

## LEADERS OF CHANGE



Sunil Kumar Agarwal, MD, Eskag Group of Companies (left) with his brother, Anil Kumar Agarwal (right) and son, Sashreek Agarwal

Sunil Agarwal, the MD of Eskag Group of Companies stepped into the business at a young age. His father had three manufacturing plants in metal and pulses. "We lost our father in 1971. We started as a pharmaceutical distributor with two employees in a 200 sq ft office space. While working, I continued my education and completed B Com in 1982. It was a humble beginning. Steadily and slowly with hard work, trust and support from my staff members and customers, the company blossomed into a flourishing venture," shares Agarwal.

#### The Axioms

→ Though Agarwal aspired to become a doctor, he became a successful entrepreneur instead. His mother was his greatest strength. "She was my major source of inspiration to grow in life. I still follow her words — Work for others, your job will be done automatically. Never believe in short-cut gains. Long-term journey is difficult, but it is always fruitful. She played a pivotal role in the growth of my professional career and personal philosophy too," asserts Agarwal.

#### Business Philosophy

→ He was in his college days when he started his business and a quote of Mahatma Gandhi that said: 'A customer is the most important visitor on our

premises' changed his perspective towards life. Agarwal realised that it is very important to fulfill the needs of the customers in an effective and efficient way, and for that the people working with him would play a pivotal role in developing his business. That gave him the idea — For the people, by the people, which he still believes in and follows. "There should be a change in the perspective — from Me to We, and for me, people are the most valuable asset in our company," states Agarwal.

#### The Vision

→ To provide the best healthcare services at pocket-friendly prices for the common people through cost-effective medicines and affordable facilities is what Eskag Group of Companies focus on. "We offer 12 lakh free dialysis services per annum in PPP model in collaboration with the government. Our Oral Contraceptive Pill (OCP), which comes at 1/3 of the market price is consumed by 25 lakh women. However, there is no end to this journey, continual improvement and facility must be provided at every stage for the benefit of the masses. In a country like India, people always look for cost-effective services," shares Agarwal.

#### Growth And Product Offerings

→ Agarwal believes in funding his ventures from his own fund and that



is what boosted his confidence level. At the age of 27 years, with his own savings, he bought his first factory — a pharmaceutical manufacturing company. This was a paradigm shift from trading to manufacturing unit. Over the next four years, two more factories were bought, and the business expanded.

In 2004, he started providing healthcare services through Eskag Sanjeevani. "In 2005, we acquired West Bengal Chemical Industries Limited (WBCIL) in joint collaboration with the Government of West Bengal. In 2007, we inaugurated Haridwar unit, the formulation plant in Haridwar. In 2021, we started Dahej unit for WBCIL. Today, we have patented seven products and these API are sold internationally," affirms Agarwal.

# Setting Sights On Better Healthcare

What matters most is the health of common masses and the focus at Eskag Group of Companies is on the same along with the endeavour to provide best health solutions at affordable prices to people across all classes

Eskag Pharma has four WHO-GMP certified formulation plants in Haridwar and markets products all across India as well as exports to several countries of the world. "All these were possible because of my younger brother, Anil Agarwal," maintains Agarwal. According to him, their core strength lies in the production of OCPs along with presence in the healthcare industry with 15 state governments. "Further,

ical awareness campaigns involving 10,000+ women per month at different districts, where we spread awareness about family planning as well as discuss the feedback after using our flagship brand SUVIDA OCP."

#### Meeting Challenges

→ According to Agarwal, the biggest challenge is recruiting and retaining our people plays a vital role. There is a need to win the confidence of common people that a healthcare organisation in Kolkata can be as good as the big names across rest of India. Today, we have over 4,500 employees, working at different levels with a footprint of more than 5,00,000 sq ft," says Agarwal.

#### Looking Forward

→ The expansion plans entail exploring the potential of off-patent generic drugs and marketing them not only in India but internationally. "For that we have a dedicated R&D team

government, private investors are coming forward and investing in PPP model, thereby fulfilling the basic need of healthcare services for the masses.

#### Navigating Technological Progress

→ With a determination to transform knowledge to competency and economic growth, Agarwal accentuates on more time in R&D for the company. "There is a separate IT team that works rigorously, learning new advancements in medical technology and using the latest platforms for the growth and betterment of the company and services for customers. During the time of Covid, Telemedicine became the most useful tools that enabled us to provide services to dialysis patients. Even today, in remote villages, a dialysis patient gets proper advice regarding nephrological issues from renowned city-based nephrologists through our driven data base management system," avers Agarwal.

#### Rhythm Of Work-Life Balance

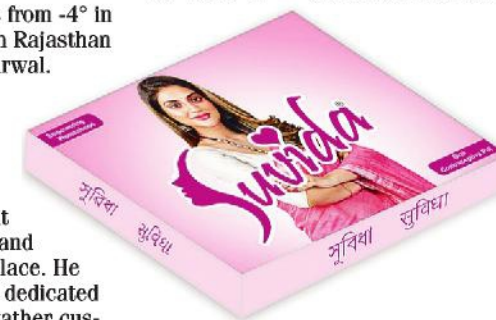
→ It's important to nurture work, and stay happy for what you are doing. It is all about striking the work-life balance in rhythm and harmony. "When you start enjoying your work, your work becomes your lifeline and it takes up a major space in your life. When you pursue your dreams through hard work, it becomes your life and your work-life equation automatically strikes a balance. The real satisfaction lies in working with a team of 4,500 people, who serve 10,000+ patients across the nation and those 25 lakh women who use your product on a daily basis," Agarwal explains.

"I still feel that urge, that passion that has driven me all these days and with each passing day, I'd like to make my thoughts better and stronger. I believe that even today it is my humble beginning and I consider more work is still needed to be done — Miles to go before I sleep..." concludes Agarwal.

we provide dialysis services from -4° in Arunachal Pradesh to 40° in Rajasthan on 24x7 basis," asserts Agarwal.

#### A Class Apart

→ Agarwal is concerned with the feedback of customers, which according to him is the most important factor to mark his services and to be unique in the marketplace. He says, "That's why we have a dedicated customer support team to gather customer feedback and work on the same to make our services better every day." He adds, "All our dialysis patients are periodically called by telecallers from head office and accordingly necessary compliance reports are scrutinised on a daily basis. To get the feedback of the OCP, we organise more than 50 med-



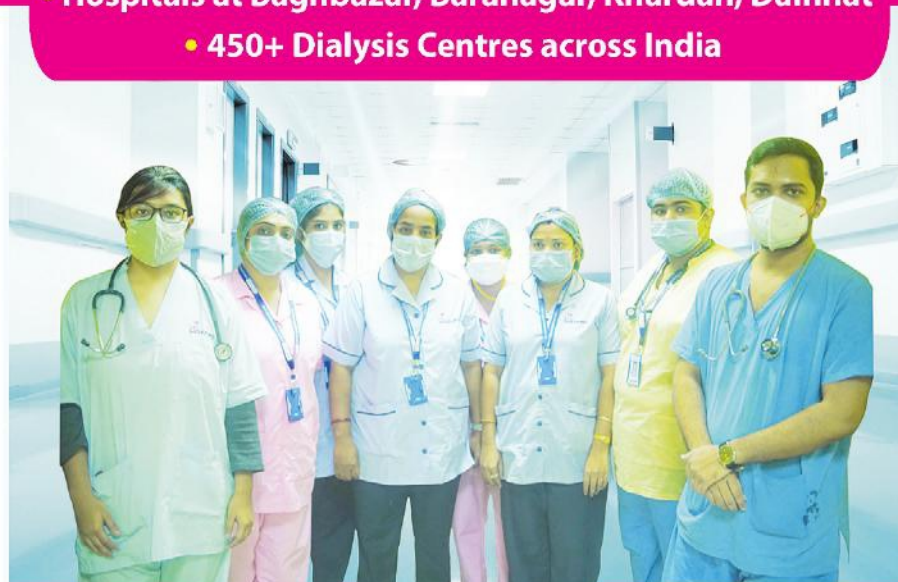
comprising 30 people for the development of new APIs. Today, we look forward to extend the benefits of healthcare to the remotest part of India, the way water and electricity have reached the farthest corner of the country," asserts, Agarwal. With the initiative of the

• Haridwar Unit I, II, III & IV

• Hospitals at Baghbazar, Baranagar, Khardah, Dainhat

• Kolkata & Dahej Unit

• 450+ Dialysis Centres across India



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