

“Manager of the year award 2014”
Ceremony held at Hotel Aida, Kottayam on 10th May, 2014

Sri. Oommen Chandy, Honorable Chief Minister, Govt. of Kerala, presented this prestigious award to Dr. M. Ayyappan, Chairman & Managing Director of HLL Lifecare Limited. Dr. V. K. Vijayakumar, Investment Strategist, GeojithBNP Paribas delivered the key note address.





Dr M. AYYAPPAN

Inspiring and dynamic, Dr M. Ayyappan is the Chairman and Managing Director of the Central Public Sector Enterprise, HLL Lifecare Limited, formerly Hindustan Latex Limited. His rise to the top succeeded brilliant 12-year tenure as head of HLL's marketing division.

Dr Ayyappan's installation as the Chief Executive in 2003 marked a watershed in the annals of the company, which had at that time had a turnover of just Rs. 141 Crores.

Dr Ayyappan's dream to make HLL a thousand crore company by 2010 has helped HLL transform from a single-product company to a multi-product, multi-service, multi-location corporate spread over 118 countries. At present, HLL is a whopping Rs.1131

Crores behemoth with four group companies, seven state-of-the art manufacturing facilities and 22 regional offices across India, boasting 5 lakh retail outlets.

Much to its credit, in its core business which is reproductive health, HLL today is the only company in the world that offers anything and everything in birth control solutions. HLL's flagship brand, 'MOODS' is a Super brand and Power Brand in the firm which has more than 70 brands in its marketing portfolio. Besides this, its product range encompasses Hospital products, Pharmaceuticals, Ayurvedic, Vaccines, Personal hygiene and Diagnostic kits.

Dr. Ayyappan gave birth to four institutions that have the potential to change the healthcare delivery scenario across the globe. He founded the "Life Spring Hospitals" a chain of maternal care hospitals that provides dignified maternal healthcare at affordable costs to low-income mothers across India.

Dr. Ayyappan is also the Chairman of Hindustan Latex Family Planning Promotion Trust, which helps communities to overcome public health challenges. Today, HLPPT is one of the largest and oldest social marketing organizations in the country.

The third, HLL Biotech Ltd (HBL) was formed during 2013. HBL is a state-of-the-art WHO-pre-qualified vaccine manufacturing facility coming up at Chengalpet, near Chennai.

Last month on 3rd April 2014, HLL gave birth to another institution HITES – HLL Infratech Services Ltd for infrastructure development and procurement of equipment's in healthcare sector.

With the objective to add muscle to its pharmaceutical business, HLL recently acquired GAPL – Goa Antibiotics & Pharmaceuticals Ltd.

The company's key strategy to growth is Marketing and Innovation. HLL has also built a world-class R&D center at Thiruvananthapuram for research in Reproductive Health.

All these had one direction -- to make available to the public high-quality products and services at affordable price.

Dr. Ayyappan conveys through his management style that the company and its leadership should inspire more than perspire. So looking for inspiration, he build a team in HLL who were prepared to go that extra mile to make a difference. He inculcated innovative practices like Corporate Song, H 2 H – an open communication channel, a Mentoring system, and Vijay Diwas to celebrate success. HLL also has a Value Charter based on three values - Trust, Transparency and Teamwork (TTT) which need to be signed by all employees working in HLL.

Giving back to society is the hallmark of HLL's ethos. In the field of Corporate Social Responsibility, Dr. Ayyappan has initiated several community welfare activities targeting women, children and the poor.

Dr. Ayyappan is a fellow of All India Management Association and has a deep passion for research and teaching. He is a mentor and teacher to the budding managers, academics, corporate and is a most sought after speaker by academic institutions.

Dr. Ayyappan holds his doctorate degree in "Social Marketing" from University of Kerala. He is currently Dean, Faculty of Management Studies, University of Kerala.

Dr. Ayyappan has also drawn up Vision 2020 for the company with the objective of becoming a globally respected organization, focusing on inclusiveness by providing affordable and quality healthcare solutions through continuous innovations. My job "is to find the future of the company", he maintains.