

## Synopsis of 24<sup>th</sup> Sept 2022 - New Moon Online Program Series'22 event

### Topic: "COMMERCE GRADUATE TO PHARMA INDUSTRIALIST... AN INSPIRING STORY OF AN ENTREPRENEUR"

#### Keynote Speaker: Mr. Aditya Devdhar, Managing Director, Adisan Laboratories Pvt Ltd

Mr. Aditya Devdhar shared his eventful and inspiring journey from the streets of Pune to being a Pharma Industrialist till featuring on the cover page of February 2022 edition of 'Industry Outlook' National Magazine.

#### Key Takeaways

- Pursued & completed his Education, in spite of challenges.
  - After completing 11<sup>th</sup> & 12<sup>th</sup> Std Science and taking admission into F.Y. BSc., midway that year Mr. Aditya found his calling in the Commerce stream and left home in Pune to join Mumbai University in the 90's.
  - Completing full year of studies there, 10 days before his F.Y. BCom. exams, the University sent out a notice to him, finding him ineligible for taking the exam as he was from a Science background.
  - Taking it up as a challenge, a young Mr. Devdhar knocked on the doors of Vice-Chancellor of the Mumbai University and after a number of discussions and 3-month litigation, he won the judgement in his favor. Even today, his case stands an example for young students looking to take admission in that university.
  
- His First Business Venture – Computer hardware & software services
  - He started a computer selling shop in Pune in the early 2000s during the technological boom and expanded to 3 showrooms pretty quickly.
  - Following the zeal in his youth, he constantly brought new things to the market. Knowing the market requirement early and catering to it with best quality and at lower price became his niche.
  - His was one of the first firms in that time, to provide assembled servers to various branches of various banks who were looking towards computerized banking.
  - On the personal front, he got married around age of 23 and he started getting adequate support from his life partner as well.
  
- Sudden Jolt to the business!
  - One fine day around 2007, the bank with whom they transacted, closed due to some regulation issues and all his accounts & financials seized to operate.
  - Neither he was able to get NOC from his bank to shift all capital to another bank, nor he had enough resources to start afresh.
  
- Rise of Adisan Laboratories
  - From his dormant contribution to the already existing firm Adisan Laboratories, Mr. Devdhar started his full-fledged role in the company after the shutdown of the bank and slowly flattening computer industry.
  - With help of his mentors & guide, he started operations from 2 x 100 sq ft rooms of a building.

- With no experience in chemical products but with confidence of having done a successful business earlier, he jumped into the depths of the Chemical & Pharma Industry.
- Using his computer knowledge from the earlier business, with diligent study of the market and sensing the opportunity of becoming an alternate to imported & costlier brands, he started launching new products one after another.
- He did thorough study on various products, even visiting China for extensive research with just \$100 dollars in the pocket.
- Correct usage of the funds received from valuable investors helped him scale up his business.
- Now, Adisan Laboratories has a huge factory in the industrial estate near Ambervet, Pune.
- His company also played an important role in manufacturing the sanitizers during the Covid-19 lockdown in 2020.
  
- Meeting Right People at Right Time
  - During various challenges in his academic and professional life, Mr. Devdhar was fortunate (God's way of work he says) to meet correct people at the correct time who came to help him. Whether it was the vice-chancellor of Mumbai University or his mentors & guides during days of growth in his business.
  - This as all agreed by those present in the forum, was due to his will power to work through the challenges and his approach to give his best in every adverse situation.
  
- Guruji's message to Youth
  - Guruji Ajit Telang Sir's advice to the youth was that after completing education, it is must to work in the Industry for at least 5 years before taking a leap into entrepreneurship.
  - Having worked under an experienced management and working as a team member, becomes an important qualification to understand the needs of becoming businessman in the later stage.

The entire video of the online lecture will soon be uploaded on YouTube, the link of which will be shared on the DSPPL Website – [www.dsppl.in](http://www.dsppl.in)

Thanking you,

Team DSPPL