



Cover story

# BUILDING LEADERSHIP QUALITIES

freyr  
CONNECT

Vol. 2 Issue 2



From the  
**Editor's  
Desk**

Dear Freyrians,

**This** edition unveils a glimpse of events which have occurred over the last couple of months.

Freyr has secured new engagements this quarter that offer a continual focus to stay in line with the management's future vision and goals. We are also well on our way to realize these strategic goals and concepts while also augmenting our employee strength as we look forward to many new challenges ahead.



Varsha  
*Senior Content Specialist*



Vinod  
*UI Designer*

**As you** peruse the issue, an employee engagement initiative, you will find a well balanced mix of articles from the industry perspective and some creative articles which will stoke your funny bone. The cover story "**Building Leadership Qualities**" this time focuses on motivating and inspiring employees to foster a culture of excellence and learning from best practices.

**As part** of its team building exercise, the editorial team intends to encourage employees to form committees who in turn can table reports/articles suitable for company wide distribution, going forward. We are glad to have received a healthy response for this edition as you can glance through; and look forward to seeing the exciting direction we can take in the coming years. Lastly, your feedback is important, please feel free to write to us at [editor@freyrsolutions.com](mailto:editor@freyrsolutions.com) and let us know what you think about this issue.

**Editor-in-Charge**  
**- Varsha Salla**



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# Management Speaks

Each year, April brings along a set of differing financial and business connotations, making it one of the interesting and dynamic months of the calendar year.

From a company standpoint, we would like to present two perspectives for you all to consider.

One way to look at April is we have completed a successful business run for the financial year 2013 and are all excited and ready to raise the bar for the financial year 2014.

We have a ready-to-market, full service suite of world-class products; our global delivery processes have grown to cover our entire services portfolio; we have sustained a continual increase in client appreciations coming our way; we are constantly effecting an infusion of new ideas, people and talent in the company, and we are continuing to widen our capabilities to successfully engage across newer opportunities for sustained growth.

The other way to look at April is we have had a great beginning for the New Year 2014.

We have covered significant ground laying a solid foundation for well-rounded growth; we are stepping up our expansion plans in terms of new geography coverage and headcount increase to offer our clients best-in-class engagement experience across the regulatory value chain; we continue to consolidate and increase our marketing, sales and delivery capabilities to compete and create a global advantage; we have a re-aligned business vision and strategy to compliment and guide our growth plans, and we continue to identify, engage and strengthen our pipeline across our diverse regulatory business interests.

Whichever way you choose to look at it, April is the month that ushers in the advent of a new beginning with a rejuvenated spirit to create greater professional, personal and financial successes for the year ahead.

We are off to a great start and each one of us is playing a key role towards creating excellence and growth through innovation for our clients, stakeholders and for ourselves. We look forward to greater levels of energy, dynamism and commitment from you all to make 2014 a year of accomplishments, recognition and exceptional growth.



Sринi Sadhu



Sunitha A



Rajiv Rangan



Suren D



Vasu R



Sudheer G



# Building Leadership Qualities

A recent leadership study stated that a good leader must be assertive, adaptable, intelligent and conscientious. Psychologist and leadership expert Ronald E. Riggio said, "research clearly shows that transformational leaders - leaders who are positive, inspiring, and who empower and develop followers - are better leaders. They are more valued by followers and have higher performing teams."

There are leaders and there are transformational leaders-who are usually described as enthusiastic, passionate, genuine and energetic. Transformational leaders not only help the entire team achieve its goals, they also focus on helping each member of the group reach their full potential.

Tomas Chamorro-Premuzic was quoted by Harvard Business Review, as saying -"If we want an engaged workforce, money is clearly not the answer. In fact, if

we want employees to be happy with their pay, money is not the answer. In a nutshell: money does not buy engagement."

Tomas Chamorro-Premuzic is a professor of business psychology at University College London in the UK and the vice president of research and innovation for US-based Hogan Assessment Systems.

Intrinsic motivation, when there is interest or enjoyment of a task, is what really drives satisfaction at work, according to inc.com.

Three key drivers of motivation: autonomy, mastery, and purpose, according to Dan Pink, author of the book Drive: The Surprising Truth About What Motivates Us.

# What does it take to become a good leader at work?

A good leader communicates constantly in order to lead effectively; their words are their greatest tools. They are a window into their vision, values and abilities.

## Effort

A good leader puts in a lot of effort to learn everything be it about the people, operations, industry. Knowledge holds key here, a good leader makes it a point to learn everything about everyone in the business eco-system.

## Vision

*"The very essence of leadership is that you have to have a vision. It's got to be a vision you articulate clearly and forcefully on every occasion."*

-Theodore Hesburgh, President of the University of Notre Dame

Leadership competency bases its foundation on good communication skills, both in terms of personal ability and strategic capability. Good leaders stand out from a crowd and have exemplary communication skills, they inform, provide feedback and motivate-intelligently and honestly.



*"There's nothing more demoralizing than a leader who can't clearly articulate why we're doing what we're doing."*

-James Kouzes and Barry Posner

## Communication

Good leaders utilize the concept of collaboration to gain maximum effect before beginning work which in turn increases the potential for high performance.

## Collaboration

## Decisiveness

*"Pursue one great decisive aim with force and determination."*

- Carl von Clausewitz.

When times are tough, be the person that people look to for inspiration.

*"I hated every minute of training, but I said, 'Don't quit. Suffer now and live the rest of your life as a champion.'"*

-Muhammad Ali.

## Integrity

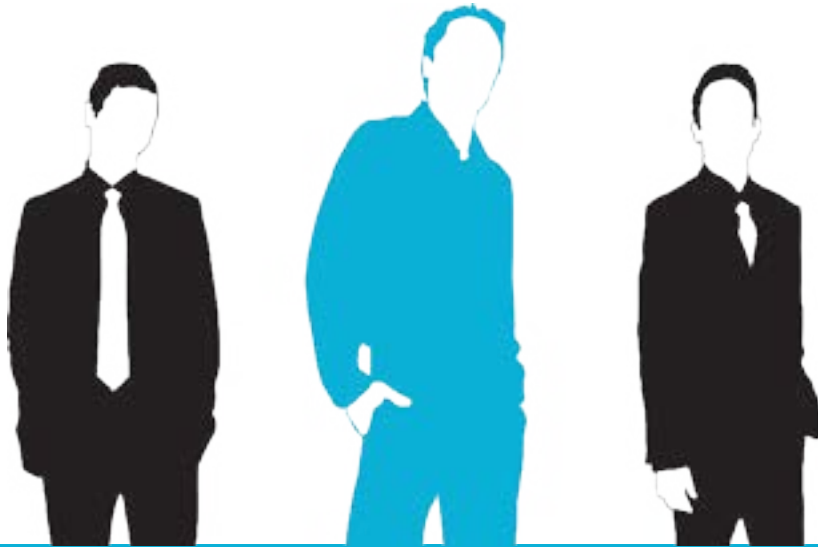
"If you don't have integrity, you have nothing. You can't buy it. You can have all the money in the world, but if you are not a moral and ethical person, you really have nothing."

-Henry Kravis

*"Start where you are. Use what you have. Do what you can."*

-Arthur Ashe.

Inspiration



## Some of the best known transformational leaders in the corporate world.

Jeff Bezos, is a pioneer in the world of internet commerce. Bezos is the founder and CEO of Amazon.

Anne Mulcahy, a former Chairperson and CEO of Xerox Corporation, who took the helm of the company in 2001. Mulcahy brought the company back to profitability in short order when it was faced with a \$19 bn debt and revenues were in a double-digit freefall.

Brad Smith, President and Chief Executive Officer of Intuit, a developer of financial and tax preparation software and related services. He has fostered a culture where nearly all employees are allowed to take risks and to grow by learning from success and failure.

Sir Richard Branson, the founder and Chairman of Virgin Group, owns more than 400 companies, a commendable feat. While his style may be a little controversial at times, there is no doubt that he really is an inspiration. One of Branson's leadership principles is that a good leader should be genuinely interested in people and strive to see the best in them.

Howard Schultz, Chairman, President and CEO of Starbucks, which is a global coffee company and coffeehouse chain. He is a great example of courage, hard work and the ability to achieve the American dream.

Larry Page, Chief Executive Officer of Google, he has shown how a businessperson can persevere any challenge to become a success, by following his own vision.

Tim Cook, currently the Chief Executive Officer of Apple took over the reins from Steve Jobs. Cook has made news with his own advances into the future, through development of Apple's newest innovative inventory management techniques.

Indra Nooyi, Chairperson & CEO of PepsiCo, has led her company to record financial results and has made headway to move PepsiCo in a healthier direction.

Warren Buffett is the Chairman, President & CEO of Berkshire Hathaway, a multinational conglomerate. He is the perfect example of patience, proving that slow and steady will win the business race.

Rupert Murdoch, founder, Chairman and CEO of global media holding company News Corporation and its successors News Corp and 21st Century Fox. He continues to inspire with his work ethic and sheer tenacity.

Article Submitted by  
Varsha Salla  
*Senior Content Specialist*





## Trend Analysis for Medical Product Development in North America in 2014

**Drug Information Association (DIA), a US-based non-profit, worldwide association, has unveiled its second annual report.**

The report offers industry experts' detailed views on trends they anticipate in the world of medical product development for pharmaceuticals, biotechnology and medical devices in 2014. This year, three trends seem to be striving to take the top place. They include evolution of patient/consumer engagement, regulatory agency support of innovation and learning how to use big data. Here are few of the biggest trends predicted for the year.

### **Progression of Patient/Client Engagement**

The patient/consumer is now recognized as an integral element which could improve patient health and health care outcomes as the industry is trying to progressively increase its understanding of the full potential of patient input.

The design of clinical trials, the endpoints/outcomes, weightage of benefit versus risk, the products to be developed, and those that will stay on the market, will have to wait for patient input. The industry is now looking at ways to absorb patients in dialogue to optimize their input.

### **Application of Big Data**

The industry has now understood the potential of what constitutes big data and its application for purposes ranging from innovation and discovery to the assessment of outcomes of treatments. To understand patients in the complex dimensions, traditional analytical methods seem

insufficient, owing to the integration of multiple data sets. A new age analytics approach aimed to understand these big data sets is being developed, which can offer solutions to evidence based questions. Industry specialists will need to improve and build their skill set to work with data and gain maximum output from it.

### **Regulatory Agency to Back Innovation**

Regulatory agencies must support and ensure safety of the new types of products, such as live biotherapies and oligonucleotide therapies in a bid to nurture innovation. Backed by FDASIA provisions and user fee commitments, FDA has been working to accelerate regulatory pathways while collaborating with sponsors through the drug development process.

Nanotechnology, biosimilars, regenerative medicine and cellular therapies are few of the areas which need guidance from the regulatory agency, in order to improve innovation in the industry.

### **Collaboration**

Collaboration makes its second successive entry into the top trends for 2014, in line with the DIA thought leaders, after being identified as one of the top trends last year.

Provision of high quality care, with better health outcomes for patients, while reducing cost can be accomplished when stakeholders in the health care ecosystem collaborate with each other.

There is a need to collaborate with other stake holders; although a small percentage lesser than 20% said they made progress in the area, according to a survey of



biopharmaceutical, payer, and provider executives. Biopharma industry needs to position itself as an effective collaborator and must form relationships with diverse stakeholders for innovation.

### **Personalized Medicine/Tailored Therapies and Companion Diagnostics**

Personalized medicine rose to 5<sup>th</sup> position as one of the most important trends in 2014, compared to 6<sup>th</sup> last year.

Advances in science have improved understanding of disease states, mechanisms of action of new and existing treatments and reasons for responses to therapies among individuals.

Industry has understood the potential of therapies in smaller appropriately identified patient groups and companies with the co-operation of regulatory agencies that have been optimizing processes for developing companion diagnostics for new and existing therapeutic products.

A field for new companies to compete for development of genetic testing options has been opened by the Supreme Court's ruling in 2013. The rule states that naturally occurring DNA is not patentable.

The decision will be beneficial, as a number of gene patents are due to expire soon.

Access to precision diagnostics to many patients may be in the offing, as low cost of testing will lead to payer coverage of genetic testing.

There are still questions on affordability of precision medicine; while personalized medicine is becoming a reality as benefits and limitations are being identified.

### **Transparency in Clinical Trial Data**

Owing to changes in the last year, a system has been put in place for data sharing; however sharing of clinical trial data continues to be an area of debate in 2014.

The EMA received 1,000 comments, when it unveiled plans to release clinical trial data which further delayed the release of final documents until the agency can review the feedback.

GSK intends to share clinical data on request to qualified researchers; FDA has also discussed the positive aspects about the release of clinical data.

### **Implementation of Risk-Based Monitoring in Clinical Trials**

Verification of all source documents has been acknowledged as not an effective monitoring approach for clinical trials, according to the FDA.

A design for a tailored plan to address patient protection and data integrity risks specific to the study is required.

TransCelerate Pharma, a non-profit organization focused

on advancing innovation in research and development, has initiated a project to establish a standard framework however sponsors will need to strategize to allocate their study resources based on risk.

### **Unmet Medical Needs**

Unmet medical needs are a point to focus on in the pursuit of innovation this year. Products duplicating available treatments are not valued any longer; products in developing markets must meet country specific needs while in mature markets there is unmet medical need in diseases like Alzheimer's, Parkinson's and certain cancers. Rare diseases will also continue to be a focus of therapeutic development.

### **Data Standardization and Interoperability**

The FDA will need companies to submit standardized, fully electronic data and analysis sets for all submissions by 2018. This has led to adoption of data standards such as CDISC. Combining multiple data sets for big data analysis is enhanced by the application of data standards and the interoperability of data systems does rely on application of data standards for seamless exchange of accurate data.

### **Global Markets**

Companies must work in global markets, mostly in developing markets like China, Pan-Asia, Russia, Eastern Europe, India, Brazil, Argentina, Venezuela & other Latin American countries. As the approach to developing markets is maturing, the challenges of these regions are better understood.

Each country has unique regulatory and health care infrastructures, economics and cultures which must be assessed. In view of expansion, companies conduct early stage analysis and planning to take into account the global factors while creating partnerships to build infrastructure including training of the workforce.

### **Mobile Health Applications**

The FDA has issued its guidance on the types of mobile applications it will regulate; this will facilitate innovation among developers. Many companies are utilizing mobile technologies for patient-reported data, monitoring, and simple communication. It is learnt that context-based applications can collect data about the patient's environment and prompt reminders or medical team alerts. An enhanced patient-provider relationship needs trust and attention which will result in higher quality care.



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*Manager-Regulatory Affairs(Technology)*

Content Courtesy: DIA's second annual report-What lies ahead?

# Australia Moving Toward eCTD Submissions

In 2011-12, the Australian Pharmaceutical industry clocked in exports of \$4.06 billion. In the same year, the industry collected around \$6.6 billion from Pharmaceutical Benefits Scheme (PBS) sales. A total of 41,000 people had been employed and the industry spent around \$1 billion on research and development in 2010-11. According to the Complementary Healthcare Council Annual Report (2011-12), sales of complementary medicines stood at \$2 billion a year.



The Australian Register of Therapeutic Goods (ARTG) shows a total of 48,000 products on its register, of which there are 21,000 devices and 27,000 drugs, of which only 3,500 are registered prescription-only products. The drugs manufacturing and marketing is regulated by stringent regulations, based on which companies need to submit an application to the regulatory authority for approval.

Australia has been accepting paper and non-eCTD Electronic Submissions (NeeS) format of applications. NeeS, is an electronic application however it is way behind the modern type of application, which is implemented in many other parts of the globe, namely eCTD. Australia is now moving forward in an effort to go ahead and implement the eCTD format.



In the recent past, Australia has inked an agreement with an eCTD software vendor to receive, review and process electronic (eCTD) applications for the entry of prescription medicines and other therapeutic products on to the ARTG. The nation is working closely with the stake holders and plans to implement this modern format for application by the end of 2014.

**Regulators** at Therapeutic Goods Administration (TGA), will now take a breather owing to this change in the process, however pharmaceutical companies will be faced with a big challenge in moving to this non-familiar format of submissions. Industries will now have to align themselves with various new technical requirements.

**We might** soon witness Australia implementing a more convenient and highly effective format of eCTD.



Article Submitted by  
*Mohammed GousPasha*  
Regulatory Associate

# Remote Proctoring

A revolution in online distance examinations



Article submitted by  
**Shahbaaz Khan**  
Business Development Manager

## Growing Need

Remote exam proctoring is an industry still in the nascent stage; however it is gaining momentum due to the rise in online enrollments and course offerings. In order to meet the needs of today's busy students, many colleges and universities are now offering online and hybrid courses and programs.

**Despite the convenience online courses offer,** students during exam time are often forced to go back to the college campus or make trips to off-campus proctoring sites incurring additional costs. On-site test-taking practices and requirements are needed for proctored exam institutions as they must comply with government standards. Another concern is security during an examination as cases of cheating and malpractice spring up.

## Growing Concerns & Remediation

Integrity of the test taking process is also a cause for concern as public and private constituencies are pressurizing schools to validate the quality of the education they provide. Remote exam proctoring technology or the ability to use technology to validate the exam management process is one way, which can be used to minimize these concerns.

Many vendors are now creating new proctoring technologies which can be used in low-stakes testing environments. In today's time, remote exam proctoring is undertaken through a combination of webcam monitoring, keyboard lockdowns and student authentication.

New proctoring technologies that focus on physical traits, facial recognition and voice analysis are in various stages of development and provide greater security and scalability in comparison with traditional proctors or testing centers used in distance education and other online programs.

## Future of Technology Improvements

We can see greater use of biometric methods like facial, voice, and fingerprint recognition technologies which are in various stages of development or beta testing. Schools are advised to evaluate remote proctoring technology to see the potential benefits it can offer to them.

## Current Technologies

**Computer lockdowns-** When a test taker is not allowed internet access during an examination; lockdown technology is used in testing centers and for high-stakes exams and can also be installed on students computers.

**Electronic signatures-** Are digitally analyzed for conformity to the original signature to affirm the identity.

**Keystroke dynamics-**A technology which recognizes typing patterns based on rhythm, pressure and style compared to the original to affirm the identity.

**Recognition technologies-** These technologies are used to authenticate a student based on a prior examination of some physical feature; and are built upon a before / during / after analysis to verify whether it is the same student who initially registered for the course. Some recognition technologies include facial, fingerprint, palm and voice.

**Webcams-** One of the original technologies used to replace a live proctor. Webcams vary in abilities depending on the type of camera used and can record videos or still images. The instrument can record individual students when the camera is part of the computer. It can also record groups when the camera is placed in a classroom

Freyr is proud to have been serving in this industry from the past five years and has processed over one million exams and counting.





# Most Popular Misconceptions about Selling

There are lot of misconceptions about selling which we hear in the business world. Listed below are few examples.

## Being too friendly

Clients don't like if a seller is too friendly; what they want is you helping them solve a problem or to create an opportunity for them. Bottom line-clients want professionalism.

## Pretence

Clients want honesty from their vendors and suppliers, they can easily perceive if a person is not being sincere and this can raise a lot of red flags.

## To close always

Pushy sellers are a strict no-no; clients want you to have their best interest at heart and aid them in making uniformed decisions.

## Sell the sizzle, not the steak

Most sellers try to direct the client's attention to the attractive features rather than the product. 'Sell the benefits NOT the features' is another form of the same expression.

## The 'NO' factor

Have you ever heard 'No' from a client? The key is to understand what exactly they are saying 'No' to and why? If you can understand each of those, you have a chance to turn the 'No' into a 'Yes'. If you ignore the 'No' and push the envelope on selling, it might turn into the BIG NO.

## The client is right always

Most clients want you to help them in making the best decision; although some clients do enjoy being patronized. A good seller listens to the client and also offers the best advise during the sales process, which will be beneficial to their business.



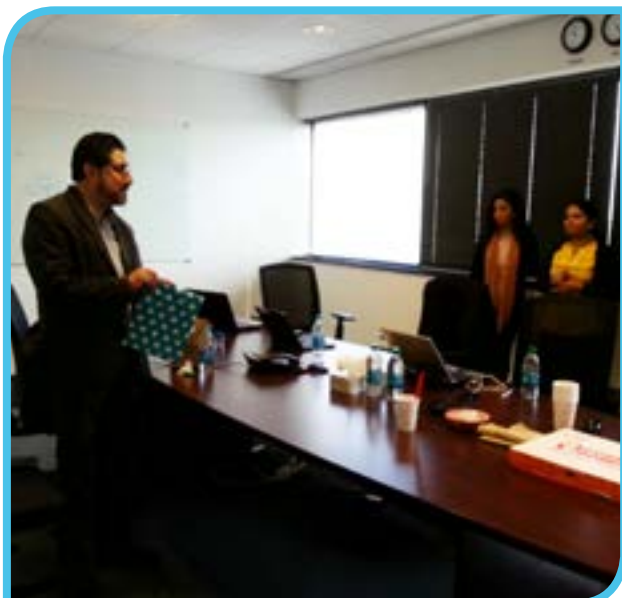
Article submitted by  
**Anantha Mahendran**  
Business Development Executive

## Client Visit



In March, we were honored by the visit from a Global Top-25, Global Pharma/Nutraceuticals Company at our offices in Cranbury, NJ. Freyr's core group of subject matter experts participated in the visit via videoconference. Visiting our facility were the Associate Director of Regulatory Technology and the CSR Publishing Lead. Over the course of a few hours, we discussed and shared at length our expertise in various areas including Publishing, Labeling and Medical Report Writing. Following the visit, Freyr looked forward to supporting a Global Top Pharma in their Regulatory needs.

The Chief Medical Officer (CMO) of a US-based biopharmaceutical drug development company visited the Freyr Inc office on 27 March 2014. The CMO met with our management and sales team and conversed about emerging trends and service models in the regulatory space. The team also discussed about Freyr's regulatory submission expertise and its proprietary tools EVMPD, rDMS, Freyr Submit (eCTD) and eTMF. Freyr looks forward in supporting the bio-pharma company in their regulatory needs.





## Client Visit

The Head-Global Labeling Management of a Fortune 500 Pharma Company, visited the Freyr Global Operations Centre in Hyderabad, India on 21<sup>st</sup> January, 2014. She met and interacted with the entire **Artwork and Labeling** team here. We have some wonderful memories etched in our minds in the form of pictures which captured the day.



Freyr UK team, Ugadi / New Year celebrations along with our clients in UK.





# New Clients / Programs

As an organization, we at Freyr, have always placed the highest value on our business associations and partnerships. It has been our guiding principle to identify newer opportunities and create exceptional engagement excellence for our clients that transform into long-term relationships.

As always, it is a great pleasure to announce the New Wins of this quarter.



## Strategic Onsite Regulatory Services for a Top 10 Global Pharmaceutical Company

Freyr has been engaged to provide strategic Onsite Regulatory Services for a Top 10 Global Pharmaceutical company based in the U.S. The project will broadly cover regulatory services for product development & maintenance, submissions, clinical trial authorizations, marketing authorizations, life cycle management etc.



## Global Regulatory Operations Project for a Global Top 20 Global Pharma / Nutraceuticals Company

Freyr has been selected for a large Regulatory Operations Project by a Global Top 20 Pharma/ Nutraceutical company to support eCTD Submissions Publishing services for an upcoming major submission. Freyr's ten member, onsite team based out of client locations in US will support the project.



## Strategic Regulatory Submission Project for a Generics Pharmaceutical Company

Freyr has been awarded a Regulatory Submissions project by one of the fastest growing Generic Pharmaceutical company based in Long Island, New York, US. The project will entail end-to-end services for regulatory submissions life cycle management to enable faster turnaround of regulatory approval timelines.

# Corporate Social Responsibility

## Initiators



Sudheer Goparaju



Kranthi Reddy



Vishnu Teja



Soumma Chandra



Sovan Mahapatro

### Corporate Social Responsibility-A Freyr Initiative

Corporate Social Responsibility is a practice which is strategic to organizational success which in turn impacts the economic, environmental and social elements cumulatively called as the triple bottom line. In simpler terms, the triple bottom line is known as the 3Ps: profit, planet and people.

**Freyr's** CSR strategy aligns itself with the organization's business strategy, commercial added value and sustainability of impact.

## Active Members



Sunitha A.



Prasanna N.G



Sunil Chandupatla



Mallikaarjunan R.

## SAYOG: The Helping Hands

Freyr established its very own CSR wing called "SAYOG", which is the fruition of the combined efforts of the management and the employees alike. The start of the year began with Freyr CSR wing "SAYOG", organising a fund raiser for underprivileged children at the Chavadi Child Welfare Society.

SAYOG's initiator and active member's actively participated in collecting clothes and stationary articles for the children. The team was also able to raise a handsome amount which was matched graciously by the management. Freyr hopes to continue in its small way to provide for the welfare of the students at this orphanage.



## About Chavadi Child Welfare Society

Chavadi Child Welfare Society, established as a charitable and voluntary organization on 23 June 2005, is an orphanage for under privileged students. TCCWS is a non-government organisation Registered at Hyderabad under Public Societies Registration Act 1350 fasli, for the welfare of poor, down trodden and orphaned children of the society in the age group of 5 to 14 years.





January  
Employee of the Month

## Interview with **Sarandha Kumar**

Director-Client Services

“*Thanks to the team at Freyr for giving me this opportunity!*”

### How has the journey been so far at Freyr?

Exhilarating is the word I would use to sum up my journey. There have been ups and downs but every assignment has helped me learn and allowed me to grow. I would like to say that, there never had been a dull moment and the people I have had the chance to work with have been fabulous.

### What were the ups and downs?

It was a mixed bag – but after each assignment, whether it went as well as I wanted it to or it didn't, there was definitely tremendous growth in my understanding of situations, people and generally speaking how things work in business.

### Who or what are your inspirations at work?

It is highly gratifying when you are in a role where you can actually make a difference, and see immediate impact of your work, and that is a huge motivator. So, thanks to the team at Freyr for giving me this opportunity!

### Where do you see yourself at the end of 2014?

I see myself working with more clients, pursuing newer opportunities, meeting and learning from new colleagues and having a great time doing all this.

### What is one thing you do at work that is different from others?

I can't say if it is different from others, but I try to go with the flow of things and stay open to new opportunities, even if it means stepping into something that is completely unknown to me.

Employee of the Month  
January

# Interview with Sathyanarayanan Krishnamurthy

*Manager- Regulatory Operations*

How has the journey been so far at Freyr?

It has been a wonderful journey so far and I wish that would continue for long. Empowerment motivates me in Freyr.

What were the ups and downs?

Ups and downs have always been there, nothing so specific I must say. The entire leadership team has been supportive and guided me through those highs and lows.

Who or what are your inspirations at work?

My team has been my inspiration at work, though I spend less time with them face to face. They have been continuously delivering to the highest potential they could and never let me down.

Where do you see yourself at the end of 2014?

I'm looking at the Regulatory Information Management & Artwork and Labeling Practice to grow at least three to four times bigger than where we currently stand by the end of this year. As the team and business grows, my career would also progress further up the ladder.

What is one thing you do at work that is different from others?

Attention to detail-it is one factor that I would like to deliver in every piece of work I do. It is something I have been delivering to Freyr from day one.

“Empowerment motivates me in Freyr.”



## Interview with **Vikas Bharadwaj** *Senior Manager-Regulatory Affairs*

**How has the journey been so far at Freyr?**

The journey has been good so far at Freyr. It took me some time to adjust into a new environment with new people. However the conducive atmosphere and support from my colleagues has made this journey an eventful one.

**What were the ups and downs?**

I would say that timely delivery of good quality documentation to our client aided by support from the higher management has been the high note for me.

A discordant chord would be the areas where I missed out to support my team in order to achieve consistent quality deliverables.

**Who or what are your inspirations at work?**

I am always inspired by myself. I am always striving for the best, which keeps me going at work.

**Where do you see yourself at the end of 2014?**

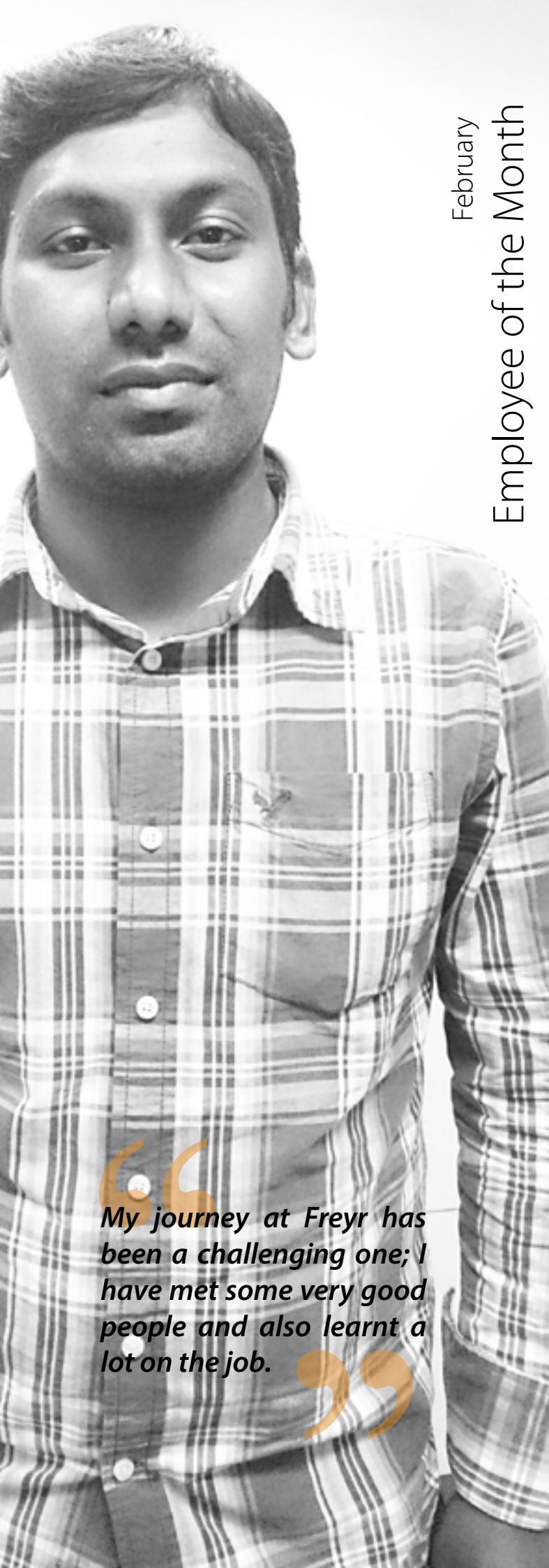
I want to see myself as a major contributor in order to achieve our organization's goals.

**What is one thing you do at work that is different from others?**

I always try to work as a team rather than an individual performer.

“I always try to work as a team rather than an individual performer.”





February  
Employee of the Month

## Interview with **Sathish Kanukutla**

Inside Sales Executive  
Business Development

### **How has the journey been so far at Freyr?**

My journey at Freyr has been a challenging one; I have met some very good people and also learnt a lot on the job. Each day has taught me to be a progressive thinker and to learn from the best. I have enjoyed this experience and look forward to the future.

### **What were the ups and downs?**

As in any job, I did see my fair share of ebbs and tides, every aspect of the job has been a big learning experience. I always intend to take everything in my stride and ride on the opportunity to grow and learn from my peers simultaneously.

### **Who or what are your inspirations at work?**

I am very inspired by my peers and my lead management team. I wish to convey my thanks to Praveen T, Sudheer Goparaju and Ranvijay Singh for their guidance and support. A special mention goes out to my team Anil, Subash Laxman, Sudhir and Chandrakala.

### **Where do you see yourself at the end of 2014?**

I wish to take on more responsibilities at work and will ardently endeavor to fulfill them.

### **What is one thing you do at work that is different from others?**

I have a real quench for learning new things, which in turn helps me to divert all my energies to absorb novel ideas, thoughts. I take small steps every day to accomplish my goal to learn something new and try constantly to upgrade my knowledge in line with the organizational goals.

*“My journey at Freyr has been a challenging one; I have met some very good people and also learnt a lot on the job.”*





March  
Employee of the Month

“  
*I am thankful for this opportunity which has allowed me to get acquainted with all of my colleagues, which is one of the highlights of my journey here.*  
”

Interview with  
**Praveen Emmadi**  
*Inside Sales Executive*  
*Business Development*

**How has the journey been so far at Freyr?**

My journey so far has been very enriching and interesting in Freyr. I am really thankful to all of you who have supported me over the last 2.5 years. I am thankful for this opportunity which has allowed me to get acquainted with all of my colleagues, which is one of the highlights of my journey here.

**What were the ups and downs?**

Every job has its own ups and downs, however I feel that these phases are very important in enabling me to up my learning curve. I have always taken it as a challenge to learn new things and adapt myself according to the need, which is the need of the hour.

**Who or what are your inspirations at work?**

I am inspired by three senior management members at work. They are Sudheer Goparaju, Kranthi Reddy and Prakash Dumpalla. All three gentlemen have given me their utmost support during any challenges faced at work. They have mentored, encouraged and coaxed me to think positively and accomplish my goals at work.

**Where do you see yourself at the end of 2014?**

I hope and endeavor to improve my strengths and wish to secure a team lead role by the end of this year.

**What is one thing you do at work that is different from others?**

I always try to take up difficult tasks and try to accomplish them with equal finesse.



March  
Employee of the Month

## Interview with **Jeremy Nirmal** Project Manager

*Working with clients in the US and Europe, and managing delivery teams in India, required special attention in bridging the gaps culturally.*

### How has the journey been so far at Freyr?

The first few months were intimidating and extremely challenging as this was my first stint in the Regulatory space. With the guidance and patience of the team at Freyr, both in the US and in India, I have learned a great deal about the industry and continue to work on improving our clients' experience with Freyr.

### What were the ups and downs?

Getting accustomed to the work culture has had its fair share of ups and downs. Each country has its own unique work environment regardless of which industry one operates in. Working with clients in the US and Europe and managing delivery teams in India, required special attention in bridging the gaps culturally.

While the difference in language and business practices can present obvious challenges, the subtleties in business etiquettes and cultural customs are equally important in nurturing the relationships between Freyr's delivery teams and our clients. Learning these differences and how to best translate them continues to help me work towards achieving the goals that Freyr has set out as an organization.

### Who or what are your inspirations at work?

The vision of Freyr is one of my biggest motivators. Putting our clients before everything is what drives our success. However, without the employees being given the right work-life balance, the client experience cannot be realized. Freyr allows me to work flexibly and gives me the freedom to interact with clients in my own comfort zone. A combination of these factors pushes me to work harder toward reaching my targets.

### Where do you see yourself at the end of 2014?

There are a few things I hope to achieve by the end of 2014. Top of this list is visiting Freyr's GOC in Hyderabad. Over the last ten months, I have worked with different offshore teams and completed several small projects together. Meeting these teams in person would be a great way to exchange ideas, get to know the teams and help improve communication while interacting remotely.

Another item on the list is client project teams. Currently I oversee six different project teams. I hope to build these existing relationships and add more project teams to this list.

### What is one thing you do at work that is different from others?

Working in different functional areas has allowed me to wear different hats. While I continue to interact closely with clients to understand their needs, I have also been able to translate these requirements to our teams within Freyr. This has helped me realize my potential in this capacity.



# Employee Appreciation



Radhika Choudhary  
Regulatory Associate

"Radhika is a very competitive person who takes challenges at work head on with passion and enthusiasm. A team player who endeavors to complete all her tasks efficiently on time while giving the best quality of work."



Prasanth Chilka  
Regulatory Associate

"I want to commend, Prasanth Chilka for his continuous hard work and commitment on the current project. Owing to his support, the team was able to finish 12 renewal submissions (Module 3 updates) on time with quality documentation."



Sunil Chandupatla  
Associate Manager-Regulatory Affairs



"I want to acknowledge everyone's extra effort in the Publishing team till date. Keep up the good work and continue to deliver outstanding results."



Vikas Bhardwaj  
Sr. Manager Regulatory Affairs



Mallikaarjunan R.  
Sr. Manager, Regulatory Operations



Vinod Reddy Konnuru  
Programmer Analyst

"A consistent team player, Vinod Reddy has performed exceptionally well during the last project, kudos to his dedication and team spirit."



Balakrishna Panguluri  
Programmer Analyst

"Balakrishna is a reliable team member, who was instrumental in aiding the team meeting deadlines in a timely manner over the course of the last three months."



Mahesh Gorle  
Technical Lead - Software Department



# Great Place to Work @ Freyr

## Core Committee - 2013



Sudheer Goparaju



Vikas Bhardwaj



Sovan Mahapatro



Soumma Chandra



Hari Babu



Shiva Prasad Pandit



Shiva Krishna Reddy S.



Vishnu Teja M.V.N



Srikanth Kuruva

### Note of Thanks

The Great Place to Work Committee, an open employee forum, was formed with a vision of employee engagement. The committee would like to thank each and every participant for their willingness and cooperation for conducting inter-company events; while keeping their work life balance.

## Fricco Fest-2013 Organizing Committee



Jyothi



Chandrakanth Goud



Srikanth Bingivar



Upendar Nelakurthi



Mahalaxmi Bedi



Sheetal Sarinmai



Bhavani Reddy

### **Fricco Fest:** An Annual Extravaganza

Freyr's anniversary event—"Fricco Fest"; the day was marked by fun and celebrations galore at a luxury resort in Hyderabad. The cricket finale and cultural programs kept the employees entertained all through.

Ahead of the annual fest, the entire month of December 2013 was dedicated to sports, where employees cranked up their sporting muscle to compete against each other.

## Volunteers-Fricco Fest-2013



Mallikaarjunan R.



Prabhat



Murali



Azam Baig



Arvind



Prasanna N.G







# Secret Valentine

An excuse to let your hair down, GPW's "Secret Valentine" event was held during the week of 7th -14th February 2014. Dressed in red and black attire, employees participated in covert tasks to find out their secret valentine. Gifts were exchanged and love and affection shared in abundance. So long! Until next year.





# GPW Calendar

April	01-04-2014	Tuesday	Potluck (Ugadi)
	11-04-2014	Friday	Friday Fun
	18-04-2014	Friday	Good Friday
	25-04-2014	Friday	Friday Fun
May	02-05-2014	Friday	My Passion KICK OFF
	09-05-2014	Friday	Mother's Day Celebration
	16-05-2014	Friday	Friday Fun
	23-05-2014	Friday	My Passion
June	06-06-2014	Friday	Friday Fun
	13-06-2014	Friday	Father's Day Celebration
	20-06-2014	Friday	CSR Activity
	27-06-2014	Friday	Friday Fun
July	04-07-2014	Friday	My Passion
	11-07-2014	Friday	Friday Fun
	18-07-2014	Friday	My Passion
	25-07-2014	Friday	Iftar Party Celebration
August	01-08-2014	Friday	Friendship Day Celebration
	08-08-2014	Friday	Friday Fun
	14-08-2014	Thursday	Independence Day Celebration
	22-08-2014	Friday	My Passion
	28-08-2014	Thursday	Ganesh Chaturthi Celebration
September	05-09-2014	Friday	Onam Celebration
	12-09-2014	Friday	My Passion
	19-09-2014	Friday	Friday Fun
	26-09-2014	Friday	Duseherra Celebration
October	01-10-2014	Wednesday	Bakrid Celebration
	10-10-2014	Friday	My Passion
	16-10-2014	Thursday	Boss Day
	17-10-2014	Friday	Friday Fun
	22-10-2014	Wednesday	Diwali Celebration
	31-10-2014	Friday	Halloween Celebration
November	07-11-2014	Friday	CSR Activity
	13-11-2014	Thursday	Family Day
	21-11-2014	Friday	Sports Month
	28-11-2014	Friday	Sports Month
December	05-12-2014	Friday	Sports Month
	12-12-2014	Friday	Sports Month
	19-12-2014	Friday	Sports Month



New

## Employees in Freyr Family



**Deepak Kishore Manda**  
Operations Manager



**Ankit Agarwal**  
Senior Business Development Manager



**Praveen Kumar Upadhyay**  
Business Development Manager



**Rajesh Guruprasad**  
Business Development Manager



**Ashish Bhardwaj**  
Business Development Manager



**Manish Dubey**  
Manager Regulatory Affairs



**Ashok Samudrala**  
Asst. Business Development Manager



**Manoj Sree Harsha Jadapalli**  
Program Executive



**Hershita Singh**  
Associate HR Manager



**Varsha Salla**  
Senior Content Specialist



**Mahesh J.**  
Compliance Associate



**Srinivas Rao G.K.**  
Senior Business Development Executive



**Bikshapathi Marri**  
Associate Manager - Finance



**Krishna Hemanth Reddy G.**  
Business Development Executive



**Anantha Kumar Mahendran**  
Business Development Executive



**Kambhampati M. Arjuna Rao**  
Compliance Associate



**Roshan Ara Khan**  
Compliance Associate



**Jignesh Kumar Oza**  
Manager - Regulatory Affairs



**Omkar Srinivas P.**  
Compliance Associate



**Neelima Uniyal Pant**  
Trainee - Regulatory Affairs

## Cool and Weird Fun Facts

Of all the people in history that have reached 65 years of age, half of them are living right now.

You replace every particle in your body every seven years. You are literally not the same person you were seven years ago.

If you put all the earth's ants in one pile, and all the earth's humans in another pile, the pile made of ants would be bigger (have more mass).

When your mother was born, she was already carrying the egg that would become you.

All of the gold mined in the history of the world would more or less fit into a 20x20x20 meter cube.

If you keep going North, you will eventually go South. If you keep going East, you will never go West.

Cleopatra lived closer in time to the first moon landing than to the building of the Great Pyramid.

There are more atoms in a single glass of water, than glasses of water in all the oceans of the Earth.

A blue whale's heart is the size of a VW Beetle and you could swim through some of its arteries.

Once Charlie Chaplin entered a contest for "Charlie Chaplin look-alikes" and he came in third.

A pencil has the potential to draw a line 38 miles long.

You have 0.5% chance of being related to Genghis Khan.

The adult human has two to nine pounds of bacteria in his or her body.

If a man never cut his beard, by the time he dies it would be 30 feet long.

Goats have rectangular pupils.

A tree is the opposite of your lungs. Physically and functionally.

Butterflies are cannibals.

Half of all humans who have ever lived died from malaria.



Submitted by  
**Praveen Upadhyay**  
Business Development Manager

# Three Traits – Inspiring Greatness

My visit to Madame Tussauds located in New York City, US, which opened in November, 2000. The 85,000 square-foot, five-story building houses the most famous and infamous personalities, as well as figures of international fame and acclaim. There are six themed, interactive environments which display 200 masterfully crafted, life like wax figures.

Abraham Lincoln & Albert Einstein –Two of my favourite personalities who inspire greatness.

It's not only due to their accomplishments that few men are considered special; perhaps it's their innate qualities that make them great. Such great personalities have always motivated me to pursue greatness in different walks of life.

Abraham Lincoln & Albert Einstein- Three traits about them which will never cease to inspire me and these I believe are the key to success and greatness.



## Confidence

Lincoln didn't receive any formal education yet he worked hard and became a self-educated lawyer and state legislator and one of the most noted Presidents of USA. This testifies his caliber and trust he had in himself to dream big.

*"Always bear in mind that your own resolution to succeed is more important than any other." -Abraham Lincoln.*



## Inquisitiveness

Einstein's curiosity to gain knowledge and his penchant for in depth analysis earned him great accolades. His attention to detail and passion to learn and understand things made him challenge many established theories and propose his own.

*"Try not to become a man of success, but rather try to become a man of value." -Albert Einstein.*



## Perseverance

The third trait and perhaps the rarest to find in people is this perseverance. Here is a list of Lincoln's failures, I don't have to reiterate as to why I am so awestruck, amazed and inspired by his perseverance.

### Lincoln's Famous Failures

1832- **Lost job** - Imagine how hard it would be for a person of limited means.

1846-**Elected to Congress**

1832-**Defeated for legislature**- Imagine the spirit that takes a beating after toiling hard to get this far.

1848-**Lost renomination**- I wonder about his work ethic that motivates him to take up these challenges.

1833-**Failed in business**- Imagine the shame and fear if we do not have alternatives in hand to revive what we lost.

1849-**Rejected for Land Officer**- Is it just his hunger for more, that's giving him the strength to face these hurdles?

1834-**Elected to legislature**

1854-**Defeated for Senate**- How can one be hungry to accomplish more and be ready to take on more defeats?

1835-**Sweetheart (Ann Rutledge) died**- Imagine the heartbreak that one goes through.

1856-**Defeated for nomination for Vice-President** -Why wasn't he willing to step back and call it a day?

1836-**Had nervous breakdown**- Nothing can be more devastating than your body waging a war against you.

1858-**Again defeated for Senate**- Was he considering this as a hurdle at all?

1838-**Defeated for Speaker**- This is not the first time he was defeated. Can you imagine the plight?

1860-**Elected President** -The fruits of perseverance are always sweet.

1843-**Defeated for nomination for Congress**- What could have kept him going after this?

LINCOLN & EINSTEIN's stories inspire greatness.

If we could instill or re-ignite the above traits in us, imagine the success and glory that they would bring to us!

# Poems

## Worded Meadow

*Hark!*

*Yonder lies a deep valley of surprise,  
Can't keep struggling with a sentence, the real  
writers write in an instance.*

*True, so true,  
Its all making someone real blue.*

*Yet, they announce with a difference,  
We all are writers,  
We are of the same kind,  
We live of each other's dime.*

*To climb above all,  
Pour our venting anger in a worded bowl,  
Lest thy enemies scowl  
Pour them in a bigger abstracted towel.*

*Wring them dry  
Robed with aphorisms lest they try and un-  
dermine the motive behind  
And add some abominable similes  
Which only you can understand.*

*So stand tall akin to that man Paul,  
Just write up that intellectual prose song.*

## A Telling Game

*Words you ask? What can they be?  
I hardly know them, or maybe I pretend  
For pretending is another dirty game.*

*Feeling unsure, mystique overlays.  
Oh this covert game, this risky preface.*

*Someone wise told me, and I tell you the same.  
For I did not want any part of this wretched game.*

*They proclaim sitting on the high stands,  
Pontificating on everything with just a glance.  
Can they surmise the whole?  
When they only believe in what's told.*

*The quest is on, answers we seek, but who will  
give them to the meek.*

Written by  
Varsha Salla

# Poem

## Master of Your Own Destiny

*Now I know who I am, took so long,  
Life is precious, but it's never too late,  
I meant for love not to hate,  
Respect people, life is short,  
Never forget that you are the master of your own destiny.*

*Hard to believe, people are rude,  
Give a chance to yourself; you can be the change,  
Tough to understand humans, because it's out of our range.  
Illuminate others and you will shine,  
Never forget that you are the master of your own destiny.*

*Sometimes we distract and lose our way,  
Trust god and follow his path, because we all are structures of clay.  
You are your own best friend and special among many,  
Never forget that you are the master of your own destiny.*

Written by

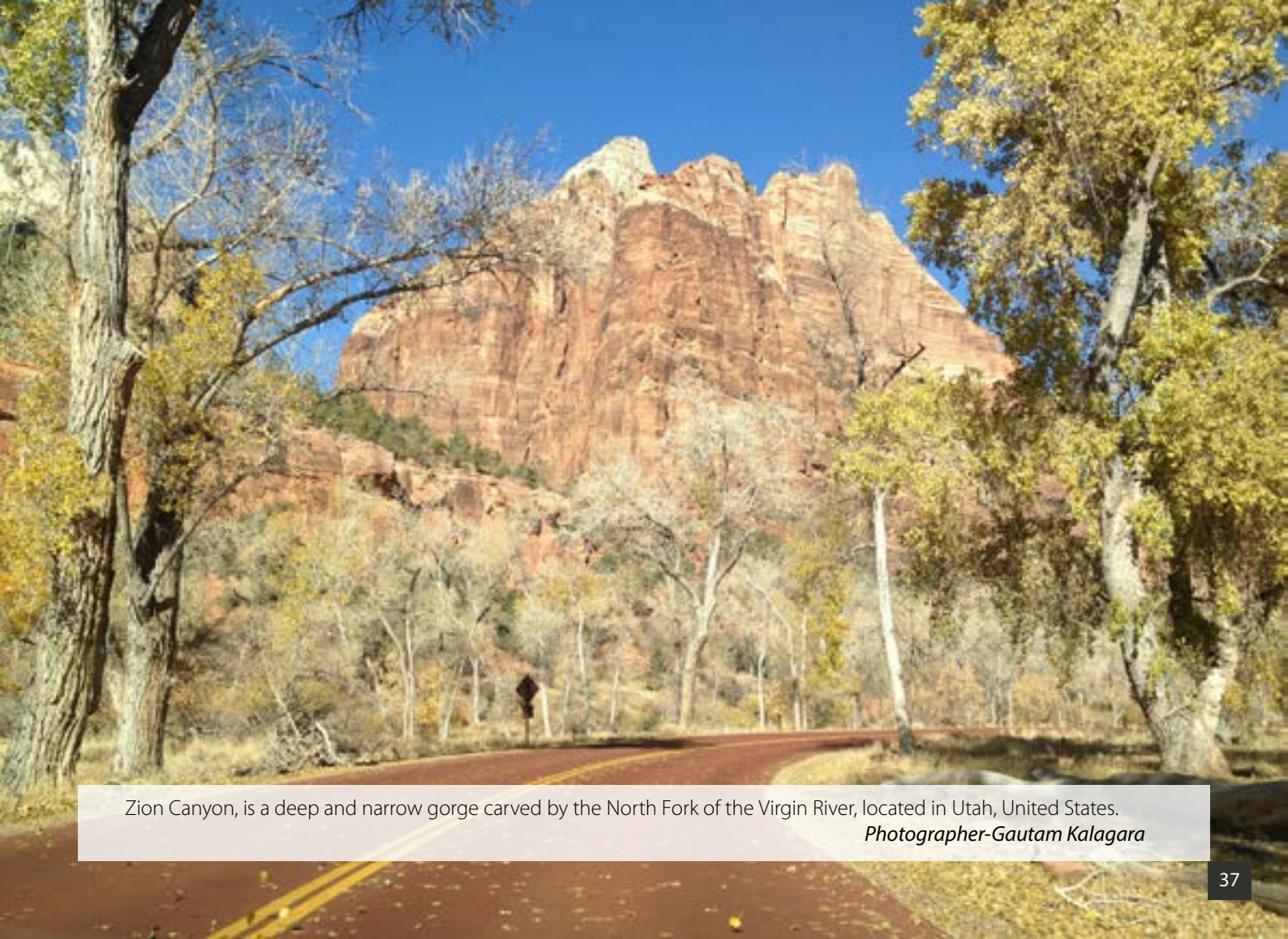
*Praveen Upadhyay*





Bryce Canyon is distinctive due to geological structures called hoodoos located in Utah, United States.

*Photographer-Gautam Kalagara*



Zion Canyon, is a deep and narrow gorge carved by the North Fork of the Virgin River, located in Utah, United States.

*Photographer-Gautam Kalagara*





**Palm leaf Pattachitra**- Palm leaves were among the first writing materials to be used, and some sources say that Sanskrit was first written on this material more than 6,000 years ago. **Location:** *Shilparamam, Gachibowli-Hyderabad.*



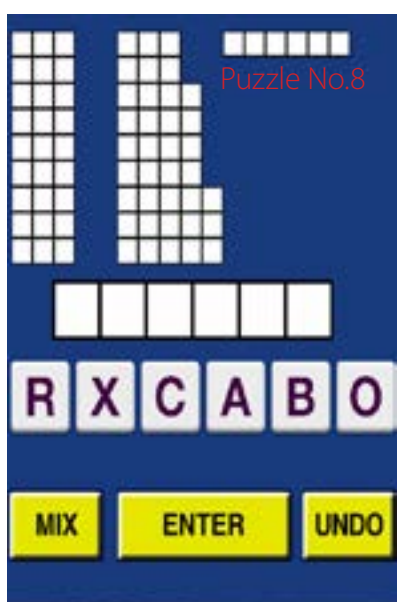
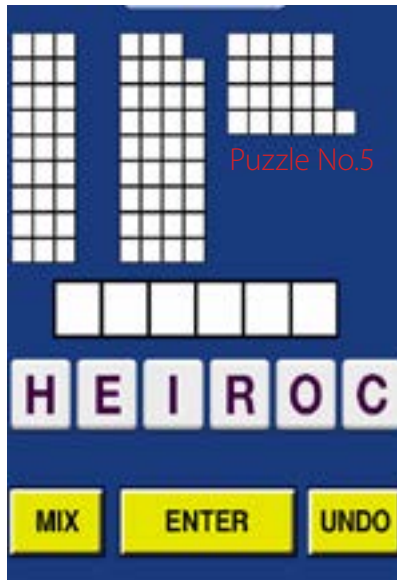
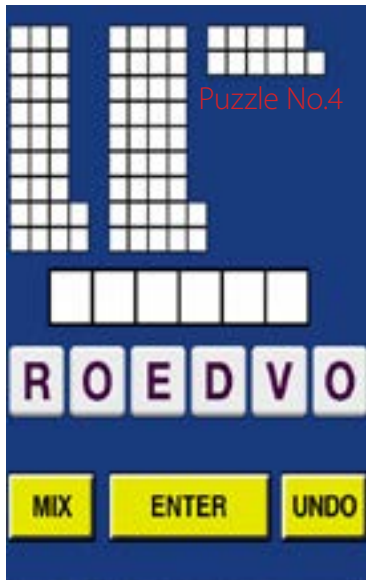
“Every flower is a soul blossoming in nature.” -**Gerard De Nerval.**  
**Location:** *Lanco Hills, Gachibowli-Hyderabad.*

“We drive into the future using only our rearview mirror.” - **Marshall McLuhan.**  
**Location:** *Outer Ring Road, Gachibowli-Hyderabad.* **Photographer** -*Sovan Mahapatro*





# Puzzle Time



## About the Game

Pressed for Words, is an anagram game, where you try to spell as many 3, 4, 5 and 6 letter words with the 6 letters provided. See how many words you can find. Send in your answers to

[editor@freysolutions.com](mailto:editor@freysolutions.com)





# freyr

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