



COMPANY PROFILE

ABOUT SAHAR

Founded by Mr. Muhammad Ateeque Dhedhi Bhyria, a Filipino businessman, **SAHAR INTERNATIONAL TRADING, INC.** has rapidly evolved from a small family business distributing carpets and bed linens to one of the most eccentric and sought after healthcare products distributors nationwide. SAHAR is a well-known importer and distributor of an array of pharmaceuticals, biologics, medical devices, cosmetics, foods & beverages, industrial oils and chemicals for various industries in the Philippines amongst other goods and services. SAHAR is a thriving company operating in the Philippines in various sectors for over 30 years and has multiple branches and sister companies around the country as well as across the region, including Singapore.

SAHAR has over 350 pharmaceutical products in its portfolio and over 50 upcoming products are under registration. Specifically, SAHAR is prominent in its Vaccines & Dextrose Infusion endeavours.

SAHAR is an importer and distributor of quality medicines and healthcare products in the Philippines for over Twenty-five (25) years. SAHAR was the first to introduce the Atorvastatin (calcium tablet) product in the Philippine market after the innovator of this product. Adding to that, there are many more brands that SAHAR has established which in turn, have become the first choice by countless medical professionals.



ABOUT THE CEO

Our CEO Mr. Adeel Dhedhi Bhyria is a Singaporean businessman with interests in Pharmaceuticals, Medical Devices, Biotechnology, Food Supplements, Cosmetics, Petrochemicals and Information Technology. He is actively involved in international trade and has consistently prospered year on year with valuable experience in every aspect of the field. He has been at the helm of his companies' robust operations, leading the companies to exponential growth and expansion by introducing innovative and futureready products and services to their growing portfolio. These include new and upcoming ventures complementary to our existing line of businesses as well as entry in completely new sectors such as novel therapies, precision medicine, medical devices, biotechnology and chemicals.

Mr. Adeel possess excellent leadership qualities that allow him to get the most out of his employees, to succeed as an organization. His leadership style is cherished and exemplified by his colleagues. Being an eloquent person adds to his benefits as it allows him to manage business related matters meaningfully. In his role, he oversees the companies' overall visions, strategies, and directions to build the companies into dynamic world-class enterprises with professional and progressive corporate culture and discipline. Fuelling his companies' growth with a focused management and streamlined operations driven by technology and data, they are always ready to move rapidly in response to customers' changing needs and demands.

Mr. Adeel is a dynamic business executive with leadership qualities and a rich skill set who's an active attendee at a myriad of exhibitions, seminars and workshops around the world - which enhance his knowledge base and significantly enrich his skills. All this simply adds more value to his vast experience. A believer in life-long learning and who is very dedicated to learn new things to meet the needs of the industry, keeping his skills up to date; he tries his best to benefit the country in many possible ways, and aims to contribute to the economy at all times.



MISSION

SAHAR Pharmaceutical's mission is to maximize affordability all the whilst maintaining the products' quality. Adding to that, SAHAR successfully and continuously provides essential demand in the market right at the doorsteps of every local distributor and retail outlets nationwide. Part of our strategic mission is also to help enhance Filipino people's awareness regarding the access to cheaper medicines as embodied in R.A. 9502 (Cheaper Medicines Law of 2008) which is now among the basic rights of every Filipino Citizen, that quality medicines need not to be expensive.

VISION

Our vision has always been to serve our customers with quality products. Affordability is our primary concern, and we make it a point to make sure that the prices of our products are competitive without sacrificing quality. Furthermore, today the company continues to develop and expand its horizons to keep pace with the growing and ever-changing demand of the industry. By utilizing and developing innovative methods, the possibilities are boundless as SAHAR strives to give its clients world-class products. Our service towards our customers is also included in this strive for innovation. Access to quality products is not a need but in fact the right of every Filipino. In Pharmaceuticals, inline with our strategic mission, we can't wait to see the day when every Filipino will be able to afford quality medicine and won't have to compromise on their health due to financial limitations



OUR KEY PRODUCTS

- Tetanus Antitoxin 1500IU, 3000IU, 5000IU & 10000IU (Sharjvax)
- Enoxaparin Sodium 2,000IU, 4000IU, 6000IU & 8000IU (Olxarin)
- Recombinant Hepatitis B Vaccine 10mcg, 20mcg (Amvax B)
- Tetanus Toxoid 40iu (Imatet)
- Dextrose infusion, Insulin and Ophthalmic product range
- Full array of generics (Azithromycin, Atorvastatin, Co-Amoxiclav, Candesartan, Ceftriaxone, Etoricoxib and etc)

DOMESTIC MARKETING

SAHAR is amongst the well-known pharmaceutical distributors in the Philippines due to the company's work ethic which resulted an acquisition of a major share of the pharmaceutical market. Moreover, SAHAR has a huge network of distributors who are working & ensuring the availability of SAHAR's products nationwide. In one's opinion, there could be no better achievement than becoming superior for the sake of humanity.

OUR ACHIEVEMENTS

SAHAR is on the right track to commit to its clients and customers its genuine objective, which is to overcome the monopolization on pharmaceutical products in the market to eventually reduce the high prices of life-saving medicines in the market. The general public will be the first recipients of its advocacy to introduce cheaper medicines in the market. Adding to that, SAHAR also won major cases against world-class multinational pharmaceutical companies.



OBJECTIVES

- To protect and improve human life
- Superior quality with affordability
- To provide the basic rights of each Filipinos that the quality products need not to be expensive
- To provide the essential demand in the market right at the door step of every local pharmaceutical company and other drug outlets in the country
- To serve the customers quality and innovative products

MAJOR PHARMACEUTICAL CLIENTS

- Mercury Drug Store
- The Generics Pharmacy
- Generika Drug Store
- Rose Pharmacy
- Major Private & Government Hospitals
- LGUs

SISTER COMPANIES / AFFILIATES

- SAHAR Pharmaceuticals & Distributors – Philippines
- BHYRIA GROUP INC.



- Nueva Sunshine Phils. Inc – Philippines
- Deel Corporation – Philippines
- Amson Pharmaceuticals – Philippines
- Bhyria Pharmaceuticals – Philippines
- Geofman Pharmaceuticals – Philippines
- Nahal Pharmaceuticals – Philippines
- Treasure of Persia – Philippines
- Adeel Carpet Center – Philippines
- Deel Pte. LTD. – Singapore
- Adeel Pharmaceuticals Link – Pakistan

MARKETING STRATEGY

SAHAR is currently supplying the wholesale market of the Philippines by supplying directly to the point of purchase. For example in Pharmaceuticals, SAHAR is promoting through channels such as doctors, physicians and most of the major government and private hospitals. Our pioneering approach in marketing products has made SAHAR one of the most sought after suppliers of Vaccines and Dextrose IV Infusion in the country.

ACCOMPLISHMENTS AND ACCREDITATION

SAHAR has the highest degree legal accreditation from the FDA (Food and Drug Administration) and DEA (Philippine Drug Enforcement Agency) ever since the initial operating years of the company. Additionally, SAHAR has won corporate landmark cases against pharmaceutical multinational companies (Pfizer, Roche & GlaxoSmithKline) which



in turn prospers our company's image and contributes to our mission and vision as a company.

EMPLOYMENT AND WORKING CONDITIONS

SAHAR is committed to provide its employees all over the world with good working conditions, a safe and healthy work environment. As such, it provides flexible working conditions whenever possible and encourage its employees to have outside interests especially community involvement. SAHAR's commitment however goes beyond its own employees. SAHAR cares about all people working inside or outside its premises under contractual obligations with service providers. SAHAR focus that it takes steps so that adequate working conditions are made. Therefore, managers are committed to build and sustain, with their teams, an environment of mutual trust. HR ensures that a respectful dialogue is present and the voice of the employees is heard.