

PENTAWIS INNOVATIONS PVT. LTD.

Pioneering Healthcare Excellence with their Commitment to Quality Services and Cutting-Edge Solutions

Shweta Singh » The CEO Magazine



SHAM K. R.
MANAGING DIRECTOR & CEO

Incorporated in January 2014, Pentawis Innovations Pvt Ltd is a leading healthcare company dedicated to providing top-notch healthcare supplies, hygienic essentials, and comprehensive hospital services. With a robust sales and distribution network across India, Pentawis has consistently met and surpassed customer expectations while fulfilling all commitments. From personal protective equipment (PPE) and sanitisers to orthopaedic aids and surgical consumables, the company offers a diverse range of high-quality products. Committed to accessibility and affordability, Pentawis aims to make its exceptional offerings available

to hospitals, channel partners and corporate organizations nationwide. Pentawis Innovations Pvt Ltd aims to provide comprehensive healthcare solutions nationwide, collaborating with hospitals and healthcare providers to expand the industry and increase the accessibility of healthcare and hygiene essentials. The company strives to be the preferred customer service partner and the best distribution partner for suppliers while serving as a one-stop shop for all hospital requisites. Prioritising customer satisfaction and fostering lasting relationships, Pentawis focuses on providing consistent and dependable services and building trust over short-term gains.

Serving a renowned clientele, including Manipal Group and Cloud Nine Group across PAN India and Fortis Hospitals, Rainbow Hospitals Group, Apollo Hospitals Group, and Narayana Hrudayala Group in Bangalore, the company has seen significant YOY growth over the last few years. The 45+ professionals team at Pentawis operates from its corporate office in



SRIVIDHARAN H. R. IYENGAR
DIRECTOR



VIJAYA RAGHAVAN K. R.
DIRECTOR

Bangalore, along with branch offices in Delhi and Coimbatore, effectively catering to the diverse needs of its valued clients.

THE VISIONARIES BEHIND PENTAWIS INNOVATIONS PVT LTD

SHAM K R, MANAGING DIRECTOR & CEO

With an engineering background and a post-graduation in business administration, Sham K R possesses over 20 years of work experience. He has held key positions in organisations such as Xerox, TVSICS, and Sintex. His diverse experience includes business unit management, project management, business development, and leadership. Sham K R has gained significant exposure through overseas assignments in the APAC, MEA, and US regions.

SRIVIDHARAN H R IYENGAR, DIRECTOR

With a remarkable career spanning 34 years, Sridharan H R Iyengar has worked for multinational corporations and other leading organisations in the FMCG and ITES industries. He holds an MBA degree and has 11 years of experience in the pharmaceutical sector and 16 years in FMCG. Sridharan has worked extensively across India, the Middle East, and with global clients. In his previous role, he served as the Global Delivery Leader (Retail & CPG) and Leader of Training and Development in the Analytics and Insights Division at TCS, an ITES corporate.

VIJAYA RAGHAVAN K R, DIRECTOR

With 27 years of corporate work experience, Vijaya Raghavan K R is a seasoned sales, marketing, and operations professional. An engineer by profession, he has gained vast experience across industries such as FMCG, OA (office automation), and IT. Vijaya Raghavan has excelled in direct and indirect channel management, particularly in the South Indian market.

AN EXTENSIVE SUITE OF SOLUTIONS

As a service provider, Pentawis manages relationships with manufacturers and brand owners, ensuring the best services are delivered to customers. The company meets customer requirements by stocking and supplying surgical consumables to

hospitals and channel partners. Pentawis prioritises quality and consistency in its services, ensuring customer satisfaction is always achieved.

Pentawis provides a comprehensive range of healthcare products, including:

- Hygiene Products
- Respiratory Products
- Ortho and Rehabilitation Products
- Wound Care Products
- Injectable Devices - Syringes
- Diagnostic Products
- Diagnostic and Monitoring Machines
- Infection Control Products
- Entire Range of Surgical Consumables

THE TALE OF INCEPTION

The healthcare sector in India faces scattered and unorganised distribution, with limited distributors capable of offering services across multiple cities and states. This gap in the market presented an opportunity for a technologically advanced and process-driven PAN India distributor to provide high-quality services and supplies to hospitals and nursing homes nationwide. Pentawis Innovations Pvt Ltd was formed to fulfil this need and deliver exceptional services to healthcare facilities across India.

Since its inception, the fundamental values of Trust, Accountability, Consistency, and Honesty have been the guiding principles of Pentawis' operations and interactions with clients and stakeholders.

NAVIGATING THE CHALLENGES

In the healthcare sector, a significant challenge arises from customers prioritising small cost savings over receiving below-average services. Recognising this ongoing challenge, Pentawis Innovations consistently engages with customers, emphasising the value of consistent and dependable services over short-term cost savings.

Another challenge stems from a lack of awareness among mid-sized and small hospitals regarding the benefits of a robust supply chain and streamlined purchase process. Pentawis actively collaborates with the management and doctors of these hospitals to raise awareness and promote the long-term advantages of efficient supply chain processes.

PENTAWIS USP: A PEOPLE-CENTRIC APPROACH

Being a process-driven organisation supported by a team of skilled and trained personnel aligned with the company's vision and dedicated to its mission sets Pentawis apart in the industry. By setting clear goals and promoting constant communication and transparency with the staff, the company encourages teamwork while maintaining a healthy work environment.

Pentawis values positive feedback and rewards the team for their contributions while providing growth opportunities for employee development and giving them the space they need to thrive. The company sets a high standard in delivering quality services, with a Mantra of "Customer First", which ensures a competitive advantage.

SUCCESS & MILESTONES

Success for Pentawis' team is defined by their ability to establish, maintain, and expand strong relationships with customers with their commitment to delivering consistent quality services and achieving consistent year-on-year growth for nine consecutive years, marking their biggest achievements to date. Throughout its journey, the company has conducted business ethically and legally while fulfilling commitments to all stakeholders, including suppliers, customers, and shareholders. Mr Sham shares,

"AFTER NINE YEARS OF METICULOUSLY BUILDING A ROBUST PLATFORM AND A PROCESS-ORIENTED COMPANY, PENTAWIS IS POISED FOR THE NEXT MOMENTOUS STAGE OF GROWTH AND SUCCESS."

Over the years, Pentawis Innovations Pvt Ltd has achieved several recognitions and milestones, including

- PAN India distributor for Manipal Hospital Group
- PAN India Distributor for Cloud Nine Hospital Group
- Expanded associations and secured new contracts with companies like Tynor and TZMO Group (SENI_BELLA) based on performance.

UNVEILING THE FUTURE

With a constant feedback mechanism involving all stakeholders, including customers, suppliers, employees, and larger industry players, Pentawis keeps track of the latest developments in the market. Additionally, their open-minded approach

to actively seeking and learning about innovations and advancements in the healthcare industry has proven beneficial over the years for the firm.

The healthcare sector is undergoing major transformation and consolidation, with major mergers and acquisitions reshaping the landscape as hospitals strive for a pan-India presence beyond city or town limitations. Technological advancements are also driving significant changes, particularly in the streamlining and consolidation of supply chains and logistics. Recognising this, Pentawis plans to position itself as a key player in this evolving industry landscape, focusing on these areas of transformation.

At present, the company's most important endeavour is the launch of selected products under its brand, AROSAFE. This initiative is being facilitated through Pentawis' sister company, Aroved Healthcare Pvt Ltd. Leveraging the existing platform, relationships, and network of channel partners developed by Pentawis; the company aims to successfully introduce and establish the AROSAFE brand in the market in the coming years.

LEADERSHIP INSIGHTS

Advising young entrepreneurs, Mr Sham K R shares, *"In the healthcare industry, perseverance, adaptability, and consistent performance are essential. Although a challenging and capital-intensive sector, the growth potential in healthcare is immense. Stay dedicated, embrace technological advancements, and seize the opportunities this industry offers."*

PARTING WORDS

"We express our heartfelt gratitude to our valued customers for their unwavering trust in Pentawis Innovations. Your support has been instrumental in our success, and we pledge to redouble our efforts to provide quality services to customers across India in the upcoming months." - Team Pentawis. ■