

Touching new boundaries in the realm of healthcare

Dr Ashim Biswas, MD
Dr Biswas Good Health Pvt Ltd.
Greater Noida



Work in progress in the manufacturing unit

Dr. Ashim Kumar Biswas is credited with having launched the manufacturing firm of Ayurvedic medicines, cosmetics and health care products, Doctor Biswas Good Health Pvt. Ltd, is today considered to be leading in the market as compared to all others in the field in the same genre. Born in Kolkata, his father was an ordinary farmer. Ashim says, he owes his success to his mother, who motivated him to study hard and devote time in education as well as personal growth. It was she who he credits with instilling the value of community service in him, always inspiring him to follow a path that will enable him to somewhere serve people too, while pursuing his life goals. So with the motivation and support of his

parents, he completed his Bachelors in Ayurvedic medicine and set up a small clinic in his hometown. It was only in 1996 that he came to Delhi and opened up a small clinic in Khoda village in Noida. Busy that he is, it is his wife, Pinki Biswas, Director of the company, who is completely devoted to managing the family, while juggling time, to look into issues pertaining to the company as well, with efficiency. She is one person who perfectly lives up to her dual role of that of a parent and housewife, besides that of a key functionary in the company, by discharging all her duties with impunity. The couple is blessed with three sons, the eldest Liyan, an MBA from London, has already started assisting him while younger

sons Shayan and Riyan are still studying. Dr. Biswas loves to spend, whatever spare time that he can manage, with his family. With his immense knowledge of Ayurveda, he was able to cure several patients, suffering from a range of diseases, some of them even chronic. Soon he was able to gain the trust of people with the prescriptions that worked for them and found that patients had started flocking to his clinic, making a beeline for his diagnosis and treatment. Dr. Ashim Kumar Biswas is the founder and chairperson of Doctor Biswas Group of Companies, now grown into a leading manufacturing firm in Ayurvedic and natural healthcare, cosmetic and personal care products in India.



Dr. Biswas with his team



Ms. Lila Manal, Director



Mrs Pinki Biswas, Director



With his product range

In operation since the last 16 years the establishment is catering to locations spread across multiple states and cities like Siliguri, Guwahati, Delhi, Noida, Kolkata, Jharkhand.

Looking at the impressive client-base, that is truly impressive in proportions and spans across states like West Bengal, Assam, Jharkhand, Bihar, Madhya Pradesh, Chhattisgarh, Odisha, Rajasthan, Gujarat, Punjab, Haryana, Uttarakhand, the reach is truly phenomenal. The brand is now venturing out globally to also promote business in neighbouring countries like Bhutan, Bangladesh and Nepal. The Co-Director Lila Mandal greatly contributes in the efficient management of this company, steadily growing into a mini empire of sorts. With the sole intent to see the company touch new heights everyday, she is untiring in her efforts to achieve the same. Finding that his

formulations were proving to be highly effective Dr Biswas decided to produce it commercially as well, to benefit a far larger number of people than just those who were able to visit him for treatment. So for a beginning he set up a small hand operated capsule filling machine in his clinic and started manufacturing his maiden product Good Health. He got immense response as patients who used them found them effective as well as easy on their pocket. Ashim set up the first factory in Barrackpore, Kolkata, W.B. and started mass production, something he had always aspired for and dreamt of doing. By 2012 the company had an appreciable turnover of Rs 25 lakhs. With this Dr Biswas, who believes that "Success is not just what one accomplishes in life, it is about making society benefit with your ideas," was at long last able to achieve what he actually aimed for.



“Being a doctor is not just a profession, it is a service to the society”

The very first unit turned into a profitable venture and demands for the products soared, hence he started another unit in West Bengal, followed by units in Chakdah, Majhigram and Kalyani in Nadia district. The Majhigram factory was set up in a remote village with the aim to provide source of livelihood to 200 families. Dr Biswas having seen the dark side of life, knows more than any other entrepreneur and means each word when he says, "Employment not only contributes to the country's economic growth but also helps in reducing poverty." Source of livelihood is so important for survival and growth and he so knows it. The company has formulations to treat weakness, anaemia, liver, digestive, musculoskeletal and reproductive disorders. As a physical practitioner he always believes in treating the root cause hence

keeps on working on new formulations. Medications are in the form of tablet, capsule, syrup and powders. Emphasis is on natural ingredients and age old herbs. The popular product-Good Health-capsules and syrup for general well being generates more than 70% of revenue for the company while Body Grow is the Ayurvedic substitute for whey protein. The previous year's turnover was Rs 200 crore and Dr Biswas is happy to see it growing at the rate of 25% per year. The company having over 70 products, recently added the cosmetic segment-facewash, shampoo, hand wash and pain relieving ointments. The client base is huge, while the network of 180 distributors and dealers is spread in West Bengal, Assam, Jharkhand, Bihar, Uttar Pradesh, Delhi, Madhya Pradesh, Chhattisgarh,

Odisha, Rajasthan, Gujarat, Punjab, Haryana, Uttarakhand. and Kerala.

The company today has a high brand value and works with hi tech Italian and Indian machinery, besides modern equipment. Besides medicine production the company has its own three packaging units to make bottles, cartons etc. Over the years the demand for a few products has exceeded production. Says Dr Biswas, if he could fulfil the demand of the market then turnover could easily reach Rs 250cr to 300cr but since the company believes more in quality rather than quantity, he has decided to move at a moderate pace with strict quality controls. Meanwhile, he is coming up with one more expansive six floor, 8000 sq ft manufacturing unit in Kalyani district Nadia (near the upcoming AIIMS hospital) .

His future plan is to diversify into the business of food processing industry and packaged drinking water. Seeing immense potential in both, Dr Ashim Kumar Biswas, in his quest for not only hitting the high points in entrepreneurship, but also generating employment to benefit the qualified and capable youth looking for jobs, is seriously thinking of branching out, as the income thereof will also help him to further enhance the production of the, much in demand, Good Health capsules. While headlong into his business, attending to the manufacturing nitty-gritties, It is truly touching to note, how Dr Biswas has always tried to reach out to the have-nots and the downtrodden. Hailing from a poor family, he has known the agonies, hence always kept his fees nominal so that everybody is able to afford medical treatment. He says "Being a doctor is not just a profession, it is a service to the society."