



THE BIG IDEA

It was Feb 2005 and I had completed 5 plus years of my energetic life journey in Pennsylvania in USA. I had completed my MBA from Gannon, did a brief stint in sales & marketing at B.Braun Inc and thereafter at GE to get exposure to sales, marketing and product management. Post my MBA, I got a great corporate job and was well placed in America as the Product Manager for entire USA market for Neurosurgery & Spine surgery products for Aesculap, a division of B.Braun Inc where I had worked earlier as an intern while doing my MBA. My company was very happy with the results my team and I were producing, and they were steaming ahead to file for my Green Card and permanent residency in USA, but, my parents wanted me to return back to India, and, after lot of thoughts and discussions with my mentor & my teacher – my father, I put up a condition to him, that he has to come out of his CEO role at Wipro Biomed, a SBU of Wipro Limited where he was leading Beckman Coulter & allied companies in Diagnostics, Medical & Life Sciences so that we

both can set up our own organization together which would market, sell and service products of world leaders in 3 well defined markets – Clinical Diagnostics, QC Microbiology of Pharmaceuticals, and Life Sciences.

DISRUPTIVE BUSINESS MODEL

Once we had identified 3 defined markets we wanted to serve in healthcare in India, we then quickly distinguished between the routine products and specialized products within these 3 markets and instead of going with routine products that had existing running market, we chose to be in the niche speciality products segment so that we can add value to our customers and adopt scientific marketing to create education & awareness among leading doctors, scientists and QC Microbiologists, about the latest advancement in diagnostics, life sciences and QC Microbiology in pharmaceuticals.

So, I would say, that the disruption in our business model was identification of 3 synergetic

markets we wanted to serve, and then adding products within these 3 defined markets which were regarded as high technology, specialised and niche.

OVERCOMING CHALLENGES

The biggest challenge I feel is to rally people and make them understand and work on a unified cause, for which we have taken steps to disrupt the way people work at KHC Healthcare. Everybody has to have the same sense of purpose of what we're trying to do. The biggest struggles are in the human mind, like what Churchill said -- "all the wars are won in the human mind". What we did 10 years back and became successful with need not necessarily work now, because of rapid change in market dynamics, and because we are 10 year old organization, so we have habits that are 10 years old.

We are overcoming this challenge by leading from the front on various critical occasions, whether we have to be in the field with our sales

team to meet large number of customers or in the office with our support team. We ourselves come out of our comfort zones and then expect the same from others.

KEY MILESTONES

There have been numerous achievements in our journey and some of them are summarised below.

- KanHealthcare became profitable and debt free at the end of its very first year of operation in India. Such a turnaround continues to strengthen our healthy balance sheet throughout our journey till today.
- Received ISO 9001:2008 certification and ensuring its renewal periodically.
- Meaningful synergetic diversification and consolidation in 3 market segments namely Clinical Diagnostics, QC Microbiology in Pharmaceuticals and Life Sciences.
- Converted KanHealthcare into KHC Healthcare India Private Limited to remain transparent to our customers and foreign associates.
- KHC Healthcare frequently receives best

sales performance awards for India from our foreign associates.

- Regarded in India as number 1 in clinical diagnostics solution provider for Multiple Myeloma, among top 2 for autoimmune disease diagnostics, specialised infectious diseases, endocrinology, neurotransmitters & catecholamine's, also will be number 1 by end of 2016 for Bacterial Endotoxin Testing, & Biological & Chemical Indicators.
- Currently under discussions to further diversify in future technology in Molecular Diagnostics & Molecular Research in this fast growing Indian market.

SUCCESS SECRETS

- Customer comes first at KHC Healthcare. We strive to be relevant to our clients and customer focus is nucleus of all our activities. We build relationships through trust.
- Strong sales team in field and support team in office who are committed to growth of KHC Healthcare. They are flexible and change themselves with changing market needs.
- Management team totally committed to KHC Healthcare and know where to be hands on and where to be hands off.
- We have introduced advanced tools, under Innovations, to remain different from others and maintain acceptance from customers in our field.

WORDS OF WISDOM

Keep things short and simple. Execution, sustainability and resilience are important qualities one should work upon.

When you are successful and prospering, you should be humble to everyone around you, and when you are facing crisis and adversity, be fearless, but, act sincerely.

There is no substitute to work hard. I have seen many smart working people fail, but, honest and consistent hard working people always rise to all occasions. So, work hard and there is no excuse.

ROLE MODEL

I am fortunate that my work keeps me in touch with some great doctors, scientists and Quality Control professionals in India from whom I learn a lot & get to execute great ideas.

I also admire the international team of our foreign associates and CEOs like AJ Meuse, Carlos Pascual and Dr. Han-Oh Park in their ability to successfully run and scale up operations of global organizations.

> KNOWING ME

5 WORDS THAT DESCRIBE ME
LIFELONG LEARNER |
CONTRIBUTOR | AMBITIOUS |
TEAM PLAYER | RELIABLE

FAVORITE AUTHORS
JACK WELCH | DALE
CARNEGIE

FAVORITE GADGETS
HP ELITE BOOK FOR NOW

HOBBIES
WATCHING NON-FICTION ON
DISCOVERY AND NATURAL
SCIENCE ON NATIONAL
GEOGRAPHIC. | MOVIES IN
CINEMAS ON SUNDAYS AND
BUILDING WALKING AS NEW
HOBBY.

DREAM DESTINATION
MARS AND MOON

GOSPEL
MAN PROPOSES AND GOD
DISPOSES

MY PILLAR OF STRENGTH
GOD, MY FAMILY, FRIENDS,
AND MY TEAM AT KHC

SUCCESS TO ME IS
BEING ENTHUSIASTIC |
BEING POSITIVE AND
ENERGETIC EVEN DURING
HARD TIMES, ESPECIALLY
WHEN YOU ARE FAILING