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NG BINOY SINGHA



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PROPRIETOR

A MULTIFACETED LEADER DRIVING BUSINESS GROWTH AND SOCIAL CHANGE

Kaushal Kumar | The CEO Magazine

The story of business leadership is often about numbers, but true impact comes when entrepreneurship meets empathy. Ng Binoy

Singha embodies this balance. A dynamic entrepreneur, seasoned professional, and social advocate, his journey reflects a rare blend of business acumen, adaptability, and community-driven purpose. With over two decades of diverse experience, his career is a testament to how perseverance, innovation, and empathy can come together to shape a meaningful and impactful path.

FROM GRASSROOTS TO LEADERSHIP IN PHARMA

Binoy began his career in the pharmaceutical industry, working for 23 years at the grassroots level as a medical representative. This field experience gave him a deep understanding of healthcare products, patient needs, and the challenges faced by medical professionals. Rising through the ranks, he ultimately became Divisional Sales Manager (DSM) at Ajanta Pharma Limited, a role that honed his leadership, strategic planning, and team management skills, laying the foundation for his future entrepreneurial pursuits.

A BOLD TRANSITION TO LEADERSHIP

In 2021, Binoy made a bold transition by taking on the role of CEO at a multi-level marketing (MLM) company. Embracing this new challenge with zeal, he led the organisation through a period of rapid development. During his tenure, he partnered with small-scale industries across Northeast India, bringing regional products to wider national markets. His leadership not only fuelled business growth but also strengthened local economies and gave indigenous entrepreneurs a platform to thrive.

ENTREPRENEURIAL VENTURES ACROSS INDUSTRIES

The year 2023 marked a defining step in his journey. Fuelled by his entrepreneurial spirit, Binoy founded DH BIOMED PVT LTD, dedicated to contributing meaningfully to the healthcare sector. With a vision to improve

lives through quality healthcare solutions, this company represents his commitment to innovation and service in an industry he knows deeply. Soon after, he ventured into the real estate sector by establishing NONGDA ENTERPRISES in Guwahati. Despite being a relatively new player, the company quickly earned credibility for its professionalism and reliability in the regional market. This swift rise reflects Binoy's business philosophy centred on integrity, continuous learning, and operational excellence.

Always eager to diversify and adapt, Binoy then entered the beverage sector with the launch of "Nongda Tea", a brand that champions quality, authenticity, and the rich cultural heritage of Northeast India. It is yet another example of how he blends entrepreneurial ventures with local pride and community value.

CHAMPIONING SOCIAL CAUSES

Beyond his professional pursuits, Binoy is equally devoted to social change. He is the Founder President of two impactful NGOs – ALL and HSL – both dedicated to addressing community needs and fostering positive societal change. Through these organisations, he works actively to uplift underprivileged communities, promote education, and support sustainable development initiatives. His belief in social responsibility and collective action guides his every initiative, reinforcing the idea that business success must go hand in hand with community well-being.

LEADERSHIP WITH PURPOSE

Binoy Singha's leadership is grounded in empathy, innovation, and a desire to create lasting value. Whether in business or philanthropy, he approaches every challenge with a growth mindset and a collaborative spirit. He regularly engages with experts and peers, understanding that learning never stops and partnerships are key to scaling meaningful impact.

A VISION FOR THE FUTURE

Looking ahead, Ng Binoy Singha remains committed to exploring new opportunities, fostering cross-sectoral growth, and leaving a legacy built on both enterprise and empathy. His ability to balance commercial ambition with human values makes him not just a successful entrepreneur but also an inspiring leader, changemaker and dedicated citizen.