



# THE ISO 9001 RECOGNITION OF SQUARE PHARMACEUTICALS LTD.



SPECIAL SUPPLEMENT ON THE OCCASION OF RECEIVING THE ISO-9001 CERTIFICATE BY SQUARE PHARMACEUTICALS LTD. ◆ THE DAILY STAR 25th JULY '98

## A JOURNEY TO MARKET LEADERSHIP THROUGH QUALITY

Quality and medicine are synonymous. It is mere so since the doctors community and conscious members of our society have a prolonged desire for quality medicines. It is, therefore, obvious that the great expectation of quality in medicines can only be attained through standard. The ways and means of producing something give true indication of the extent of standard. SQUARE is the leading entity of producing and marketing pharmaceuticals in this country. SQUARE decidedly avoids complacency even after ensuring the highest forms of science and technology in manufacturing quality medicines. We always added more elements of modern management. Cardinal behind all our efforts and enterprise has all along been the people, especially the doctors community of the country, whose undaunted verdict for quality medicines has been our principal source of inspiration. SQUARE had a deep concern of beholding time, to get enriched with the values and substance of time and to ride on its crest. SQUARE PHARMACEUTICALS stands by the strong belief that the impact of enterprise is contemporary, but the impact of quality is eternal. SQUARE's enviable popularity both at home and abroad is further attributable to such quest for reaching vision and an obsession for perfection. A journey that began with such an ambitious outlook and passed through countless evolutions of change for gradual betterment has now been awarded the coveted distinction of a global height - the ISO 9001.

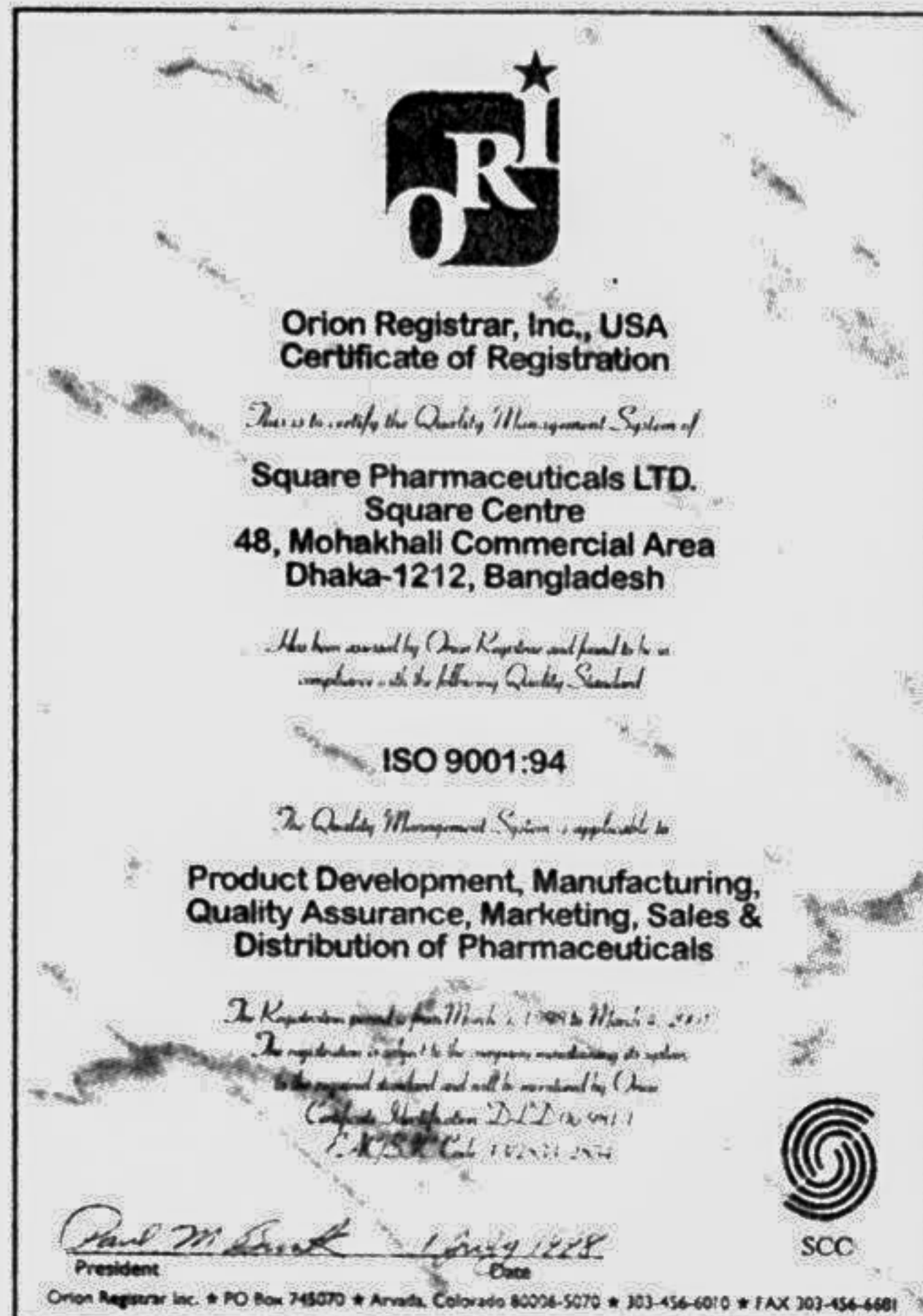
The elevation to such a global level is, in fact, a corporate success since it is the sum total of a number of endeavours undertaken by all concerned, with a unique blend of science and technology and human resources, inspired by the increasing consciousness of the country's physicians, health-workers and all engaged in marketing and trading pharmaceutical products.

As stated earlier, the country's medicare professionals have urged for quality life-saving and other general drugs for quite a long time, coupled with the increasing consumer demand for higher quality medicines at home and both were instrumental in pressing us hard for attaining higher precision and technological advancement at par with the global standard. We are, therefore, indebted to the consumers, doctors and health workers, medicare institutions and specialised organisations and all concerned with the marketing of medicines with whom we like to share the pride of joy upon being recognised for the ISO 9001 certification.

SQUARE has been pursuing higher objectives to attain standards of both its products and management, resulting to entering into agreement for technical cooperation with multinational entities like the Janssen Pharmaceutica (a subsidiary of Johnson & Johnson, USA). It has left no stone unturned to harness the best mode of science, technology and human skill, which took us as far away as to enter into contract with the world famous H. Hoffman La Roche of Switzerland. Our goal to enter into further world pharmaceutical market has already led us to establish our second plant, a state of the art pharmaceutical manufacturing unit to qualify for the US-FDA and MCA charter of standard.

A product is known by its quality. The concept of quality is not a new one, which rather dates as far back as some three thousand years, which got institutionally codified during the Industrial Revolution. The very concept of quality is a composition of several factors that is pursued during the process of manufacturing and not an imposed one. It's rather a continuous process of the entire production chain involving the institutional infra-structure, the sponsoring entrepreneurs and the workers of all rank and file. The commitment of perfection leads gradually to corporate success and SQUARE PHARMACEUTICALS LIMITED was no exception from this universal appeal.

SQUARE has combined the best technology with human skill at every stage of the industry to ensure quality of a product as sensitive as medicine. Such concept of combination has been stemmed from the participatory format of management pursued in the modern industrialised economies, which guarantees transparency and opens new vistas. Our guiding principle in meeting challenges for quality has all along been greater consumer satisfaction and this has been the key of SQUARE PHARMACEUTICALS' elevation to the leading position in the industry taking our products to a global market segment and consolidated its position as a strong corporate entity. SQUARE family strongly believes that standard of quality and service will alone be the key to success through the coming century taking to the next millennium.



### SQUARE's Quality Policy

Ensure strict compliance with WHO cGMP standards and local regulatory norms in every phase of manufacturing, quality assurance and delivery of medicines.

Ensure all activities through documented Quality Management System (QMS) complying International Standard requirements of ISO 9001 through continuously developing Human Resources by regular training and participation.

Ensure customer satisfaction by exceeding their level of expectations.

SQUARE will undertake appropriate review, evaluations and performance measurement of its operations to ensure compliance with Quality Policy

*Samson H. Chowdhury*  
Chairman



SQUARE Dedicated to Advanced Technology



Mr. Tapan Chowdhury, Managing Director of Square Pharmaceuticals Ltd, is receiving the certificate of ISO-9001



### MESSAGE

I am happy to know that Square Pharmaceuticals Limited has been awarded ISO-9001 quality certification. I feel that it is the culmination of the strenuous quality control measures being taken by Square Pharmaceuticals Limited in the last several years to ensure international quality of their products. The international recognition through the ISO quality certification is, therefore, a befitting recognition and achievement at a crucial time when imports need to be liberalized. I expect the award will encourage Square Pharmaceuticals Limited to be more quality conscious and maintain supply the best quality products to their customers within the country and abroad. I hope, this will also inspire other local companies to have ISO standards certification.

I wish Square Pharmaceuticals Limited all success in this task.

*Tofail Ahmed*  
(Tofail Ahmed)

Minister, Ministry of Commerce and Industries, Government of the People's Republic of Bangladesh



### MESSAGE

Quality medicines has always been the fundamental desire of the doctors' community. Square Pharmaceuticals always give utmost importance and weight to the doctor's opinion and advice, along with the demand of public health, in the quest for presenting quality medicine to the society. We think Square's achievement of the ISO 9001 certification best portrays this strategy. The community are proud and happy of Square's achievement.

We wish Square Pharmaceuticals Ltd. an all out success.

*Dr. Rashid - E - Mahbub*  
President Bangladesh Medical Association



### A RECOGNITION OF SELFLESS DEVOTION...

Square Pharmaceuticals Limited (SPL) is the leading branded generic pharmaceutical manufacturer in the country producing quality essential and other ethical drugs and medicines. From its very inception SPL dedicated all of its efforts to ensure quality medicine at affordable price for better health of the nation. Because of its continuous improvement in quality and dedication to the advancement of scientific knowledge and technology, SPL in 1985 achieved the number one position in the country among all national and multinational companies operating in Bangladesh. These phenomenal successes drove SPL to further advancement in pharmaceutical production as well as to massive diversification program. SPL diversified its operation in bulk pharmaceuticals, toiletries and cosmetics, health and hygiene care products and textiles, to name a few. All the ventures of Square earned trust and reputation because of its quality concern and professional management.

The main driving force behind all these successes are the human resources of the Square Group. Square emphasizes participation of the employees in all the activities of the company through self motivation and career development. We work tirelessly on continuous training and development of the human resources. The greatest of all achievements out of the endeavour is this award of recognition for quality that is manifest in the ISO-9001 certification. The main source of inspiration behind this success is the conscious verdict of the people for quality. We, therefore, like to attribute the gratitude for this success to the people of this country.

*Samson H. Chowdhury*  
Chairman



The new SPL plant at par with the US-FDA/MCA standard at Kaliakoir, Dhaka, under construction

## SQUARE CORPORATE MILESTONES

The journey begins : Square Pharmaceuticals Ltd. comes into being.	1958
Annual turn over increases to Tk.1 million and the institution becomes a private limited company	1962
First tablet manufacturing begins	1964
Square enters into technical cooperation agreement with Janssen Pharmaceutica, a subsidiary of Johnson & Johnson Intl., USA	1974
Square enters into technical cooperation agreement with F. Hoffman La Roche of Switzerland	1982
Emerges as the market leader with highest sales of Pharmaceuticals among both local and foreign manufacturers (source: IMS, Geneva)	1985
Recognised as the first drug exporter from Bangladesh To UK and Singapore	1986
New factory premises set up	1987
SPL's corporate status increases to a public limited company	1991
Recognised as the first Pharmaceutical company of the country with Tk.1 billion annual sales	1993
Construction of Square's Corporate Head Quarters ( Square Centre) completes	1994
Agreement signed with M/s TANVEC, UK for establishing the new Square plant at par with the USFDA/MCA standard. Opened a representative office in Russia registered - 5 products. Pharmaceuticals export to Pakistan, Yemen and Nepal. Annual turn over increases to Tk.1.5 billion	1996
Pharmaceuticals export assume greater proportion. High -Tech Metered Dose Inhaler project completed by mid -1997. Pharmaceuticals export to Russia, Myanmar, Sri Lanka, and Combdia Country wide sales network expanded	1997
SPL receives ISO 9001 certificate	1998