p.m.

**Prof. Pursuit Allowance** :Rs. 12336/- p.m.

**ALLOWNCES** :Rs. 340/-H.Q and Rs. 350/- Ex H.Q. Per working day) (Delhi,Mumbai,Chennai,  
Kolkata,Bangalore,Ahmedabad,Hyderabad, Nepal)

:Rs. 315/-H.Q and Rs. 325/- Ex H.Q. Per working day) (Rest of the Cities)

Outstation Allowance as per Travel Policy

3. You will be on probation for a period of **six months** from the date of joining. This period may be extended at the discretion of the company to enable you to achieve the expected standard of your performance. At the end of probation period, you will be either (a) confirmed in the services of the company or (b) if your performance is not up to the expected standard, terminated from such services.
4. On confirmation, your services will be liable to be terminated after giving one month's notice or one month's notice pay in lieu of notice period from either side. Incase of ceasing the employment by way of resignation, the Management has discretion to waive off your notice period and for which no payment what so ever shall be made to you for notice period.
5. You will be eligible for P.F. and F.P.F., Ex-Gratia, Gratuity, Leave, Contributory Superannuation Scheme, according to the rules of the company.
6. Apart from your usual duties, your activities will also extend over any other kind of work as may be required by the circumstances.
7. Your services are liable to be transferred to any other H.Q. within India as and when desired by the management.
8. During the period of this appointment, you will not secure or try to secure any other post without the previous consent of the management in writing.
9. Your appointment will be subject to the verification of your service record and antecedence.
10. This appointment is given on the basis that you under take to work honestly, dilligently, efficiently and will maintain the minimum sales target as communicated from time to time and with the understanding that you will maintain and ensure reasonable growth continuously and will control the field's staff working under you and communicating about day-to-day progress to the management.

*The Care Continues...*



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**Job Description: Area Business Managers (Branded)**

|   |   |
|---|---|
| <b>JOB SUMMARY/ PURPOSE:</b>  |   |
| The incumbent will be responsible for:<br>Achievement of budgeted sales targets for the area through the development & channelizing the efforts of the team of field officers, ensuring customer (KOLs, other Doctors and chemists) development, products, markets and through effective implementation of marketing programs |   |
| <b>PRINCIPAL ACCOUNTABILITIES:</b>  |   |
| <b>1.</b>   | <b>Achievement of Budgeted Sales Targets</b><br><ul style="list-style-type: none"> <li>• Achievement of overall Monthly Sales Targets leading to achievement of Annual Sales Targets</li> <li>• Achievement of Brand-wise Sales Targets esp. for Thrust Brands</li> <li>• Ensuring achievement of targets by each FO territory and maximizing productivity</li> <li>• Improve business hygiene by reducing sales returns &amp; expiries</li> <li>• Effective forecasting to ensure smooth availability &amp; distribution of products</li> <li>• Co-ordination with business partners/ distribution</li> <li>• Ensuring achievement of collection targets</li> </ul>  |
| <b>2.</b>   | <b>Customer Development/ KOL Development</b><br><ul style="list-style-type: none"> <li>• Development of brand specific core customers &amp; develop their business contributions</li> <li>• Monitoring the efforts of field officers with specific focus on ensuring Dr Call Average of 12 and minimum 95% MCR coverage</li> <li>• Supporting the implementation of strategic alliance programs for maximizing ROI from KOLs through ensuring periodical visits as mandated by HO</li> <li>• Development &amp; sustenance of relationships of KOLs through personal visits</li> <li>• Periodically track the contribution from KOLs and ensure interventions under the guidance of SMs in protecting &amp; developing the business from KOLs</li> </ul> |
| <b>3.</b>   | <b>Product Development</b><br><ul style="list-style-type: none"> <li>• Identification and development of core customers for each product and maximizing their returns</li> <li>• Developing mechanisms to track the performance progress of these products and addressing gaps if any</li> </ul>  |
| <b>4.</b>   | <b>Team Development/ Competence Development</b><br><ul style="list-style-type: none"> <li>• Developing the in-clinic effectiveness through channelizing the efforts of Field Officers in terms of Right Customer, Right Product and</li> <li>• ensuring Right Frequency of visits</li> <li>• Improving in clinic competence of FOs by developing their product knowledge, application of selling skills through joint call coaching</li> <li>• Development of teamwork and culture amongst the FOs</li> <li>• Ensuring business process discipline &amp; hygiene Planning &amp; Organizing the efforts of self/ team</li> <li>• Efforts to retain the team and filling up of vacancies if any</li> </ul>  |
| <b>5.</b>   | <b>Effective Implementation of Marketing Programs</b><br><ul style="list-style-type: none"> <li>• Ensuring effective implementation of marketing programs (CMEs/ Symposiums/Camps etc) thereby develop key brands in each territory</li> <li>• through a team of FOs</li> <li>• Periodically track the implementation of marketing programs and address the gaps if any</li> <li>• Preparation of action plans during cycle meetings with an objective of improving implementation</li> <li>• Tracking the efforts of team members in terms of call average and coverage through Physzii and ensuring compliance</li> <li>• Implementation of local strategies under guidance of SMs</li> </ul>   |
| <b>6.</b>   | <b>Customer Development/ KOL Development</b><br><ul style="list-style-type: none"> <li>• Timely Physzii reporting of Self &amp; ensuring the discipline of FOs in timely reporting of Physzii as per timelines</li> <li>• Maintaining the secondary sales &amp; primary sales records of each territory and ensuring the same in case of FOs</li> <li>• Updation of MCR, Chemist list and Institution list on a periodical basis as mandated by HO</li> <li>• Ensuring effective DWP and implementation of the same</li> <li>• Ensuring discipline through control tools like STP, TP and other monitoring tools</li> </ul>   |
|   | <b>Job Specifications</b><br><ul style="list-style-type: none"> <li>• Ideal candidate would be a Science graduate ideally with previous experience of first line management or a candidate from MNC companies with excellent process orientation and aptitude</li> <li>• Good interpersonal skills, team work, analytical ability etc</li> <li>• Good communication skills, attention to detail, execution skills</li> </ul>  |
| <b>Note:</b>  | This is only an indicative list of key duties and this may change from time to time as per business needs. Advancement (both salary and growth) will be based on assessment of competencies, experience, knowledge and performance as determined by company requirements and based on the evaluation by the company. Employee on probation will have to complete the probation assessment which includes, interview / review meetings, projects and /or written examination.  |



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| Salary Breakup                 |               |                |
|--------------------------------|---------------|----------------|
| Salary components              | Monthly       | Annual         |
| <b>Earnings</b>                |               |                |
| Basic                          | 21,188        | 254,256        |
| HRA                            | 8,475         | 101,700        |
| Professional Pursuit Allow     | 12,336        | 148,032        |
| <b>Gross Salary</b>            | <b>41,999</b> | <b>503,988</b> |
| <b>Retirals &amp; Benefits</b> |               |                |
| Employer contributed PF        | 2,543         | 30,516         |
| Superannuation                 | 1,695         | 20,340         |
| Gratuity                       | 848           | 10,176         |
| <b>Retirals &amp; Benefits</b> | <b>5,086</b>  | <b>61,032</b>  |
| <b>Total CTC</b>               | <b>47,085</b> | <b>565,020</b> |

11. In case any information furnished by you in connection with the above appointment is found incorrect at any stage or correct information is found suppressed, you are liable to be removed from the services at any time without any notice.
12. If, at anytime in our opinion, which is final in this matter you are found guilty of dishonesty, disobedience, disorderly behavior, negligence, indiscipline, absence from duty without permission or any other conduct considered by us deterrent to our interest or of violation of one or more terms of this letter, your services may be terminated without notice or notice period.
13. You will retire from the Company's service on attaining the age of 58 years without any notice.
14. If at any time, in our opinion, which is final in this matter, you are found guilty of dishonesty, disobedience, disorderly behavior, negligence, indiscipline, absence from duty without permission or in dual employment / business association / full time or part time remunerative services or employment of any other company other than Cadila Pharmaceuticals Ltd. or any other conduct considered by us deterrent to our interests' or of violation of one or more terms of this letter, necessary disciplinary actions will be initiated against you which include claim for compensation damage caused to the company on account of such violations, termination of employment with or without notice depending upon the gravity of the case, as may be.
15. You are requested to communicate your acceptance of the appointment order and also indicate the date on which you are likely to join duty.
16. The endorsement of the acceptance below the duplicate copy of this letter should be signed and dated by you in token of your acceptance of this offer and returned to us within seven days on receipt of this letter, failing which it shall be presumed without any further reference that you are not interested in this offer and the same will be treated as cancelled.

**For Cadila Pharmaceuticals Limited**



**Anita Chakraborty**

**Authorized Signatory**

**Branded HR**

**ENDORSEMENT OF ACCEPTANCE:**

I unconditionally accept the above offer of appointment under the company on the terms and conditions mentioned therein and agree to abide by that. I shall positively report for duty on or before \_\_\_\_\_ at \_\_\_\_\_ Headquarter.

Place: Howrah Bagman

Date: 05/10/25

Signature: 

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