



 eterna

# WELCOME TO ETERNA

Eterna Animal Health specialises in high quality medicines for the treatment of important diseases in poultry and livestock sector. We are dedicated to the research, development and marketing of strong brands, differentiated generics and innovative new solutions. Our commitment to our customers is to provide them with products of a consistently high quality supported by customer-focused teams

## Mission

Make continuous improvement in animal health on the planet, through innovative veterinary pharmaceutical and nutraceutical products, so that they can achieve their highest potential.

## Purpose

In our activities we remain committed to high ethical and moral standards and adequately reward those who invest ideas and work in our company.



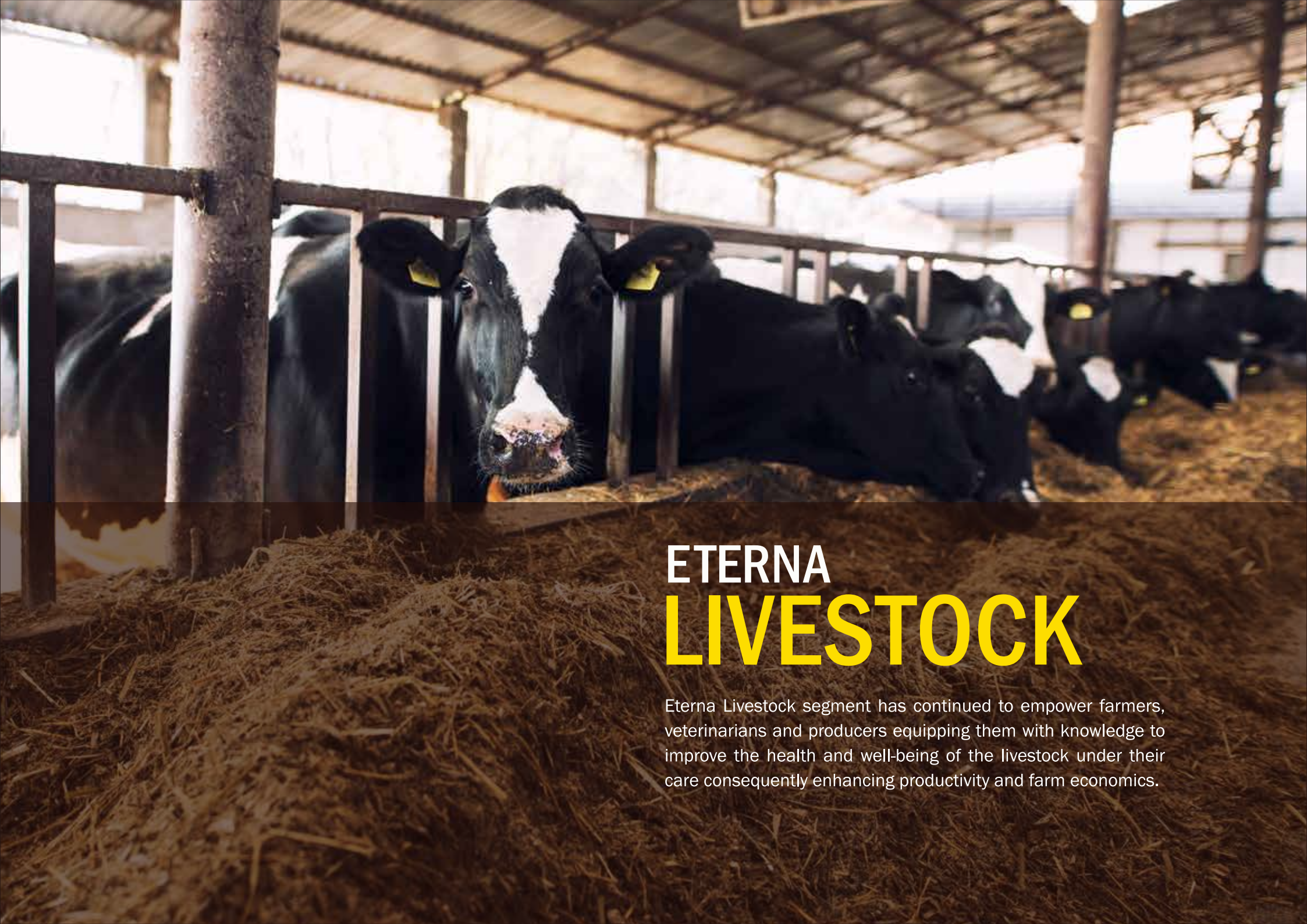


A large flock of brown chickens is shown in a modern poultry farm setting. The chickens are densely packed, and the background features blue and yellow structural elements of the facility. The lighting is warm, highlighting the texture of the chickens' feathers.

# ETERNA POULTRY

Eterna has chosen to follow a strategy of sustained growth in poultry sector over the last few years and has become the industry leader in the segment. Our brands ensure flock uniformity, improve production efficiency resulting in brand loyalty and customer satisfaction.





# ETERNA LIVESTOCK

Eterna Livestock segment has continued to empower farmers, veterinarians and producers equipping them with knowledge to improve the health and well-being of the livestock under their care consequently enhancing productivity and farm economics.





# ETERNA CORE ACTIVITIES

ETERNA manufactures and trades a diversified range of veterinary products including own brand pharmaceuticals, nutraceuticals and feed supplements. These products are then distributed in Pakistan and exported to Afghanistan, Africa and various other Central Asian countries.

# ETERNA CORE VALUES

- Stability and knowledge of the veterinary market that has supported us for over 20 years of exclusive dedication to animal health and wellness.
- Proximity, professionalism, commitment and seriousness allow us to be the ideal partner for all types of veterinary partnerships.
- We explore the potential to achieve competitive advantages through continuous improvement and excellence of process.
- Balanced structure that allows quick decision making.
- Horizontal organization: problems are solved between people and for people.
- Labor conciliation and growth of human assets.





# COMPLIANCE

Eterna is ISO 9001:2008 Certified and is fully compliant with international standards and requirements of business. Eterna is continuously updating its systems and involved in various research organizations for seeking appropriate certifications to improve the quality of systems and hence the products.



# WHY CHOOSE ETERNA ANIMAL HEALTH?



## Products and solutions for economically important diseases

We are a leader in the development, registration and marketing of highly effective pharmaceutical and nutraceutical products for global animal health markets.



## Customer-focused service

Our focused and dedicated teams are passionate about delivering excellent service and support to our customers.



## World-wide partnerships

Our company has presence in Africa and Central Asia through a network of skilled and knowledgeable distributors and rapidly expanding to other countries with its quality products.



# PARTNERSHIP

Eterna is committed to developing mutually successful partnership agreements across the world. Its philosophy in such partnerships is to ensure that joint benefit is derived from enhanced market opportunity. These partnership agreements comprise of marketing distribution, import & export and focus upon:

- Product In-Licensing/Out-Licensing
- Third Party or Contract Manufacturing
- Co-Marketing and Promotion

Eterna is extensively working on partnerships on specialized products including nutraceuticals, biological and hormonal products for import and exploring internationally to introduce quality products at effective prices to its customers. Eterna is also working on partnerships on research based organic products with certifications.



## ZEEJAH FAZLI - CHAIRMAN ETERNA

Welcome to ETERNA, whose strong performance and wellspring of skills will promise greater benefits to millions upon millions of people and their poultry and livestock. We are exclusively and passionately devoted to improving health of all living and encompass manufacturing and sales of natural products in healthcare sector.

Eterna is ready to meet the challenges ahead. We have got world-class capabilities in virtually every therapeutic category, providing everything from basic care to the most serious and complex treatment for life-threatening conditions.

Our depth, scope and diversity give us great flexibility to provide more people with more access to ever-more-important veterinary health care solutions. Much of our efforts will be devoted to providing people in need, more access to the medicines they need.

We aim to be one of the undisputed leaders in our industry, our long-term goal. Our future, as one company, with a single purpose and mission, is sharply defined.











# ETERNA DOSAGE FORMS

Eterna has general and penicillin sections and has enough capacity to manufacture large orders in order to fulfil international demands. These sections are:



**GENERAL  
POWDER**



**GENERAL  
INJECTION**



**GENERAL  
LIQUID**



**PENICILLIN  
POWDER**



**PENICILLIN  
POWDER FOR  
INJECTION**



**PENICILLIN  
LIQUID FOR  
INJECTION**



ETERNA PHARMA (PVT.) LTD.

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