

Cipla appoints Mr Sameer Goel as country head

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Cipla, announces Mr Sameer Goel as country head - India, effective from 20 January 2014. Mr Goel comes to Cipla with rich professional experience of over 26 years with GlaxoSmithKline.

In his last assignment, he has led a \$0.4 bn business, based out of Johannesburg, with responsibility for 44 markets in Sub-Saharan Africa. He was responsible for managing the full P&L in these markets with regional hubs and multiple manufacturing sites across South Africa, Nigeria and Kenya. He established Africa as a new "region" for the company, and

has worked closely alongside the pharma business to establish a leadership position in this key emerging market.

Mr Goel said, "Cipla has been a pioneer in the healthcare industry ensuring access to high quality and affordable medicines, thus being a support apparatus for millions of patients across the world. My first interaction with the Cipla management has been quite a memorable experience that has given me reassurance and a sense of comfort. It will be a great privilege and honor for me to be a part of the Cipla team and I look forward to an exciting journey that lies ahead of us."

Mr Goel played a significant role in driving the entry strategy and growth agenda across a spectrum of new and established markets. He had initiated the sales and marketing route for Indian market, where he combined sales management experience in progressively larger territories, with marketing leadership roles.

In his last India-based role, he led the sales function comprising a team of direct and indirect field force of 4500. He has driven a number of initiatives including expert marketing, professional detailing force, key account management, customer marketing, rural drive, and computerization of the distributors which won several global awards for the GSK team.

Speaking of the appointment, managing director and global CEO Mr Subhanu Saxena said, "Sameer brings a keen sensibility and understanding of the India market, and drivers for success in this market. This, combined with his strong reputation for managing teams for stakeholders - both external and internal - makes him well placed to lead our India business into its next level of growth."

Mr Goel holds a graduation degree in Economics from St.Stephen's College, New Delhi, and has an MBA from the Indian Institute of Management, Ahmedabad.