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KETAN ZOTA,
Director,
Zota Healthcare

Zota Healthcare, recipient of Business excellence award 2015 and company of the year by CIMA, is a well-known group in the genre of manufacturing and marketing quality medicines since 1995. It pioneers in providing eminent and affordable medicines to people. With a product line boasting from Tablets, Capsules, Oral Liquids, Dry Powders, Injectable, Oral Liquid Spray, Ointments, Creams, Lotions, Medicinal Soaps, Eye/Ear / Nasal Drops, Ayurvedic Products, Tooth Gel, Mouth Wash, Gum Paste, Shampoos, Profilled Syringes, Nutraceuticals, Cosmetics, the company stands to its idea of serving mankind, care for lives and to promote better health using technology and years of research.

It also offers a broad range of acute and chronic treatments for diseases like Liver Disorders, Osteoarthritis, Diabetes, Cardiovascular Disorders, Neurological Disorders, Psychological conditions, Nutritional Deficiencies, Musculoskeletal conditions, Respiratory Disorders, Antipyretics and Morning Sickness during Pregnancy.

Mr. Ketan Mehta, director of Zota Healthcare Ltd since 1995 has been always focused on achieving the mission to become globally acclaimed pharmaceutical company. He has always been on his toes for the betterment of the needy and has left no stone unturned in manufacturing and marketing quality medicines at an affordable price and this proved to be the driving force for the birth of Zota Healthcare.

With a Diploma in Pharmacy from L. M. College, Ahmedabad in the year 1983, he has contributed more than 24 years into this industry. He surely has come a long way and has taken the company to a new height starting his carrier with a small retail medical store in the year 1984. Apart from being strong and clear about his work, Mr. Ketan has made good health accessible to local community and society by setting up Health Camps, Blood & Medical Donation Camps in villages and other remote areas of the nation.

He believes in keeping fit and fresh which he achieves with Cricket and Music.

In an exclusive conversation with Biotecnika Magazine, about the company's growth, pharma industry in general, major challenges etc, we have excerpts as below:

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Q As the new financial year begins, what are the upcoming development plans?

A With the beginning of new financial year, we are hopeful of commencement of some new projects, two of which being online portals and few others under pipeline. Also we plan to come out with our IPO this year in SME segment.

Q Could you elaborate on the proposed IPO offering?

A We plan to come up with IPO in the SME segment. The RHPD is yet to be filed but it will be done within a month or two. The amount raised with this IPO will be invested in the marketing of new upcoming brands under pipeline and new projects and also for the development of new factory and to expand export base.

Q Being the fastest growing Indian Pharmaceutical group with a wide spectrum of products offered, what are the major challenges that you face?

A The major challenges of this industry are, dumping of fake and low standard medicines by neighbouring countries along with a few domestic players which is posing a serious challenge to the industry.

Indian Regulatory guidelines are far behind the benchmark compared to patents and innovation protections in other developed countries.

FDI policy-Drug Pricing. In 2013, Drug Pricing control order was amended and ceiling price of 348 molecules was fixed. By the time entire industry coped up with those changes, new molecules were added thus the process of re-strategizing has become frequent.

Also Poor Patent and other intellectual property protection, Lack of common centralized taxation regime are the challenges which the industry faces on the regular basis.

Q Since 1995 how well do you think the healthcare industry has progressed with respect to meeting the needs of people? What more does it need?

A Average growth has been 30% of the industry and the regular needs are fulfilled of the patient and the industry. However with advancement of technology more technology transfer is required in this sector so as to increase effectiveness of treatment and patient compliance.

Q Do you face competition in the industry? How do you keep yourself a step ahead with the competitors?

A Competition helps you to grow faster and keeps the organization dynamic. If you have good product to offer and a strong brand then there is very less competition. We have a wide product portfolio which helps us to stay competitive in all segments.

Q Could you elaborate on the export business of Zota healthcare? Which countries serve as company's major clients?

A The production facility for the export has been set up in Surat SEZ, Sachin and company strictly follows WHO-GMP and Schedule M regulations.

The export business has been well established in Kenya, Niger, Burundi, Sri Lanka, Vietnam, Cambodia, Myanmar, Costa Rica, Ethiopia, Libya, Afghanistan, Cyprus, Somalia, Turkmenistan, Ukraine, Uzbekistan, and many more.

Q Are there plans of expansion any time soon?

A The expansion is an ongoing process for us. As of now we are looking to put our foot forward in Tanzania, Cambodia, Kyrgyzstan, Moldova and Yemen.

Q With the budget for this financial year out, how handy do you think it is for the pharma industry?

A A new patent regime has been proposed by PM that would help more patents to be developed and registered that would boost R&D in India. Also, tax benefits on R&D has been reduced which in turn will affect R&D spending.

Q Would you like to convey a message to our readers who are thinking about diving into the industry?

A Initially patience is required. Hard work and dedication is required throughout. Providing quality products is necessary. Focus for new entrants at present should be on Technology especially IT and quality products.

The amount raised with this IPO will be invested in the marketing of new upcoming brands under pipeline and new projects and also for the development of new factory and to expand export base.