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DEBRAJ SEN THE YOUNG PRODIGY

Redefining Leadership, Reimagining Legacy at Parampara Group

Anjali Sharma | The CEO Magazine

At just 15, Debraj Sen is not merely stepping into a legacy; he is restructuring it for the future. Blending the discipline of a strategist with the vision of a next-generation leader, he is transforming Parampara Group into a scalable, innovation-driven enterprise rooted in nearly 200 years of Ayurvedic excellence. In a corporate world where leadership is often synonymous with decades of experience, Debraj Sen represents a powerful shift in narrative. Calm, composed, and sharply strategic, he brings an unusual clarity to leadership, one that transcends age and leans firmly into vision, structure, and execution.

As the CEO of Parampara Group, Debraj is not just inheriting a legacy shaped by his father, renowned Ayurvedacharya Dr. Debabrata Sen; he is methodically transforming it into a future-ready institution. His approach is neither impulsive nor experimental; it is measured, disciplined, and engineered for longevity. In this exclusive conversation with The CEO Magazine, Debraj Sen shares insights into leadership, legacy, and the evolving future of Ayurveda.

TCM: Give us a brief overview of your organisation and what makes it distinct today

Debraj: Parampara Ayurved is built on a foundation of nearly 200 years of Ayurvedic knowledge, preserved, practiced, and refined across generations under the guidance of my father, Dr. Debabrata Sen. However, what defines us today is not just our legacy but how we are evolving it. We are transforming Parampara Ayurved into a structured, scalable, and system-driven organisation, where traditional wisdom is supported by modern frameworks of growth and execution.

Our distinction lies in this balance; we are deeply rooted, yet forward-looking. Every decision we make is aligned with long-term sustainability, not short-term expansion.



DEBRAJ SEN
CEO - Parampara Group

TCM: Tell us about your journey into Ayurveda. What shaped your perspective?

Debraj: I grew up observing Ayurveda not just as a practice but as a disciplined way of life. Watching my father work closely with patients and communities gave me an early understanding of its depth and responsibility. Over time, that exposure turned into involvement. I began understanding not just the science but also the systems behind it, the importance of structure, consistency, and precision.

Today, my role is to translate that legacy into a modern context to make Ayurveda more accessible, more structured, and globally relevant, without compromising its authenticity.

TCM: What are your core offerings?

Debraj: Our work revolves around holistic healthcare: preventive wellness, lifestyle correction, personalised Ayurvedic consultations, and natural therapies. But beyond services, our core philosophy is to guide

individuals towards disciplined, sustainable living. Ayurveda is not just about treatment; it is about creating balance, physical, mental, and structural, in one's daily life.

TCM: What challenges have you faced as a young CEO?

Debraj: The most obvious challenge has been perception. In a field where experience is traditionally valued, being taken seriously at a young age requires a different level of consistency and clarity. However, I have always believed that performance eventually defines perception. By focusing on data-driven decisions, structured execution, and measurable outcomes, I aim to establish credibility over time. My training in disciplines like mixed martial arts and rifle shooting has also shaped my mindset. Both demand focus, control, and the ability to perform under pressure, qualities that directly influence how I approach leadership.

TCM: Why are more people turning to Ayurveda today?

Debraj: We are witnessing a global shift in mindset. Rising stress levels, lifestyle disorders, and the limitations of reactive healthcare have made people more conscious about long-term wellbeing.

Ayurveda offers a framework that focuses on prevention, personalisation, and sustainability. It aligns with the need for balance in an increasingly fast-paced world. This is not a temporary trend; it is a long-term transition towards mindful living.

TCM: How is technology influencing your practice?

Debraj: Technology allows us to expand our reach and improve efficiency without compromising on quality. From virtual consultations to digital tracking and structured data systems, it enables us to make Ayurveda more accessible and consistent.

At Parampara Ayurved, we are focused on building a system where traditional knowledge is supported by modern infrastructure, ensuring scalability while maintaining precision.

TCM: Do you conduct workshops or awareness initiatives?

Debraj: Yes, awareness is central to our mission. We regularly conduct workshops and sessions that focus on lifestyle discipline, preventive healthcare, and the fundamentals of Ayurveda. A significant part of our effort is directed towards younger audiences, helping them understand that long-term health is built through everyday choices.

TCM: What milestones define your journey so far?

Debraj: At this stage, the most significant milestone is the responsibility of leadership itself. Being entrusted with guiding Parampara Group at this phase is both a privilege and a challenge.

More than achievements, I focus on building a strong, scalable foundation, one that will support the organisation's growth for decades to come.

TCM: What is your vision for the future of Ayurveda?

Debraj: Over the next decade, Ayurveda will increasingly become a global pillar of preventive healthcare. There will be greater integration with research, technology, and structured delivery systems.

Our goal is to position Parampara Ayurved at the forefront of this evolution, as an organisation that is both rooted in tradition for hundreds of years and prepared for global scale.

TCM: What advice would you give to aspiring Ayurveda professionals?

Debraj: Approach Ayurveda with patience and discipline. It requires depth, consistency, and a genuine commitment to understanding human wellbeing. At the same time, be open to innovation. The future belongs to those who can bridge tradition with forward-thinking approaches.

TCM: What would you say to sceptics?

Debraj: Scepticism often arises from lack of exposure. Ayurveda has sustained itself over centuries because of its depth and adaptability.

I would encourage people to approach it with an open mind, not as an alternative, but as a comprehensive system of living focused on balance and sustainability. Experience Ayurveda before you question it.

The Final Word

In Debraj Sen, one witnesses a rare synthesis: youth with discipline, legacy with structure, and ambition with clarity. He is not chasing rapid success; he is engineering longevity. Not reacting to trends, but preparing for transitions. As Parampara Group evolves under his leadership, it becomes evident that this is more than just the rise of a young CEO; it is the emergence of a leader, a young prodigy, who understands that the future belongs to those who can honour the past while building beyond it. *"I am not here just to lead a legacy. I am here to build what it becomes next."* - Debraj Sen