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Dr M Ayyappan gets third term as CMD of HLL Lifecare

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Dr M Ayyappan, who transformed HLL Lifecare into a global healthcare company with its portfolios ranging from a leading manufacturer of quality contraceptives to interventions in public health programmes during the last one decade, has been given another extension as its chairman and managing director by the government of India.

Dr Ayyappan, who began his stint with HLL in 1991 as marketing manager, and later became its managing director in 2003. Two years later, in 2005, he rose to the pinnacle of its management hierarchy by becoming the CMD of the mini-ratna public sector undertaking under the Union Ministry of Health and Family Welfare.

Under the stewardship of Dr Ayyappan, HLL Lifecare (formerly known as Hindustan Latex), a condom-manufacturer in the country, has become a healthcare behemoth and the sole PSU of its kind that has successfully forayed into areas like infrastructure development, consultancy, healthcare products, medical devices, healthcare treatment, blood bags, diagnostic services and vaccines.

"My mandate will be to continue the social interventions that HLL is making and make sure that the healthcare delivery system in our country becomes affordable to the underserved population," Dr Ayyappan said, reacting to his extension.

Under his leadership, HLL got upgraded to a schedule B and mini-ratna company, clocking rapid growth since 2003-04 and doing business worth Rs 1,131 crore in 2012-13-a growth of 35 percent in its turnover and profitability as compared to the previous year.

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HLL has successfully diversified into several fields - manufacture of female condoms, rapid diagnostic test kits, pharma products and sanitary napkins, apart from launching of a diagnostic chain called Hindlabs, Merrygold health care franchising program in Uttar Pradesh and joint venture with Acumen Fund to set up LifeSpring Hospitals. The formation of independent non-profit foundation, Hindustan Latex Family Planning Promotion Trust (HLFPPT), is another milestone in the growth of HLL under Dr Ayyappan.

HLL's manufacturing base is now spread throughout the country - three factories in Thiruvananthapuram and Kochi (Kerala), Indore (Madhya Pradesh), Manesar (Haryana), Gajwal (Andhra Pradesh) and Belgaum (Karnataka), besides a network of regional offices throughout the country.Â The infrastructure development division of HLL has successfully completed construction of several super-specialty hospitals under Pradhan Mantri Swasthya Suraksha Yojana (PMSSY) phase I and is currently involved in construction of hospitals at Rhotak, Aligarh and Madurai and a Medical College for ESIC at Paripally, Quilon.

Another important accomplishment of HLL has been setting up a world-class R&D centre at Thiruvananthapuram. HLL has now become a public limited company and its equity base has been increased from Rs 15 crore to Rs 300 crore. It has also established another subsidiary company, HLL Biotech, to implement the Integrated Vaccine Complex project involving an outlay of Rs 595 crore at Chengalpet, Tamil Nadu in 100 acres of land. It has been declared as a project of national importance, keeping in mind the need for vaccine security in the country.

The company's flagship contraceptive brand 'Moods' has now become a super brand and power brand - a true recognition of the company's leadership in marketing. Serving its customers in 115 countries around the globe, HLL has strong global presence for their various products. Over a period of time, HLL has emerged as a model public sector company in the country.