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DAVAINDIA GENERIC PHARMACY

Empowering India's
Healthcare System Through
Affordable Generic
Medications

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making healthcare accessible
to all.*

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Group CEO
Zota Healthcare Ltd.

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Shweta Singh | The CEO Magazine

In the journey of life, health is our most valuable asset, yet for many, accessing the medications they need to protect it is a constant struggle. The rising expense of healthcare is a harsh reality that puts countless families in tough situations, unable to afford the life-saving treatments they require. This is where the relevance of generic drugs is truly realised. Generic drugs are more than alternatives to otherwise costly medicines; they guarantee that no one falls behind because of financial constraints. They are equally effective as their branded counterparts, allowing consumers to combat sickness, restore their health, and live fuller lives without the burden of high prices.

**DR.
SUJIT PAUL**
Group CEO
Zota Healthcare
Ltd.



Recognising this essential need for accessible healthcare, Zota Healthcare laid the groundwork for a more inclusive approach to medicine. This commitment took shape in 2017 with the creation of DavaIndia Generic Pharmacy, a brand solely focused on providing high-quality generic medicines at affordable prices. Through DavaIndia, the vision of making life-saving treatments a right rather than a privilege has been brought to life. Without sacrificing quality, the brand continues to ensure that critical medicines reach everyone who needs them.

Zota Healthcare

Founded in 2000, Zota Healthcare has emerged as a global leader in drug development, manufacturing, and marketing. Recognised internationally for its high-quality medicines, Zota’s mission is to make healthcare accessible and affordable to all. The company offers an extensive range of pharmaceutical, nutraceutical, and Ayurvedic products both domestically and globally. With a strong emphasis on research and development, Zota continually innovates to provide effective solutions that improve the health and well-being of people worldwide. Listed on the National Stock Exchange of India, Zota operates across multiple countries, including Sri Lanka, Vietnam, and Nigeria, and has earned a reputation for excellence in the pharmaceutical sector.

DavaIndia, an initiative of Zota Healthcare, is revolutionising the Indian healthcare landscape by making high-quality generic medicines available at significantly lower costs. The brand’s generic medicines offer a cost benefit of up to Maximum Savings, helping millions of Indians save on healthcare expenses.

DavaIndia’s vision extends beyond just medicine—it’s focused on promoting health and wellness through a comprehensive range of products. Their commitment to serving the Indian public aligns with the government’s “Atma Nirbhar Bharat” initiative, contributing to the nation’s self-sufficiency.

The Architect of DavaIndia’s Growth

Dr. Sujit Paul, the Group CEO of Zota Healthcare Ltd., is a renowned coach, mentor, and author, known for his leadership not only in India but also globally. With over 25 years of experience across various industries, he leads both domestic and international business operations with exceptional expertise. A seasoned veteran, Dr. Paul has successfully scaled and managed operations for some of the world’s most recognised brands, including Reliance Pharma Retail, Asian Paints, Bata, Kodak, Apollo Pharmacy, and Columbia Asia Hospital, to name a few. His vast experience spans healthcare, retail, and beyond, with a history of advising prestigious international beauty

and retail brands. Under his leadership, Dr. Paul has garnered significant media attention, appearing on national and international platforms such as television, magazines, and news outlets. His work has earned him numerous accolades, including being named among the “100 Top Global Leaders” by Asia One in Dubai, one of the “Top 10 CEOs in Healthcare” by CEO Insights, and India’s Impactful CEO by Times Now.

Dr. Paul’s influence extends to major events such as the Economic Times Healthcare Leaders Summit and Retail Technology Conclave. He has been featured on the cover pages of magazines and in numerous in-flight publications, inspiring professionals worldwide. His TEDx talk marked a significant milestone in his journey, further cementing his status as a sought-after thought leader and mentor.

Recognised for his innovation, strategic vision, and ability to create true culture within organisations, Dr. Paul is a guiding force for those looking to excel in leadership. His enduring contributions continue to shape the industries he serves, inspiring the next generation of leaders to pursue excellence with purpose and vision.

A Vision of Affordable Healthcare

Dr. Paul’s path to leading Zota Healthcare has been guided by a clear vision and a strong dedication to making a positive impact. “It’s the vision to drive a business of affordable healthcare in India at large,” Dr. Paul explains. “My mission is to ensure that India becomes more independent from a healthcare perspective and that people get the affordable healthcare they deserve. That’s largely the story that has driven me here.”

Leadership has always been central to Dr. Paul’s aspirations. From the early stages of his career, he displayed a strong desire to excel and make a meaningful contribution. Reflecting on this, he shares,

“I’VE ALWAYS ASPIRED TO DO SOMETHING TRULY GREAT AND MEANINGFUL FOR THE ORGANIZATION. WHATEVER I DO, I STRIVE TO BE THE BEST IN MY LINE, AND THAT’S EXACTLY WHAT I DO.”



Thanks to his strategic vision, DavaIndia has, in merely seven years, grown into a nationwide network of more than 1,200 outlets.

Quality Health Solutions

Zota Healthcare offers an extensive range of nearly 3,000 products, covering a broad spectrum of categories such as cardiology, oncology, and more. DavaIndia complements Zota Healthcare’s offerings with a wide variety of products, including essential generic medicines, over-the-counter (OTC) items, premium cosmetics, health & wellness products, protein supplements, gym essentials, nutraceuticals, and surgical products. Each product is carefully selected to ensure that it meets the highest standards of quality and efficacy. Dr. Paul highlights, “We ensure that we get products manufactured from the best manufacturers in India, working with large, reputed manufacturers. So, there’s no question about the quality or efficacy of the products.”

The company’s approach of using a single molecule for all products helps reduce stocking requirements, making it easier for stores to manage inventory. Their co-branded Khadi India range also ensures that premium products are

available at affordable prices. Through stringent quality standards, DavaIndia guarantees the efficacy of each product, from vitamins to skincare and fitness essentials.

Navigating Setbacks

According to Dr. Paul, one of the biggest challenges while leading a company in the competitive pharmaceutical retail sector has been securing the right resources. As he explains, “The biggest challenge is getting the right kind of people because this is a highly specialised industry.” At DavaIndia, attracting the right talent remains a priority. But beyond that, the company continues to face specific challenges, which they tackle through a combination of innovation and persistence. “We have our own unique challenges that we overcome through innovation and persistence,” Dr. Paul notes.

Shifting Perspectives on Generics

There is often scepticism surrounding generic medicines, with many questioning whether they are as safe and effective as branded alternatives. However, Dr. Paul is committed to changing this perception. “It is our moral responsibility to build a better India,” he says. DavaIndia is at the forefront of educating the public through



numerous programs designed to demonstrate that generic medicines are not only affordable but also of high quality. “We ensure that people understand the value of high-quality generic medicine,” Dr. Paul explains. As generics gain wider acceptance, DavaIndia continues to build trust by delivering high-quality, affordable products.

“THE QUALITY OF OUR PRODUCTS IS EXTREMELY HIGH, AND PEOPLE ARE NOW BEGINNING TO RECOGNISE THE POTENTIAL OF DAVAINDIA’S PRODUCTS,” DR. PAUL SHARES.

Balancing Business and Benevolence

Dr. Paul views the balance between DavaIndia’s profitability and its societal mission as a natural outcome of the company’s larger purpose. “When you have a larger mission, like ensuring that every Indian has access to affordable healthcare, profitability comes naturally,” he explains. The vast and diverse population of India provides a large client base, which in turn helps drive profitability. “It’s a symbiotic relationship,” Dr. Paul adds, emphasising that the company’s social responsibility and business success go hand in hand.

What Lies Ahead

Looking ahead, Dr. Paul envisions a bright future for Zota Healthcare. “I see Zota as one of the best companies in India to work for, especially in terms of its culture,” he shares. “In the coming years, it will rank among the top 100 companies globally, known for both its analysis and organisational culture.” This forward-thinking approach is central to Dr. Paul’s leadership vision.

The healthcare landscape in India is rapidly evolving, particularly in the generics market. As DavaIndia expands its reach across India, it does so with a model that ensures greater control and efficiency. Dr. Paul explains, “The COCO (company-owned, company-operated) model is the



LEADERSHIP MANTRA

ADVISING YOUNG PROFESSIONALS ENTERING THE INDUSTRY, DR. SUJIT PAUL SHARES, “I WOULD SAY, WHATEVER YOU DO, DO IT WITH INTEGRITY AND GENUINE PASSION. FOCUS NOT ONLY ON THE TOP LINE BUT ALSO ON DELIVERING VALUE TO YOUR CONSUMERS. IF YOU STAY TRUE TO THESE PRINCIPLES, SUCCESS WILL FOLLOW, AND YOU WILL BUILD A STRONG AND REWARDING CAREER IN THE HEALTHCARE OR PHARMACEUTICAL INDUSTRY.”

best model India has ever seen. The control mechanisms are much stronger in terms of both operations and drug distribution.” This approach ensures greater efficiency and optimises outcomes, making it perfectly suited to the Indian market. The brand is also investing in cutting-edge technology, including a fully automated warehouse in Surat, to ensure fast, accurate deliveries.

Dr. Paul envisions DavaIndia becoming a household name, recognised for its commitment to affordable and accessible healthcare. They are prepared to cater to various medical needs such as cardiology, diabetes, and more. DavaIndia is also responding to the growing demand for health and wellness products, which is shaping the future of healthcare. “It’s not just a medicine story; it’s also about health and wellness for DavaIndia,” Dr. Paul adds.