



Supreet Singh,
Founder & Director,
Psychocare Health

Supreet is a multi-talented, multifaceted, multi award-winning, successful entrepreneur with more than ten years of experience, and currently heading a team of 110+ pharmaceuticals professionals at Psychocare Health. Before starting his entrepreneurial journey, Supreet has also been a successful broadcaster in Canada. He was also recommended as an officer in the Indian Territorial Army in the year 2014.

Hobbies: Working out, Dancing, Writing, Travelling
Favorite Cuisine: Indian, Greek, Lebanese
Favorite Book: Karma Yoga
Favorite Travel Destination: Vancouver Island

Mentor and Co-Founder: Mr. Jagdeep Singh



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SUPREET SINGH

A MULTIFACETED LEADER
 PUSHING PSYCHOCARE
 HEALTH TO NEW HEIGHTS
 THROUGH HIS HARD
 WORK AND INNOVATIVE
 APPROACH

The journey to success is filled with ups and downs and hurdles throughout. However, it's one's perseverance, passion, and dedication that separates the leader from the rest. Supreet Singh, Director, and Founder, Psychocare Health is one of those dedicated leaders, who started his career donning various roles such as a broadcaster, assistant producer, creative writer, and reporter.

But after realizing the true potential and importance of the Healthcare & Pharmaceutical industry, he started his venture Psychocare in 2013 to fulfill his dream of becoming a successful entrepreneur. His sheer hard work and determination pushed his organization to new heights. He started with just 17 products in 2013 and today markets more than 900 products across the country.

In an exclusive interaction with CEO Insights, Supreet shared the story behind the inception of Psychocare, his plans for the organization, and much more insights:

Throw some light on your professional background and experience. What inspired you to venture into the pharmaceutical segment and what drives you today?

After completing my B. Tech in ECE in 2009, I finished my Diploma in Broadcasting & Performing Arts from Vancouver, Canada. During my diploma period, I pursued an Internship at RJ1200 for 8 months based out of Burnaby, Canada where I used to create advertisements and also hosted a 2-hour afternoon show. I worked as a full-time broadcaster, assistant producer, creative writer, and reporter from January 2011 to June 2012.

One fine day while doing a business segment on Radio, I came to know about the booming Healthcare & Pharmaceutical industry which was believed to grow even further in the next 10-15 years. So I discussed the possibility of venturing into the industry with my father, who was already into the Pharmaceutical Industry since 1982 and was running a Marketing & Distribution company by taking RIGHTS for the state of Punjab and then decided to return to India and focus on building a brand of our own.

Thus, Psychocare had its inception in 2013 with 17 products, which is now home to over 6 divisions with more than 900 products, a sister concern, a manufacturing unit, and two e-commerce projects having a PAN India presence.

Define Psychocare Health as an organization and its position in the market? What is the unique proposition that it offers to its clients?

Beginning its journey with the Neuro-Psychiatry range, Psychocare Health Pvt. Ltd (PCHPL) is presently offering a wide range of products such as Diabetic, Urology, Derma, Cosmetics, Ayurvedic/Siddh/Unani products, Neutraceuticals, Liver wellness, Respiratory products, and so on. PCHPL has already expanded on a national level with around 400 distributors associated with it. We are also supplying medicines to many Govt/ Semi Govt Institutions across the country.

Being already a known name in the Neuro-Psychiatry segment, we are currently trying to expand our horizons to other segments as well. We believe in providing high-quality products and customer service to all our clients and have two separate QA teams, A 70 members team for manufacturing and

a thirty Five members team for Marketing. Regarded as one of the fastest-growing pharmaceutical companies in India, we have expanded our product range from 17 to 900 plus products in just 8.5 years and are looking forward to adding another 100 products within a year including the OTC Range.

How do you maintain the perfect balance between your personal and professional life? What is your success mantra?

In the beginning, when we were building up the organization, the work-life balance had taken a toll for the first six years because of the initial bottlenecks. However, presently with an employee strength of more than 110+, we work as a corporate with a systemized hierarchy and different departments in place while ensuring all of the employees have a proper work-life balance. Every year, during the August-December season, we have a PCHPL Premier League, which covers many indoor and outdoor contests for our employees. We are also setting up a 6 storied corporate building with state of art design and facilities in Mohali.

Coming to myself, I have practiced yoga and done workout daily for the last three years. Spending time with my family after 6 pm is also very important for me. Being a traveling enthusiast, I also take a short break in every two months, which rejuvenates me with newer ideas and fresh energy.

What was the reason behind choosing Mohali as the breeding ground for your company? How has been the place favoring you so far in your operations?

Being a resident of Chandigarh, Mohali was the most convenient as well as default choice as our 1st distribution office. After setting up our 1st corporate office in 2014 and then a manufacturing unit in 2017 in Mohali, we found out that Mohali was very easily accessible for us, our clients, and our employees. The growth that Mohali has witnessed in the last 10-12 years has also made the procurement of goods and services, and recruitment of the right talent much easier for us.



What are the changes in market behaviour that you anticipate, and what are the opportunities that you foresee? What advice would you give to the budding entrepreneurs?



Honesty in thought processes and dealings is the right way to move forward

The Indian market has immense opportunity for one and all, especially in Healthcare, Technology, and its related services. The ease in access to technology and the internet has enhanced the awareness of consumers making the market more competitive for organizations to provide better quality and services. The consistent growth in Generic Market made us co-found a Pharmacy Chain Startup (Future Generics), that is based out of Nasik, Maharashtra, with a 25 percent shareholding. We have also started an e-Commerce based healthcare Portal.

My advice for budding entrepreneurs is that: no empire can be built up in a day or a year. Patience, persistence, perseverance, and most importantly, a positive attitude are the key to the long-term success and sustainability of any enterprise. Also, honesty in thought processes and dealings is the right way to move forward. Every individual or organization has its share of ups and downs. However, it's the positive intent and energy that keeps us driven until we taste our first desired success. [CEO](#)