



Dr. Krishna Prasad Chigurupati - Chairman / Joint MD

GRANULES INDIA LTD

I still feel the same adrenalin rush when we build a powerful solution or help a customer by solving a complex business problem.

D R. KRISHNA PRASAD CHIGURUPATI IS THE PROMOTER OF GRANULES AND HAS MORE THAN THREE DECADES OF EXPERIENCE IN THE PHARMACEUTICAL INDUSTRY. IN 1984, HE SET UP A PARACETAMOL MANUFACTURING FACILITY, WHICH HAS BECOME ONE OF THE WORLD'S REPUTED MANUFACTURERS OF PARACETAMOL IN THE REGULATED MARKETS. DR. PRASAD PIONEERED AND POPULARIZED THE CONCEPT OF PHARMACEUTICAL FORMULATIONS INTERMEDIATES (PFIS) AS A COST-EFFICIENT PRODUCT FOR GLOBAL FORMULATIONS MANUFACTURERS.

During this pandemic, it really became front and center – pharmacies became the place that people were, and still are, going to be tested and receive their vaccines,” he tells The Executives Magazine. “Pharmacists are one of the topmost trusted healthcare providers in any community and people are looking to them for those services. So our focus is on that

Granules India is a vertically integrated, high-growth pharmaceutical product manufacturing company based in Hyderabad, India. We manufacture high-quality API, FD, PFI and Speciality Products with a focus on customer centricity

We strive to provide access to safe, effective and affordable medicines to the people who need them.

We have a clear ambition to



transform the treatment for billions of people living with chronic diseases,” he explains. “I’m the first to admit that we have seen phenomenal progress in the last few decades around the world, but there’s still an enormous amount of room for improvements from a medicine perspective and also from an overall treatment perspective. We want to really make a change for people with multiple conditions

Innovation runs through Krishna Prasad’s veins. It’s the reason he remains passionate about his work. “If you are afraid to make a change in your organization or a change in the way you are working, you will not innovate yourself. It’s like when I was in the laboratory, we were always saying, ‘Push yourself, push the boundaries of science.’ The reward can be extremely high.”

Krishna Prasad describes his leadership style as one that promotes open and transparent communication. “I believe in

empowerment as when you are growing in your career you cannot make all the decisions alone,” he says. “You need to be surrounded by people who are in the right place to make some of them.” Remaining connected to his customer base is also a priority. “It is critical for us that those people who are closest to the customers are given the power to make decisions,” he explains.

Most importantly, Granules has a strong reputation because of the quality of its products, he explains. “All of our products deliver on their promises, which is very important because it makes you an enduring company. As well as this being ethical

But that doesn’t mean that the organization can afford to be complacent. “We believe there’s still room to be more efficient in the management of our resources, and we have to be more efficient because we see a much more



competitive environment emerging,” he reflects.

Granules is able to execute its plans efficiently and with discipline thanks to strong partnerships built over several decades. When the COVID-19 crisis hit, having strategic supplier relationships ensured the company was not hit by shortages of raw materials at a time when demand for many medical supplies was skyrocketing.

In the pharmaceuticals industry, stable partnerships are all the more vital due to the fact that regulations make changing suppliers time-consuming and costly.

Building capability and culture of operational excellence

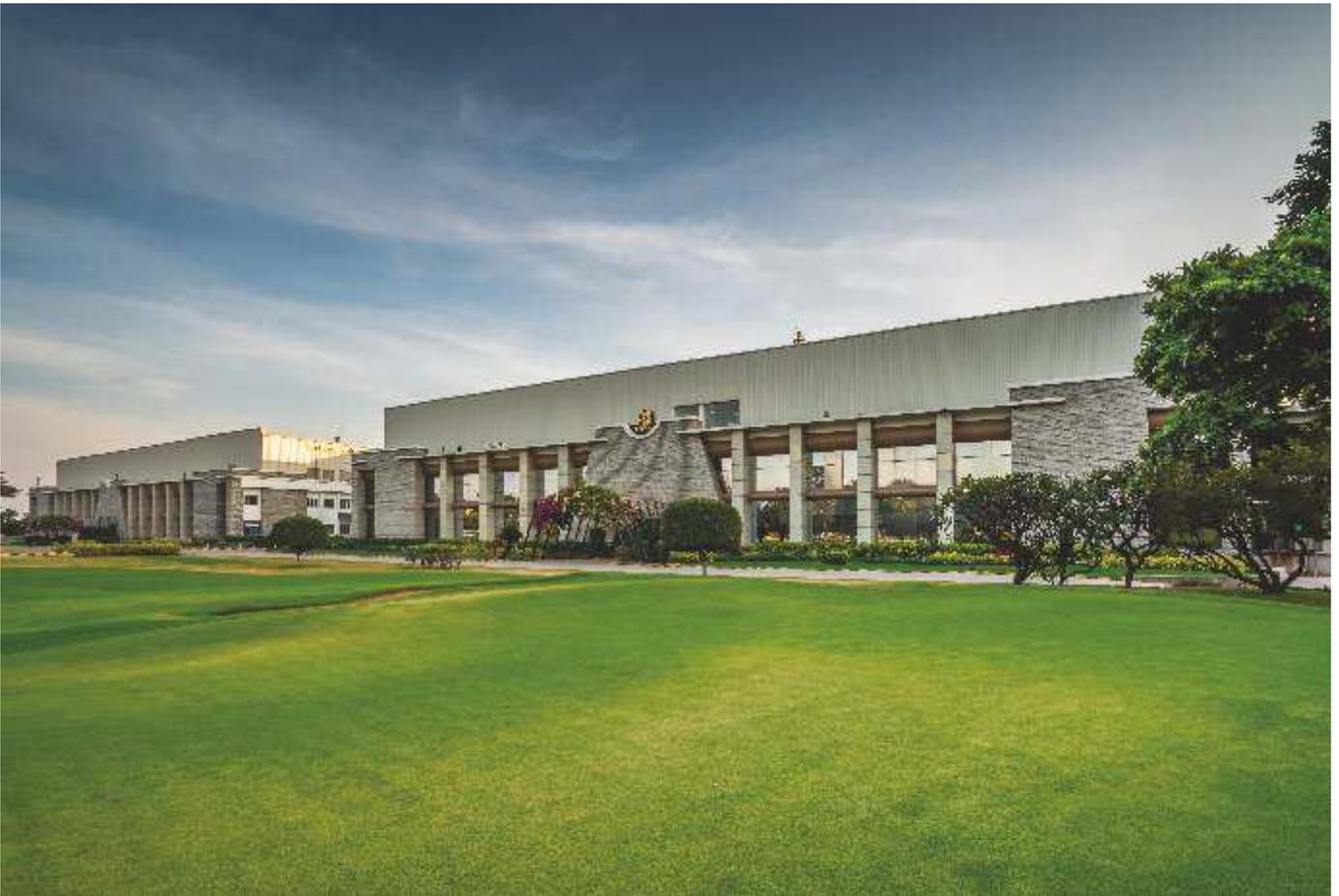
Granules is implementing a structured Operational Excellence program to deliver sustainable business outcomes. A four tier approach is being implemented to build continuous improvement capability and culture through a role based White, Yellow, Green and Black Belt Training for employees. Employees undertake live project in their function to apply the concepts



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