



# Rene Industries Limited

## Manufacturers of Pharmaceutical Formulations

### MARKET

The name Rene is synonymous with relief in East Africa. Their vast range of pharmaceuticals and supplements are accessible to all in the region. People know that when they buy a product from Rene they are guaranteed quality at an affordable price. For over 20 years, Rene has emerged as Uganda's leading pharmaceutical company and now one of the most respected pharmaceutical names across the East African region. Rene is dedicated to the development, production and sale of high quality generic and branded pharmaceutical products.

#### Their strongest brands include:

- Painex (Pain-relief for Adults)
- ColdEase Capsules and Syrup – (For Cold/Flu Relief for Adults/Children)
- Renedol Tablets and Suspension – (Pain relief and Antipyretic for Adults/Children)
- Iburen Tablets and Suspension - (Pain relief for Adults/Children)
- Reniron Tonic – (Fortified Iron Supplement for Adults including Pregnant & Lactating mothers and Children)

Rene's products target mass markets; their products are produced on a large scale for a significant number of end consumers.

At present, Rene holds 20% of market share in Uganda and aim to grow by an average of 15-20% yearly. They also intend to increase their product base with added therapeutic categories, escalating their product output capacities by 30% per year and expand export markets into other Sub-Saharan countries.

At present their annual turnover for the last financial year USD 25million.

### ACHIEVEMENTS

**Uganda Investment Authority** - Silver Investor's Award 2006

**Uganda Investment Authority** - Bronze Investor's Award 2016

**Pharmaceutical Society of Uganda Award** - 2017

Rene has been accredited by the following regulators:

- National Drug Authority (Uganda)
- Ministry of Health (Rwanda)
- Ministry of Health (Burundi)
- Drug and Food Control Authority (South Sudan)

They have registered their products with the

relevant drug authorities in each country in order to sell and market their products there.

The brand has achieved registration status in several countries through robust and technical GMP and documentation reviews, site visits as well as thorough registration processes.

Rene was the first pharmaceutical manufacturing company in Uganda to manufacture a number of products:

- Lumefantrine/Artemether (Antimalarial).
- Vaginal Pessaries (Antifungal).
- Central Nervous System Agents like Fluoxetine, Carbamazepine and Chlorpromazine.
- Iron Tonics and Supplementation such as Vitamin C and Zinc.
- Ibuprofen/Paracetamol Combination Pain relief.
- Antifungals such as Griseofulvin, Nystatin and Ketoconazole.

### HISTORY

With its headquarters in Kampala, Rene Industries began its journey of pharmaceutical excellence 25 years ago. Since its founding, the company has played an important part in preserving the health of the Ugandan people.

Rene's humble beginnings as Rene Pharmacy Limited, started out importing and distributed pharmaceutical products.

The founding directors Mr. Rishi Vadodaria, a MBA graduate and his wife Dr. Meera Vadodaria, a pharmacist identified the need for the locally produced high quality generic and branded medicines.

The couple sought to embed both quality and affordability in their pharmaceutical products, aiming to be the first-of-its-kind, family owned company in the sector.

Construction of the plant begun in Kamuli, Kireka with commercial production commencing in 1996. Initially there were only 20 employees and one of the first products was Painex, a tablet used for pain-relief. Since then, Painex has evolved to become one of the strongest brands in Uganda today, selling over 50,000 packets a month. In addition to Painex, their fastest mover is Renedol, which sells up to 500,000 packets a month.

Today, the company has grown exponentially to become the leading manufacturer of quality pharmaceutical formulations for the entire East



African region. Rene branches across the region with exports to Burundi, South Sudan, Rwanda and the Democratic Republic of Congo with a number of other countries in the pipeline.

The company employs 552 staff across its different facilities, each of which manufactures a variety of dosage forms including tablets, capsules, liquids, sachets, external preparations and penicillin-based formulations. They have become the largest local supplier to the government in terms of volume, this was an incredible milestone for the company. With incredible financial achievements in the past decades, Rene Industries has become the backbone of Uganda's pharmaceutical sector and thus an essential contributor to the country's economy.

### PRODUCT

Rene deliver quality products to both extend and improve people's lives. Rene currently manufactures over 120 products spanning over 24 therapeutic ranges, which covers a lot of the WHO essential medicines list. They invest heavily on the expertise and have a highly trained workforce who work collaboratively to set guidelines in order to comply with standard operating procedures. They also continuously invest a lot of capital into the plant and machinery to achieve the highest quality of medicine for the end user. They are committed to achieving quality standards through national and international norms, thereby continuously improving their products and services. Improving the quality of medicine produced locally and saving lives with an increased availability of affordable medicine in the region is their greatest driving force.

Rene follow international standards and are strictly regulated by the drug authorities of East Africa.



#### Product categories:

- Antacids / Antidiarrhoeal
- Anthelmintic
- Anti-allergic / Anti Histamines
- Anti-bacterial
- Anti-diabetic
- Anti-inflammatory / Analgesics
- Anti-Viral
- Anti-amoebic
- Anti-fungal / Antimicrobials
- Antimalarials
- Beta-Lactam Antibiotics
- Cardiovascular System
- Central Nervous System
- External Preparations
- Gastrointestinal System
- Haematinics / Multivitamins
- Oral Rehydration Salts
- Respiratory System
- Supplements

All products are made to an exceptional standard with core patient information on all their packaging to enable the consumer to fully understand the product and how to use it effectively. Patient information is presented in 2 languages; English and French.

### RECENT DEVELOPMENTS

#### Hand Sanitiser

Recently, during the Covid-19 pandemic Rene has developed and marketed Hand Sanitiser which complies with WHO requirements.

#### Additional Formulations

Lifestyle diseases such as diabetes are becoming increasingly prevalent in the East African region due to stressful lifestyles and poor diets. Rene has introduced some formulations used in Cardiovascular Disease; Amlodipine for Hypertension/Angina and Atorvastatin for Cholesterol. In addition to these, they are also introducing a number of steroids, anti-malarial and anti-virals to combat the growing number of infections in the region.

#### New Storage

Rene recently constructed a 1000sqm raw material storage facility to diversify their land and meet the increasing demand in regional and local markets. They also intend to build brand new blocks for new product lines in the future.

### PROMOTION

Rene has a vast market reach through the following channels:

- TV (NTVU, UBC & NBS) – Seasonal campaigns



- Radio (Radio One, CBS, Signal FM, Teso Broadcasting, Radio Buddu, Voice of Kigezi, Apex Promotions and many others)
- Social Media (Facebook and Youtube)
- Ethical Marketing Campaigns: Their marketing team conducts CME's (Continued Medical Education) throughout the country sensitising the medical fraternity (doctors, nurses, pharmacist, clinics, hospital staff) on the appropriate use of their medicines.

In addition to the above, their vibrant and pro-active medical representatives are constantly engaging medical personnel on a daily basis to increase awareness of their products along with scientific literatures and brochures.

In addition to the above activities, Rene works closely with healthcare professionals around the region to understand their unmet needs and create innovative programs to support their work. They bring science and education to the table through rigorous training apprenticeships for pharmacist graduates. Rene has been actively hosting CME. The objective is to assist those in the medical profession to learn about new and developing areas in their field. These activities mainly take place as live events. Content for these programs is developed, reviewed, and delivered by our senior medical representative using presentations over projector and screen. These events are successful.

### BRAND VALUES

Being pharmaceutical leaders in a developing country means their products must be affordable for the average person. They strongly endorse health equality and constantly promote this in their pricing whilst ensuring quality of the drug is not compromised.

As Ugandans, they inherently believe it is their duty to serve their people the highest standard of medicine, to eradicate unfair pricing and to lead the local market toward a self-sufficient culture.

#### Mission

It is the mission of Rene Industries to develop, manufacture and market cost-effective, high quality medicines, providing accessibility and improving the quality of life in the local region with minimal dependency on imports.

#### Vision

Rene's vision is to be a trusted, market leader in the pharmaceutical Industry, to be at the forefront of the industry in providing quality and affordable medicines to the regional and local markets. They believe that everyone is entitled to a healthier life and a universal access to medicines.

#### Four pillars of excellence:

- Trust - Ethics, compassion and sensitivity form the skeleton of our course of action. Our products are trusted by healthcare professionals and patients across geographies.
- Quality - Deliver quality products to both extend and improve people's lives. Quality is



at the heart of our success as well as desire to anticipate, understand and respond to patients' needs.

- Responsibility - While delivering a profitable and sustainable business, Rene recognises its responsibility to make and provide affordable medicines.
- Collaboration - For decades, they have been building a sustainable company where financial success meets an enthusiastic work force. They invest in their people and combine youth with expertise to create a culture of commitment and collaboration. People are their success.

#### Quality Control

From start to finish, all processes are thoroughly tested and checked by the Quality Control and Quality Assurance departments.

Rene also performs stability studies on all products throughout their shelf life even when the products are on the market.

Rene have a pharmacovigilance (drug safety) arm relating to the collection, detection, assessment and monitoring of our products whilst they are on the market.

### Things you didn't know about Rene

Rene is a 100% family owned company.

Rene makes sure that women comprise of more than 52% of their workforce.

Rene is the largest and fastest growing pharmaceutical manufacturing company in Uganda in terms of volume.

Rene employs over 552 employees.

Rene manufactures over 120 products covering an impressive portion of the WHO-essential medicines list.

Rene makes sure that all their medicines are made to the highest standard and all products comply to international norms such as British, EU and US Pharmacopoeial standards.

Rene safeguards the products stability and effectiveness throughout its shelf life. This is all supported with extensive testing the product goes through before being released onto the market.

Superbrands

