

Experience spanning 25 years in health care industry and the urge to meet the needs of the ailing millions forced **Mr P K Surendranath** to start the pharma marketing company Clover Health Care Pharma.

Mr Surendranath was born at Kanhangad, a small town in Kasargod District. He studied at Govt High School, Kalliassery, completed BSc Zoology from Sir Syed College, Taliparamba, and MSc Zoology in 1986 at S N College, Cannanore, with a first class. He specialized in parasitology.

He started his professional career as a medical representative with M/s E Merck in 1986 at Trivandrum and in 1988 joined Upjohn Division of M/s Unichem at Cannanore HQ and later moved to Unisearch Division. He was promoted as an area sales manager in Unisearch in 1990 and posted at Coimbatore to look after rest of Tamilnadu. In 1994, he joined Aztec division of Sun Pharma as an area manager based at Calicut and got promoted as regional sales manager in the year 1997 based at Cochin HQ.

In the year 2000 he joined the bulk drug major M/s Aurobindo as a Zonal Manager for south and was immediately elevated as sales manager and asst. general manager to look after their new cardiac and diabetic division Argus. From 2004 to 2006 June, he worked as a vice president marketing for a Chennai based firm and in November 2006 officially launched Clover Health Care Pharma as a proprietorship concern.

The vast experience of 25 years in the pharma field in different layers in marketing, especially in cardiac and diabetic segment, prompted Mr Surendranath to start a new marketing division. He successfully launched 4 divisions, and he has worked throughout Indian markets.

Throughout his career he was an achiever and in any given circumstances achieved his budgets. He is well experienced in selection, training, induction, all sales and marketing operation, logistics, different product segment, and also got good exposure in production.

Today he wants to translate all his experience into Clover Health Care Pharma and transform Clover into a pharma major.

