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Redcliffe Labs appoints Satish Paliwal as Director â?? National Sales

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Seasoned diagnostics leader to drive offline sales growth and strengthen nationwide preventive-first footprint



Redcliffe Labs has announced the appointment of Satish Chandra Paliwal as Director – National Sales, further strengthening its leadership team as the company accelerates its expansion in preventive diagnostics across India.

Paliwal brings over 25 years of diverse experience across the healthcare and diagnostics ecosystem. He has held key leadership positions at organisations such as The Himalaya Drug Company, Ranbaxy, Abbott India, Cipla, Metropolis Healthcare, and Sterling Accuris, with his most recent role being Chief Operating Officer at Krsnaa Diagnostics.

Over the years, he has built a strong track record of scaling large businesses, driving operational excellence, and leading high-impact growth initiatives across multiple markets.

In his new role, Paliwal will lead Redcliffe Labs' national offline sales operations, focusing on strengthening the partner ecosystem, enhancing customer engagement, and driving deeper market penetration. He will play a critical role in expanding access to high-quality, reliable diagnostics while supporting the company's shift towards a more proactive, preventive-first approach to healthcare.

This appointment comes at a time when Redcliffe Labs is actively investing in leadership and innovations, such as its AI-powered Face Scan, which enables individuals to access early health insights in seconds, further strengthening its commitment to making preventive care more accessible and actionable.