

Paras Healthcare appoints Puneet Srivastava as Vice President

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Paras Healthcare announced the appointment of Puneet Srivastava as its Vice President effective June 3, 2019.

He will lead the Sales and Marketing function at a group level. He will be based out of the Corporate Office of Paras in Gurugram, Haryana.

Mr Srivastava is a seasoned Sales & Marketing professional with an illustrious career spanning almost 25 years in P&L Management, Business Development, Key Account Management, Branding and Event & Campaign Management besides his stint as Sales & Marketing expert. He has a successful and well-recognized sales & marketing profile spreading across industries like Shipping, FMCG, Banking & Insurance and Education & Training.

Prior to joining Paras Healthcare, Mr Srivastava was associated with the Max Healthcare, Max Life Insurance, Videocon and DHL Worldwide Express. He is a well-respected senior leader in the industry who has been conferred with many coveted industry awards.

Speaking on the appointment, Dr Dharminster Nagar, MD, Paras Healthcare, said, "We are delighted to welcome Mr Puneet Srivastava as our new VP. With a proven track record as a successful leader in Sales & Marketing, he has consistently delivered results over the years. Mr Srivastava has a deep understanding of the marketing and business administration. I

have tremendous confidence in Mr Srivastava's capability to align Paras's world-class patient care with global best Sales & Marketing strategies to drive and extend the next phase of Paras Healthcare's market leadership."

Puneet Srivastava, VP, Paras Healthcare, said, "Paras Healthcare, as a thought leader of the healthcare sector of our country, is uniquely positioned to shape the dialogue and catalyse the evolution of a high quality health system across India that match up to the best in the world. In pursuit of providing the best health services, it is important that we all should work hard. I am excited to be a part of this positive change."

He holds a Master of Business Administration (MBA) degree from the University of Lucknow.