

HI-NEWS

NEWSLETTER

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COVER HIGHLIGHTS



Forbes Asia Best Under A Billion

Highnoon has been featured in the prestigious Forbes' Asia Under a Billion list once again.

Know Your Leadership

- An interview with Sohaib Sheikh, Chief Commercial Officer R2H

Plant Updates

- New Dispensing Area Inauguration @ HNL PLant
- Launch Of Highnoon Library

Employee Lounge

- Intellectual Capital: The Power and Profitability of an Idea.

HONOURED FOR THE **THIRD TIME**



Highnoon is the only pharmaceutical company from Pakistan that has made it to Forbes Asia Best Under A Billion thrice.

Highnoon has been featured in the prestigious Forbes' Asia Best Under a Billion list once again. Every year, Forbes Asia spotlights 200 publicly listed companies with sales under a Billion US\$ from across the region based on consistent performance. Highnoon has received this laurel three times in the last four years bearing testimony to its all-round professional excellence, competitiveness, earning the trust of millions of people and most importantly - patient welfare. It is also an extremely proud moment for our nation as Pakistan appears on the global business map, brushing shoulders with the top corporate organizations of Asia.

Mr. Tausif Khan, Highnoon's Chairman marks this acknowledgement: "We are delighted to stand among the success stories of the Asia Pacific region for the third time. We dedicate this accomplishment to the individuals of our company who do their best to be the best. We remain thankful to the health care professionals for their confidence, and we

value our business partners for the enabling. We will continue to focus on providing products that enrich life by improving clinical outcomes."

We are very proud to share this news with all our employees who have worked very hard. It is because of the combined efforts of each one of our employee that we have managed to achieve this success.

We congratulate all of you on behalf of the company on being a part of efforts made in this direction.

All the best for the exciting journey ahead and Inshallah the quest for bagging many more accolades such as this.

This story has been published in many leading print and digital newspapers and on all our social media platforms;

Business Recorder, Dawn, Tech Juice, Urdu Point, Pakistan Point.



An Interview with: Mr Sohaib Sheikh

• How would you describe yourself?

Passionate, versatile, self-made, foodie, tenacious

• What was your childhood dream?

Just wanted to be a billionaire (still a dream)

• What is your fear in life?

Losing my loved ones and lizards

• If you were not CCO Route2Health, what you would be?

Organic farmer or a Hollywood actor

• What have you done in your life that you are most proud of?

Launching PSL and having a close bond with my kids

• How do you handle work/life balance?

So far there is no balance since I have joined Highnoon, and my annual leaves are still not used

• What do you think makes a successful leader?

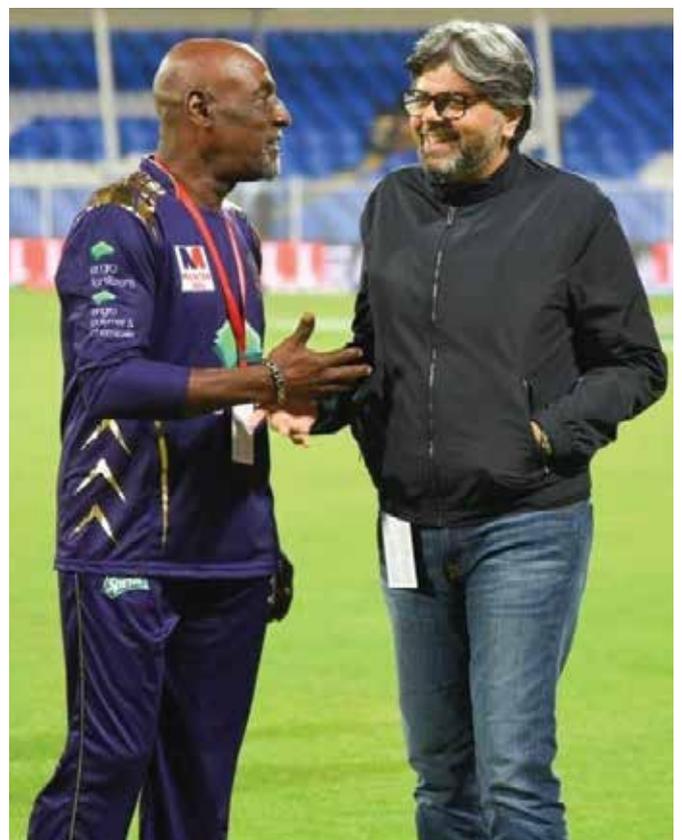
Believe in yourself, build a great team, passion, love and respect

• Where do you see Highnoon after five years?

Amongst the top 3 pharmaceutical companies in Pakistan

• What do you think are the essential traits we require to achieve Vision 2025?

Clear focus and consistency





Mr. Ahsen Javed

Mr. Ahsen Javed has joined as Lead HR Business Partner – Plant. He brings with him over 9 years of diversified HR experience in BPO, Tech and Pharma Industry in different capacities. He has successful track record in various HR Domains, specially in Talent Acquisition and Organizational Development. He holds a Master's degree in HR with distinction from University of Central Punjab.



Mr. Syed Ahmad Iqbal

Mr. Syed Ahmed Iqbal has joined as Director Marketing & Sales – South based at Karachi. He holds a Master's degree in Business Administration with distinction from Institute of Business Administration Karachi. He brings with him over 25 years of diversified Marketing & Sales experience in National & Multinational Pharmaceutical Companies including top 5 Pharma Companies in Pakistan. He has a successful track record of executing Marketing strategies in reputable Pharmaceutical and FMCG Companies in different capacities.



Mr. Shahid Ashfaq

Mr. Shahid Ashfaq has joined as Lead SAP HR. He has 15 years of experience implementing large scale industrial ERP(SAP HR S/4 HANA) along with sound Project Management skills. He is SAP HCM certified professional and successfully completed multiple SAP-HR lifecycles.



Mr. Junaid Aslam

Mr. Junaid Aslam has joined as Lead SAP- Advance Business Application Processing. He brings with him 18 years of experience in programming. He holds certificate of SAP-Hana & NetWeaver as certified development specialist. He has a successful track record of SAP implementation in various industries.



Launch of the Highnoon Library

Highnoon is proud to announce the establishment of a small library at the Anees Ahmed Khan-Learning & Development Center. The library has a growing selection of books so that staff members can take full advantage of this educational opportunity.

While we are committed to expanding the library, we welcome volunteer contributions from Highnoon family members who wish to join us in sharing knowledge.

For the benefit of all employees, a SharePoint E-library has also been developed.

Obituary: Ms. Nusrat Parveen (1975 - 2022)

“You will forever be in our prayers”

We are deeply grieved to share that our dear colleague Ms. Nusrat Parveen, Executive Secretary (Quality Operations Department), who was part of Highnoon Family for more than 18 years is no more with us and left her family at home and at Highnoon extremely sad.

On behalf of the entire Highnoon family, we extend our sincere condolences to the bereaved family. May Almighty Allah grant eternal peace to the departed soul and give strength to the loved ones to bear this irreparable loss.

Ameen.





New Dispensing Area Inauguration @ HNL Plant

We are glad to share the completion of our new dispensing area at plant. The dispensing areas are purpose-built & designed to a very high specification with our employees, the environment & our growth in mind. Dr. Adeel Abbas-CEO along with leadership team inaugurated the dispensing areas, followed by a cake cutting ceremony.

All the teams have played a significant role especially Engineering and Supply chain team deserves a big round of applause for completing this project within the given timeline.

Glimpses of the event:





Intellectual Capital: The Power and Profitability of an Idea

Intellectual property, or intellectual capital, is not a concept constrained only to technology companies like Instagram, Meta, or other social apps. This powerful business asset is present in every single organization in one way or another.

While tangible products or measurable services that a business or organization sells to the public are certainly assets, and it goes without saying that physical locations and business equipment used to make products or facilitate services also fall under that category, intellectual capital is rooted in knowledge, experience, ideas, branding concepts, and more.

Truthfully, and rather unfortunately, many organizations and industry professionals do not realize that intellectual capital is the most valuable asset their organization has! This comes from a long-standing struggle for many generations to place a value on intellectual capital, because it is what I have referred to in the past as a non-tangible asset. In other words, an idea is just an idea until it is physically created or facilitated.

One of the biggest reasons intellectual capital has such intrinsic importance linked to it is because of its ability to bring your organization future value. Intellectual capital is actually an anticipatory asset by way of giving the owner a future edge and added organizational value, provided they measure it correctly.



Notable Types of Intellectual Capital

Before you measure intellectual capital at your business or organization and work to leverage its anticipatory benefits in your industry and the world, it is important to break down and understand the three common categories of intellectual capital. Here is a look into each:



Structural Capital — An easily measured type of intellectual capital, structural capital refers to the experience at an organization, such as workplace culture, a mission statement employees operate by, documented workplace policies, and more. A known example of this capital can be experienced at Google, as their workplace culture emulates a university or a community rather than a corporation.

Relationship Capital — Relationship capital is a pretty self-explanatory type of asset at a business or organization. The types of relationships that an organization has with its own employees, with customers, with other businesses in its industry, and with any shareholders that own stock in it are tangible ways to evaluate this category of intellectual capital.

Human Capital — This is the most abundant area of intellectual capital, but it is the most difficult one to measure. Every business, whether extremely small or worldwide, has employees with their own skills, knowledge, and experience in the industry. The diversity in life experience of an employee is irreplaceable, making this category tremendously valuable. As you can see from these three categories, intellectual capital is a non-material, or intangible, asset because of its connectivity to employees, customers, and their ideas and relationships. And as mentioned, human capital is the most difficult to measure, but the most imperative to measure correctly in order to elevate employees and accelerate innovation.



Properly Measuring Human Intellectual Capital

Despite many systematic ways in which a company's value is determined, there really isn't a perfect formula for measuring your intellectual capital. This is because a company's intellectual capital is more than just an idea or a blueprint for a future product or service. It includes a rather ambiguous variety of quantifiable contributions. For instance, one of the more common instances of intellectual capital at a business or organization is the knowledge base of the employees at all levels. That sounds simple to measure at first — just count your employees and multiply that number by some type of percentage, right? But if you really think about it, what about their knowledge base is valuable, and how valuable is it?

To measure the value of intellectual capital as it relates to employee knowledge, implementing performance evaluations is one of the most common processes. But a more exponential way to measure the intellectual capital of your employees is by transforming your internal operations to be a two-way, interactive system.



Leveraging the Anticipatory Benefits of Intellectual Capital

As mentioned earlier in this blog, intellectual capital is an anticipatory asset, bringing you and your organization future value in numerous ways. Once you have determined how to measure your human capital, in addition to structural and relationship capital, putting it to use is the next step.

For an Anticipatory Leader at an Anticipatory Organization, using intellectual human capital for positive industry disruption is the leading way to leverage it. For instance, ideas behind branding and marketing are some of the most valuable human intellectual capital that crosses industry boundaries.

Instead of leaving all the advertising ideas to the executives in top-down fashion, having horizontal and exponential think tanks between those marketing executives and mid- to entry-level marketing team employees can open way more doors to creativity in producing ad materials for a product or service.

In doing so, you are leaping far ahead of others in the industry by having a whole department of ideas rather than the ideas of just a few people. Intellectual capital, especially human capital, must be collaborative if you want it to benefit your organization in an anticipatory fashion. As human beings, we are only capable of so much output at a given time.

Valuing, elevating, and leveraging any of the categories of intellectual capital also plays into unifying your organization's Futureview® — incentivizing employees, customers, and others for the greater good of the industry creates positive disruption and enhances your organizational significance in the world.

Article Link: <https://www.linkedin.com/pulse/intellectual-capital-power-prfitability-idea-daniel-burrus/>



Highnoon Values

Our Core-Values



- Reliability
- Integrity
- Customer Focus
- Compassion
- Courage
- Perseverance

Our Aspiration-Values



- Innovation
- Passion

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We would welcome your submission of interesting article, poetry, travel experience, tips for healthier life style for publication in HINEWS.

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