

Format of Bio-data in respect of persons desirous of inclusion in DPE databank

1. Name and surname: Pavan Choudary
2. Director Identification Number: 00229351
3. Income Tax PAN:
4. Gender: Male Nationality: Indian
5. Father's name and mother's name and Spouse's name :
Mr. K.G.K. Choudary, Mrs. K.B. Choudary, Mrs. Anu Choudary
6. Date of Birth: 29-08-1965
7. Present Position/Occupation: CEO and Managing Director(MD)
8. Full address:

Mobile: 9810075120

Email: mail.pavanchoudary@gmail.com

9. Educational & Professional Qualification

S. No.	Course	Subjects	University/Institute	Year of Passing
1.	Bachelor of Pharmacy (Honours)	Pharmaceutical sciences	Sagar University	1986
2.	Masters in Business Administration	Specialization: Marketing Minor: Finance	Himachal Pradesh University	1988

5. Work Experience

S. No.	Organization/Institute	Post Held	Period (From - To)	Nature of Work/ Area of Specialization
1	Vygon India Pvt. Ltd., a leading French Multinational in Critical Care	CEO/ Managing Director	Dec'98 - till date	General Management, B2B Marketing
2	Dabur Pharmaceuticals Ltd. (World's No. 1 herbal company)	Sr. Marketing Manager and Marketing Manager	Dec' 98 - Sept' 96	General Management, B2B Marketing, Concept Selling

3	Cadila Group	Group Product Manager - Indo Pharma and Group Product Manager & Product Manager Zieta Pharma	July '92 to Aug'96	Marketing Management Product Management
4	Govan Advertising Pvt. Ltd.	Account Executive	April'91 - June'92	Advertising Client Servicing
5	Lintas	Freelance Assignment	Feb'91 - March'91	Account Planning
6	Combined Chemicals Pvt. Ltd.	Product Executive	Sept'89 - Jan'91	Marketing/ Simultaneously prepared for the All India Services Examination.
7	Jagsonpal Pharmaceuticals Ltd.	Management Trainee	Dec'88 - Aug'89	Product Management Training

10. Whether SC/ST/OBC/Minorities/Women (if yes, indicate the relevant category)
No

11. Area of Specialization: General Management, Marketing, Sales, HR & Corporate Communication.

12. Fulfill the laid down criteria as I:

- (i) Am a Professional of repute having more than 28 years of relevant domain experience in fields relevant to a company's area of operation.
- (ii) Chair the *Medical Technology Association of India* and *The Healthcare Committee of the European Business Group* & Co-Chair the *Medical Technology Division of the Confederation of Indian Industry* and I have for nearly two decades, designed innovative course content for MDPs and conducted the same, especially for top management at various fora.
- (iii) Have spoken at the [Sardar Vallabh Bhai Patel National Police Academy, Hyderabad](#), the [Lal Bahadur Shastri National Academy of Administration, Mussoorie](#), the [IIMs \(Indian Institutes of Management at Ahmedabad, Lucknow and Kozhikode\)](#), [Sydney Technical University, Singapore Management University](#), Singapore Management University and other prestigious institutes in India and abroad as well as addressed and trained the senior management of several leading companies from across the world.
- (iv) Have hosted the nation building TV program on social and civic reform *Hum Aisey Kyun Hain* on Doordarshan, and have written columns for [The Times of India](#) and [Financial Chronicle](#).

- (v) Have authored the book- [How a Good Person can Really Win](#) 2013 which has received the prestigious *Eric Hoffer Award* and *The Readers' Favorite Award (finalist)* for 2015
- (vi) Have also authored [The Rx Factor- Strategic Creativity in Pharmaceutical Marketing](#) in 1996. This book pioneered concepts like marketing peace and was a pre-cursor to the Blue Ocean strategies of the world. Other than these I have done critically acclaimed books on Chanakya, Machiavelli, Confucius, Kabir & done nation building texts on Hygiene & Manners.
- (vii) For contributions in the field of Management and Wisdom I have been awarded with: The Global Leadership Award by the *Bhartiya Vidyapeeth University*. For more visit www.pavanchoudary.in

13. (a) Have any legal proceedings initiated or are pending against you : No

14. Designated partner in limited liability partnerships (LLP)

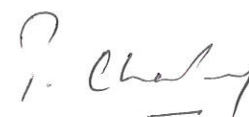
Name of LLP	Nature of industry	Duration (with dates)
Wisdom Village Publications Pvt. Ltd.	Publishing	August 2011 till date

15. Directorship held/presently being in companies

Name of company	Nature of industry	Nature of directorship	Duration (with dates)
Vygon India Pvt. Ltd.	Medical Devices	Executive	June 2006 till date
Wisdom Village Publications Pvt. Ltd.	Publishing	Non- Executive	August 2011 till date
Medical Technology Association of India	Private Company	Executive	July 2016 till date
<i>Transasia Bio-Medicals Ltd.</i>	<i>Largest Indian Diagnostic company. Known for its corporate governance.</i>	<i>Invited by the company on their board as Independent director</i>	<i>To formalize by Dec 2016</i>

16/11/2016.

Date



Pavan Choudary