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Dr. Batra's Success -White Pill

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Homeopathy is the third trendiest method of treatment in India. After 1980 the homeopathy as a medicine was well accepted by all sections of people. The foremost factors that made homeopathy popular among Indians are the affordability of the treatment, personalized interaction with doctors, and perception of the people about homeopathy as a cure for unrelieved long standing diseases and others. This case highlights the struggle towards success by Dr Batra and the innovative strategies adopted by him to give homeopathy a place among the mainstream medicines in India.

Dr.Batra started his profession in Mumbai in 1982. His Entrepreneurial shrewdness urging him to create a brand in homeopathy which has standardized and professionalized homeopathy by way of his world-class state-of-the art homeopathy clinics combined with cutting edge technologies to offer holistic healthcare solutions. Dr Batra's professional team consists of 250 full-time highly qualified and experienced homeopaths and other professionals. His chain clinic model helped him foraying into nooks and corners with 105 clinics spread across 46 cities across cities in India UK and Dubai. Now Dr Batra is the Market leader in Homeopathy with no challengers to beat the core competencies developed by Batra's.

Key words: Homeopathy, Innovation, Healthcare, chain model, Sustainable growth, Strategies

"Homoeopathy is the latest and refined method of treating Patient's economically and non-violently. Government must encourage and Patronize it in our country...."

M.K.Gandhi (1869-1948)

Growth of homeopathy in India

Homeopathy Rs. 4600 crore organized market is spreading its wings as a panacea for all ailments and the trendiest treatment preferred and available to the masses in India. Homeopathy first came to India in 1810. It took time for homeopathic treatments to gain momentum in India. The real recognition for homeopathy was given in 1973 by the establishment of Central Council of Homeopathy (CCH). The council was established to oversee the standards for homeopathy education and practices. Today, there are over 5,00,000 qualified homeopathy practitioners, with 20,000 being added every year. There are 7,500 government Clinics, 307 hospitals, 185 teaching Institutes affiliated to universities prevalent in India specific to Homeopathy. With the phenomenonal growth as an authentic system of medicine, it is now witnessing fierce competition with major players such as Baksons, SBL, Schwabe and Dr. Batra. Moreover,The Ministry of Health and Family welfare is also involved in developing and promoting the Indian system of medicines in an organized and scientific manner by involvement/ integration of AYUSH (Ayurveda, Yoga, Unani, Siddha, and Homeopathy) systems in national health-care delivery and has allocated 900 crore plan outlay for it in 2011-12. Homeopathic doctors contribute approximately 31% of total AYUSH doctors. As far as Government Hospitals are concerned, Homeopathic hospitals contribute close to 7.5% of total number of AYUSH hospitals. Homeopathy is thus gaining its due share of attention from the government thereby marking its rising familiarity.

Journey of Dr. Batra's

"Whenever I told people that I was a doctor, they would get mighty impressed. But the moment I said of homoeopathy, they would just walk away," says Dr Batra.

Dr. Mukesh Batra was born to a family of doctors and homeopaths; his father was a homeopath and his mother an allopath doctor. His interest was to become an academician but finally decided to join

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homeopathic college in Mumbai, where his father was also a principal. He received his medical degree in homeopathy in 1972 from Smt. Chandaben Mohanbhai Patel Homoeopathic Medical College.

Soon after his studies, at the age of 22, he decided to go out on his own instead of joining his father, who is also a homoeopath. In 1972 he joined a charitable clinic for a salary of 150 a month. In 1974, when he entered the profession, Homeopathy was not so popular among Indians. His initial years were difficult for him; he worked round the clock, without taking holidays. As a result of his perseverance the number of patients increased gradually .He was not happy with the rented space. The visionary in him urged him to invest in own space. He bought a 386 sqft space at chowpati in south Mumbai. He set his first clinic up in Mumbai in 1982. "When I started my first clinic no bank was willing to help me as it wasn't an accepted industry. I did not even get a loan of Rs 1.5 lakhs. So I borrowed at 36 per cent interest. This was the going rate for film industry then as it was the riskiest of all businesses. It took me 10 years to repay my loans.", says Dr Batra. In 1982,Dr Batra has created a landmark in the history of homeopath by earning Rs.25,000 a month, which was a lot of money at that time.

Dr Batra was early to recognize that Homeopathy would be the medical system of the future, he was annoyed that homeopathy at that time was not given the medical respect it rightfully deserved. If homeopathy is viewed as a modern, progressive, efficient and effective medical option it is the endeavor of Dr Batra through his medical skills, entrepreneurial courage, dedication and foresight. He standardized and professionalized Homeopathy to bring it on par with conventional medicine by using technology to give it scientific backing. He has strategically opened his clinics in elite areas where he had opportunity to get clients such as politicians and film stars whose acquaintance gave him a celebrity status. Dr. Batra's patients include heads of states like the President and Prime Minister of Mauritius, Prime Minister of India, Chief Ministers, Governors and Cabinet Ministers, top industrialists and leading artists, film stars and singers.

By 1982 ,as the number of patients started to increase Dr Batra find it difficult to keep track of each Patient, so he took the help of Lintas's direct marketing arm to trace out the number of cases he successfully cured. He also realized that it is viable to specialize in limited number of diseases he would treat. In 1996 he narrowed down the diseases he would treat that eventually helped him to make Homeopathy a household name. His entrepreneurial acumen and professionalism helped him in single-handedly pioneering Homeopathy in India. His plan to expand beyond India was fulfilled in the year 2008 with its first clinic in Muscat. In 2001 Dr Batra's Positive Health Products have been launched.

His endeavor has paid in the form of awards and rewards. He is the recipient of several awards for his dedication and contribution to the field of health care and medicine. In 2012, he was given Padmashri Award; the fourth highest civilian award for exceptional and distinguished service in the field of medicine. From his professional life he is a prolific writer, he has authored several books on Homeopathy, besides writing a regular weekly column on healing with Homeopathy in a leading newspaper. Dr. Batra co-produced and anchored India's first ever health show 'The Positive Health Show' with UTV for Zee TV.

Being a philanthropist, he established Dr. Batras' Positive Health Foundation in 2001 to help the underprivileged and deprived. The Foundation has been making a profound difference to the lives of street children, orphans, handicapped people and the elderly. Every clinic adopts orphanages and old-age homes and provides lifelong free treatment to the inmates.

His vision is to be the world's best healthcare institution. From a small beginning Dr. Batara has established an empire in the field of Homeopathy, His group of companies include:-

Dr. Batras' Positive Health Clinic Private Limited :- A network of 93 superspecality clinic across 36 cities in India, UAE and UK, with a revenue of more than $2 billion.Backed by more than 250 dedicated full-time doctors with proven track record and supported by sound technology, Dr. Batra's has created a distinction for itself in the field of homeopathy.

Dr. Batra's Positive Health Products Limited: - Right from its inception in the year 2001, Dr. Batra's Positive Health Products Ltd. has grown from a small privately held company into a large &

dynamic company, which currently holds a prominent position amongst Indian companies in the cosmetic market. The product portfolio consists of the following core products:-

- Dr. Batra's Shampoo
- Dr. Batra's Conditioner
- Dr. Batra's Hair Oil
- Dr. Batra's Face wash
- Dr. Batra's Hand Wash

Dr. Batras B Perfect Private Ltd:-

Dr. Batras' "B Perfect" is the first of its kind hair transplantation initiative by two of the leading global healthcare solutions providers. Dr. Batra's foray into the specialty market beyond homeopathy has proved to be a big leap for this privately owned medical establishment. This has symbolized the extension of Dr. Batra's from hair treatment to hair products and now to hair transplantation thus making it a 'One stop solution for hair treatment'.

Dr. Batras' Positive Health Foundation:-

Replete with Social conscience and a desire to fulfill his social responsibilities, Dr. Mukesh Batra established Dr. Batras' Positive Health Foundation in 2001 to help the underprivileged and deprived.

This Foundation symbolizes his philanthropist nature and has been making a profound difference to the lives of street children, orphans, physically and mentally challenged people, elderly and even extends its services to animals. Every clinic adopts orphanages and old-age homes and provides lifelong free treatment to the inmates.

Pioneer strategies adopted by Dr. Batra to create competitive edge:-

Dr Batra an innovator and market leader has the advantage of being pioneer in adopting strategies that has helped him differentiate from others. He pioneered innovating the areas of Service, IT, HR & Marketing that keep him abreast of others.

Marketing Strategies:-

Dr. Batra's success is attributed to his careful positioning since 1982, when he first started his practice. His earnest efforts are paid in the form of a brand (Dr. Batra's Positive Health Clinic), which is now a household name. One of his first strategic move was to find out the areas where elite customers are living, He had chosen up market Malabar hills where he could get the opportunity to associate with several film stars and politicians. His elite patients include Dr.Manmohan Singh. This association has brought him fame and eventually helped him in launching his own brand. Another major strategic breakthrough was when he identified that he could narrow down his treatments to only 14 diseases, where allopathy has little to offer.

His enterprising spirit probed him to expand to other parts of the country and abroad. To accommodate his son, a homeopath, he has established a branch in Bengaluru with the idea of visiting the branch on and often, which he called multicity practice to support his son. This practice has in fact paid him good results in the form of earnings. This lead to corporatize his entire set up. Dr Batra was keen in maintenance of his premises, he gave at most importance to service to customers and felt the customers, a heart and soul of his business. His branches in India have been granted ISO 9001-2008 accreditation from the American quality assessors (AQA) making it the world's first Homeopathy health care to achieve this distinction. He believed in ambience and decorated a few of his clinics with art maestro MF Hussein's paintings on the wall. This strategy has the advantage of pulling the elite customers to his clinics'. His quality of service was even reflected in the packing of his products. Dr.Batra's medicine is the first to pack in eco friendly packing (Blister packing).

Initially, for publicity he started writing columns in news papers on health issues and conducted television shows. One of his programmes telecasted in ZEE TV has higher viewership and helped him to reach the hearts of the customer. Incidentally a survey was conducted by Dr.Batra showed that people are more inclined to his name rather than his Brand, which made him to stop all his publicity efforts. It is then he started building his brand through advertising and promotions .Dr Batra spent as much as Rs.15crores for advertising and promotions. Now his name is common to even small cities, which made his Brand to expand to other geographical regions.

One of his biggest achievements is his international presence. The state-of-the-art clinic, located at 3rd Floor, Front North Suite,17 Harley Street, London adheres to strict international quality standards,

clinical practices, protocols, SOPs thus implementing rigorous quality clinical standards to ensure the best in class patient safety and quality patient care. The patients in and around UK can now take advantage of Dr. Batras' cutting-edge technologies such as video microscopy for hair problems, Wood's lamp for skin problems, and Body Composition Monitor for weight management, at affordable rates at the London clinic. Dr. Batra's Homeopathic Clinic FZ-LLC is a wholly owned subsidiary of Dr. Batras' Positive Health Clinic Private Limited incorporated under the Dubai Healthcare City Company Regulation, 2008. With the launch of this clinic, Dr. Batra's has joined the prestigious league of leading healthcare providers at Dubai Healthcare City (DHCC) to deliver a full spectrum of specialized homeopathic treatment.

His aim to reach the nooks and corners of India by offering world-class services and technology by opening at least one clinic every week. Dr Batra leaves no stones unturned, as a keen observer he scans the environment for new opportunities. It is no surprise that Dr.Batra decided to venture into health products, which is at its initial stage. With only few players in the market and with the help of a thorough market analysis his positive health care products to grab the Rs 10,000 crore markets for skin and hair care product. The company is planning to achieve volume share of one percent and plans to export the products to US, UK, West India and Mauritius. His healthcare products aim at investing selectively and expand rationally by developing products with commercial potential thus constantly renewing the product portfolio. He even ventured to a non-core are which is highly profitable business in his portfolio, Dr. Batra's B Perfect which concentrates on hair transplant and cosmetic Surgery. Dr Batra's 'B Perfect is a one-stop solution for hair treatments'

In order to give a full-fledged service to the customers, the pricing strategies adopted by Dr Batra includes Locking patients through treatment plans and Pay upfront for an annual plan or have the option to pay EMI using SBI and ICICI Cards . Compared to the competitors Dr. Batra's claims to Setting superior standards, maintaining high quality and low charges, Batra is successful in receiving brand loyal customers. A Survey conducted by Batra's found that more than 90% of the customers are brand loyal. Synovate, a global market research company that provides research solutions and services to clients in more than 60 countries, recently carried out a pioneering survey to identify the role of brands in the two most important pursuits of a consumer's life health and happiness. Dr. Batra's topped India's leading service brands, leaving behind other service brands such as Kaya Skin, Shahnaz Husain, and Lakme Salon. The survey highlighted that the level of awareness and value proposition of the respondents was high as these service brands were placed alongside products.

Human Resource Strategies:-

One of the core competence of Dr.Batra is the scientific expertise and other professionals who are highly talented and from premier institutions. His HR includes gold medalist and highly experienced professional's. Dr Batra Employs more than 250 dedicated fulltime doctors with proven track record. He is particular about handpicking the doctors and each doctor are trained extensively for 500 hours of medical education for updating their knowledge. Two hours training program is being conducted every month by Dr.Batra. All the training requirements of the company are looked into by academicians. Doctors are send daily health quizzes and the company source international trainers to coach the staff. Top Homeopaths and international experts are also invited to share their knowledge.(" A quarter of the year is spent on training workshops that are delivered by top in-house and external experts like Dr. Barry Stevens, the first doctor to conduct a hair transplant surgery,").

Another employee engagement exercise is the frequent visits of VVIP clients, who share their happiness with the doctors, keeps the doctors motivated. To keep the medical team motivated to perform, Dr. Batra's pay packages are fixed at a rate higher than the industry standard, and for those working outside the city, there is always the motivation of a good accommodation. The performance is measured by balance scorecard method.

Dr. Batra, however, is not so keen on training for the non-medical staff, and apart from basic induction and training; their needs are determined by Balanced Scorecard. Product training to the medical staff is provided by the doctors and there is

complete independence of functioning among Medical, Non-Medical, IT, Finance, and Marketing teams. The organization culture binds together the medical professionals therefore; the attrition rate stands at a meager 2 per cent.

Technological Strategies:-

Dr. Batra an innovator and tech savvy is one of the first homeopathic doctors to buy a computer way back in 80's when computer was first introduced in India. Initially custom made software was used to keep track of the patient's history. This is being replaced by ERP which connects the entire chain of clinics and helped the company having a centralized support system. Yet another plan is to integrate administration, asset management and HR to the existing software for attaining the status of information based organization.

Dr Batra's ideas to reach the tier ii and tier iii cities are made possible by setting up of cyber clinic, the first of its kind in the world. Cyber clinics provide on-line consultation to more than 4.6 lakhs people are benefited by it. His cyber chat site and WAP enabled health care namely m health are first of its kind in the world.

Another technology linked innovation is Tele-homeopathic clinic which provides medical consultations to remote patients through an easily accessible telecommunication network such as video conferencing. Batra's even outsourced his customer services to three call centers in Mumbai, Delhi and Bengaluru.

Dr. Batras' Positive Health Clinic, the only homeopathic institution at Dubai Healthcare City (DHCC),is one of the few establishments to have its own Electronic Medical Records (EMR) system interfaced with DHCC's Healthcare Informatics Reporting and Analysis System (HIRAS).

Dr Batra's has even deployed specialized homeopathic software, which churns out 98k permutations and combinations of similar case history data and throws a solution to the present case.

Financial strategies:-

Though, mostly grown through internal accruals (Zero-debt) company. Dr Batra is moving forward in need for outside investment to fund the ambitious projects. Roll out strategy for clinics is that every new clinic takes about 2-3 months to breakeven in terms of cash flows.

Dr Batra's JV for hair care with the US-based Nu/Hart Dr. Batra's and Nu/Hart enter into a strategic alliance to provide a one stop solution in hair care.

Expected challenges in the future to keep sustainable growth:-

Major competitors for Dr Batra are Baksons, SBL & Schwabe India. Immediate competitor in specialty homeopathy is Baksons who cater to only 4 diseases and Batra caters to around 8-9 specialties. Baksons is also gearing up to increase its presence from 22 clinics at present. In the area of manufacturing the share of Dr. Batra is miniscule whereas Baksons rides on two factories and 600 distributors with 30% market share in homeopathy products. Another competitor is 110 year old German Drug maker Schwabe which started its operation in India 10 years ago and has a growth record of over 50%.SBL is yet another pan-India homeopathic drug maker which is a 60 crore company. There are also other local players in different parts of the country like the city-based real estate group BCG, who are promoting homeopathic clinics in Kerala with the constitution of a chain of homeopathic clinics across the state to outspread this system of medicine. The company plans to open 45 branches across Kerala in six months. Welling Healthcare is another company who is planning to expand through chain of clinics across the country as the only holistic Homeopathic chain of clinics to deal with complete health care needs of the people. SOUKYA is a family-run organization headed by Dr. Issac Mathai M.D., started holistic Homeopathic Clinics Bangalore are other competitors for Dr.Batra.

Homeopathic drugs are easily contaminated once the seal is broken, this opportunity is cashed by Schwabe by introducing 10 ml packs in the market which can be bought by the customer which is of course, a threat because homeopaths seldom hand out prescriptions as there won't be repeat visits by patients. This may pressurize Dr Batra to think of an alternative strategy.

Homeopathy Industry pauses major challenge to Batra's, though industry has huge potential to grow it is crippled by poor distribution system as medicines are not available only in 10-15 outlets in a city.

Few practitioners, illegal practice, of homeopaths prescribing allopathy in contrast with France where the allopath refers to Homeopathy treatment. Lack of evidence based clinical studies in homeopathy due to non-standardization of drugs and no money to invest in clinical trials or on research of homeopathic medicines is another grey area.

In spite of regulatory bodies like Ayush Homeopathy lacks appropriate guidelines. Entering to new markets paused several challenges to Batra's. Places where alternative medicines are practiced is a threat to Batra's. For instance in Kerala ayurveda is an alternative medical system. In Mauritius, homeopathy was illegal, while promoting alcohol-based medicines in Dubai and Muscat was a big challenge. The homeopathy scene in England was good but suffered a blow when BMA (British Medical Association) termed homeopathy as "witchcraft." These challenges may make road ahead of Batra a nightmare.

Road Ahead

By the end of financial year 2013 Dr Batra has planned to open 20 clinics in India and 2 clinics abroad. He has plans to add four new skin care products to his catalogue with a sales target of 1.50bn. He is planning a growth rate of around 30 % by the end of 2013.He aims to get listed in the stock exchange over the next couple of years. The other plans include, becoming a market leader in Health & Wellness sector, foraying into new segments and developing niche products, spreading homeopathy to the less privileged are on the top list. This plans intend to create new job opportunities

As a part of his expansion plan to Tier ii and iii towns, Batra's has plans to add 150 outlets by 2016. The company has tied up with Franchise India as Franchise solutions service partner for its expansion. They help Batra's to penetrate across cities and also build customized market and opportunistic strategies.

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Teaching Notes

Brief analysis of the case

Batra's success in the area of homeopathy was interesting and not much study was conducted in this area. I am inspired by his entrepreneurial acumen and strategic moves, in the area of alternative medicine in India, where no one has ventured into.The success of Dr Batra in my view has changed the way homeopathy was earlier.

Strategic Concepts

Dr Batra, No1 homeopath in India is successful in establishing his franchise model of homeopathic clinic, which is made possible with his entrepreneurial acumen and well planned strategies . A market leader in the industry with very a few competitors Dr Batra has developed core competence in several areas. Batra's success can be attributed to his entrepreneurial behavior through concentration on innovation, proactive and risk taking behavior. Honesty and transparency; according to Dr Batra are the strong values on which a startup firm is build up.

With the growing markets of homeopathy and the new entrants into the field compel Dr Batra to continuously monitor his strategies to remain as the market leader. Dr Batra's journey from an ordinary doctor to that of a visionary entrepreneur is appreciable in the case. With the support of his strong team and calculative financial decisions bought him laurels in the industry. He changed the image of homeopathy from a rarely tried medicine to that of an elite medicine. Profile of his patients list from the prime minister to that of film stars, that itself is publicity for him.

Though a few competitors, Batra's aim is to create an entry barrier in the industry which he has done to an extent. However, there are few areas where he need more attention, like distribution, R&D & Manufacturing. In homeopathic franchise model there is no one to beat him, even though hehas a few followers and imitators it takes much time for them to build the core competence developed by Batra's.

A pioneer in innovation and adoption of new technology, 'change' is seen by him as an opportunity to leap forward rather than a serious concern to think about. With the ever growing number of mobile phone users in India, His technological innovations (a mix of IT and telecom infrastructure) like m-health is an example of innovative application in health care solutions available to the multitudes at the touch of a button. As any smart organization using technology to grow Dr Batra's aim is to improve operational efficieny, reduce operating costs and increase efficiency by automating and streamlining existing business process.

Another feather to his credit is his Clinic in Dubai Health care city in spite of stringent rules and regulations. His foray into hair transplantation a one stop solution to all hair related problems and his plan to introduce products of his own are brilliant strategic moves.

As a philanthropist Batra is able to reach out to the needy and downtrodden and cater to their needs. He always acts as a spoke person for the homeopathy community and often liaison with the government to get the reputation homeopathy has in India, today.

Scope of business in homeopathy sector in India is enormous and largely untapped, Dr Batara's Portfolio can be extended to the following areas

- Homeopathic Chain Clinics at Corporate level.
- Homeopathic Specialty Clinics at Corporate level.
- Homeopathy and Allopathy Multi-system Hospitals at Corporate level.
- Homeopathic Online Clinics at Corporate level.
- Homeopathy Medical Educational Colleges.
- Homeopathy Advanced Training Institutions.
- Homeopathy Pharmaceuticals for Dilutions and Tinctures.
- Homeopathy Pharmaceuticals for Specialty Medicines, Saclac, Tablets, Globules.
- Medicinal Plants Cultivation and Processing Units.
- Homeopathy Blister Pack Machine Manufacturing.
- Homeopathic Research and Laboratories for Clinical Research.
- Homeopathic Digital Library Maintenance.

- Homeopathic Books and Journals Publications.
- Homeopathy Software development.
- Export of Homeopathic Medicines, Back-potencies, Medicinal Plant Extracts, Books and Journals, Transfer of Teaching Skills in Education and Training Sector.

Innovative strategies to keep sustainable growth:-

- Dr Batra can think of expanding the scope of his business to areas mentioned above without losing focus.
- Develop rapport with International agencies like WHO, UNDP.
- Concentration on tie up with Third World Nations, especially African Countries.
- Campaign to create awareness in a political community to give a budgetary support to the homeopathic industry.
- Expand operation from tier i to tier iii.
- More attention to be given for training non medical staff, as they are important in translating the organizational culture.
- Dr Batra can think of a joint venture with a foreign firm in manufacturing medicines in order to get rid of competition as well as maintain quality standards.
- Focused niche Gender based, Age based (target group 30-40) segmentation.
- Vertical integration by setting up own distribution outlets along with clinics.
- Technology front Batras's can explore the application of "cloud computing" so as to manage its knowledge.
- Initiation to represent the government to recognize homeopathy as Industry and obtain suitable incentives for reaching the honor of the country.
- Using Brand Ambassadors not by regular mode of advertising, but by showing testimonials with Batra's medicines.
- Create awareness among student community about alternative medicines in general and homeopathy in specific by organizing or sponsoring student melas and events.
- Exclusive retail outlets for homeopathic products in a phased manner to reach the end user.

Teaching objectives:-

The objective of the case is to explore the following areas:-

i) "Excellence from Struggle" lessons learned from Dr. Batra's success story.

ii) Innovative practices of Dr. Batra to tap the potential market.

iii) Expected challenges in the future to keep sustainable growth.

iv) Suitable strategies to continue as market leader in homeopathy industry.

This case can be used in following courses:

- o Entrepreneurship
- o Innovation
- o Strategy
- o Start-up
- o Business environment
- o Change management

Discussion questions:-

1. What entrepreneurial characteristics are inherent in Dr.Batra? Discuss.
2. Comment on the suitability of the innovative practices adopted by Dr Batra.
3. Use appropriate strategy to analyze the case.
4. Will Batra be able to maintain the momentum in achieving a sustainable growth? Discuss.
5. Explore suitable strategies to Dr Batras to continue as a market leader.
6. How does Dr.Batra meet the expected challenges?

Suggested time plan

Initial class room discussions 60 + 60 = 120 minutes

General survey by researchers/students one week

Conclusive discussions on the journey of Dr.Batra's- 90 minutes

EXCERPTS

Milestones:-

2003

- Dr. Batras' Positive Health Products launches hair-care products

2006

- Dr Batra's Clinic inks pact with Steven's institute 2007

2008

- Dr Batra's plans overseas foray, to add 50 clinics in India
- Dr Batra's plans overseas foray - to open its first international centre in London

2009

- Dr Batra's forms JV for hair care with the US-based Nu/Hart Dr. Batra's and Nu/Hart enter into a strategic alliance to provide a one stop solution in hair care
- Dr. Batra's - India's leading Homeopathic Healthcare Corporate launched in UAE
- Dr. Batra's to launch products in hair and skin treatment
- Dr. Batra's extends services to mobile platform; launches mHealth

2010

- Dr Batra's plans foray into hair dye segment
- Dr. Batra's Expand In Bengaluru
- Dr Batra's Launches Two New Clinics in South
- Dr Batra's New Clinic In Amritsar
- Dr. Batra's: World's Largest Chain of Homeopathic Clinics

2011

- Dr Batra's now reaches Kerala

2012

- Dr Batra's launches special deodorants for men and women
- Dr Batra's Positive Health Products Ltd has introduced a new range of skincare products to complement its pool of natural products for beauty and wellness.

Awards

Dr. Mukesh Batra has been honored with numerous prestigious awards:

- Padma Shri for Medicine, 2012 - Awarded by the President of India, this is the 4th highest civilian award by the Government of India
- The International Star of India Award presented in London in 2002 by Mr. Lalit Mansingh, then Indian High Commissioner to UK
- Nominated for the prestigious Pride of India Award, which was presented in New York, USA in 2000. Three of India's former Prime Ministers have also received this award given by NRIs in USA, most of whom are doctors themselves
- The International Goldstar Millennium Award by His Excellency Mr. Vichian Khemthong, Minister for Foreign Affairs, Government of Thailand at the Indo-Thai Friendship & Economic Co-operation Conference held in Bangkok, Thailand in 2002
- The Lok Shree Award. Other awardees included Mother Theresa and Field Marshal Maneckshaw
- The Rajiv Gandhi Shiromani Award
- Rashtriya Chikitsak Shiromani award in 2000 by Millennium Hall of Achiever's Fame at the All India Achiever's conference
- Indira Gandhi Sadbhavana award
- Outstanding citizen award in 1992 by International Peace & Goodwill Foundation of India along with Mr. S.P. Godrej
- National Health Excellence Award given by Indian Economic Development & Research association, New Delhi
- International Integration and Growth Society Vikas Ratan Gold award
- Man of the Year of The American Biographical Institute
- Dist 3140 Rotary Award for outstanding contribution to the profession. Fellow awardees included Mr. Keshav Mahindra and Yash Chopra
- Rotary Club of South Mumbai award with Mr. Kumarmangalam Birla for outstanding contribution to the profession

- Outstanding Campionite Award from the faculty and alumni of Campion School, Mumbai
- The Retailer of the Year Award (received on 3rd February 2009) in the specialized category of 'Beauty, Wellness and Fitness' presented in India by Mr Pradyuman Maheshwari, editor, Impact at the Asia Retail Congress' 09 Asia's most important andrenowned professional body
- The 'Pride of India' award for his dedicated contribution to field of healthcare and medicine in India and overseas was presented in Bangkok by Mr. Korn Dabbaransi, Former Deputy Prime Minister of Thailand in June 2009
- Honoured with the International Medical Excellence Award by Mr. Korn Dabbaransi, former Deputy Prime Minister of Thailand at a seminar conducted recently by the Institute of Economic Studies in New Delhi in October 2009
- Dr Batra's topped the Complete Wellbeing 'Health and Happiness Brand Survey 2009', in association with Synovate, as India's leading service brand, leaving behind other major players.
- Dr. Batra has been honoured with the 'Amity Corporate Excellence Award for Customer Satisfaction' in February 2010 at the International Business Summit (INBUSH) for his dedicated contribution to field of healthcare and medicine in India and abroad
- Rodas Ecotel Hotel honoured Dr Mukesh Batra in August 2010 for his contribution towards a green world
- Dr. Batras' was recently awarded with 'Health and Beauty Retailer of the Year 2011' award presented by Franchise India and Bloomberg UTV
- Dr. Batras' was awarded with the prestigious 'Healthcare and Beauty Business of the Year' title at the Small Business Awards 2011, presented by Franchise India.
- Dr Batra's Group is recognised as one of the leading companies in the Health & Wellness sector in the BEST OF INDIA, an international business atlas being published in 2012 by Global Village Publications India. The BEST OF INDIA is part of the 'Best of' series of books published in over 35 countries.

Accolades

Dr. Mukesh Batra has been recognized for his professional proficiency by various bodies:

- Former member of the Governing Body of the Central Council for Research in Homeopathy, nominated by the Ministry of Health, Government of India
- Former Honorary Homeopathic Consultant to the Governor of Maharashtra
- Non-Official Member of the Governing Body of the National Institute of Homeopathy, Kolkata
- First Asian to be awarded a Fellowship of the British Institute of Homeopathy and also the First Asian to be invited to deliver the keynote address at the Homeopathy Society, UK
- Professor Emeritus and First Asian to be conferred Honorary Fellowship at the College of Homeopathy, USA, and the Hahnemann College of Homeopathy, UK
- Only Asian to be on a compulsory course material (Videotape shot in Hollywood) for a postgraduate course in Homeopathy
- Invited by Alma College, Michigan University, USA to deliver a public lecture
- Conducted a Continued Medical Education programme in Homeopathy for the American Pediatrics Association

An overview of the Team behind Dr Batra's Success:

- Dr Mukesh Batra, founder chairman; a visionary entrepreneur who tranformed homeopathy as the elite alternative medicine in the hearts of people in India,with his brand "Batra's Positive Health Clinic".
- Dr.Akshay Batra, successor of Dr.Mukesh Batra, the Managing Director of Batra's Positive Health Clinic, he is the youngest and the first ever non-UK based Trichologist.
- Mr Hari Nair, an MBA from XLRI sJamshedpur, who had earlier worked with Tata Steel, H & R Johnson, and Marico, joined Dr Batra's as the Chief Operating Officer (COO) of the Products division. He then moved across looking after the other businesses at Dr Batra's, creating a professional structure within the group companies.
- Dr Bindu Sharma Director-Medical service is a gold medalist in homeopathy from Hahnemann

college has over 16 years experience with Dr.Batra's, is responsible for monitoring quality patient care across all the clinics and takes care of regular training of all the doctors at Dr.Batra's.

- R.Soundarrajan, the CIO of Dr. Batra's, is an experienced IT professional with over 30 years of in-depth experience with entrepreneurial background and proven expertise in strategic business consulting,and providing total IT solution and support.
- The Chief Marketing officer, Sumeet Ambegaokar is a mechanical engineer with MBA in marketing from SIBM, Pune has rich and varied work experience and earlier worked with FMCG major ITC.
- Dr Santosh Bagwe, the Head-HR has rich experience in HR functional areas. Mr. Madhav Agarwal, the Head of Finance and Accounts is qualified CA and DISA from the institute of Charted Accountants of India and has over 18 years of experience.
- Mr Ram Giri, the Head-Internet marketing looks after internet marketing,online business development and online branding for Dr.Batra's.
- Rashmi Prabhakar,the Head-Public Relations. Aiswarya Sundeep,the Head-Sales has been a part of ideation and execution of more than 300 stage events across the globe.
- Dr Tushar Mittal, the Head-Quality is responsible for service provided to the patients, quality standardization, assurance and accreditations of Dr Batra's.
- Rajagopal Nidampoor,Head content is a writer-editor-critic-columnist-author-publisher. Dr Batra has acquired the best team that looks after the helms of affairs with dedication and commitment.

A charismatic leader, Dr Batra has regular interactions with his employees and believes that since managing growth is difficult, one should not lose key people from the organization. He had stern words for today's youth who are brilliant but lack of determination and focus at times. He opines," we need to keep them together and this requires a structured hierarchy. We need depth in an organization and managers who are capable of making independent decesions.we are trying to make everyone independent here. This is a learning curve for us and we need more alignment".