

NEWS & VIEWS

NEW APPOINTMENTS

Parke Davis (India) Limited

New Marketing Director:—Mr. M. R. Menon, till now Sales Manager, has assumed the title of Director of Marketing and will co-ordinate sales and distribution with promotion and public relations. Mr. Menon has contributed much to the development of Parke-Davis in India since he joined the Company 17 years ago.

New Sales Manager:—Promoted to the position of Sales Manager is Mr. P. V. R. N. Iyer, recently back from his second world tour. He will be responsible for the direction and development of the Company's Field Staff and service to the Medical Profession. With Parke-Davis since 1952, Mr. Iyer was Assistant Sales Manager prior to his new assignment.