

RELIEVING DISCOMFORT



THE OVERALL EFFORT HAS BEEN TO PROVIDE THE BEST OF QUALITY AND SERVICES WITH THE LATEST TECHNOLOGY AT AN AFFORDABLE COST, SAYS DR ABHIJIT PAUL, MANAGING DIRECTOR, DR PAUL'S MULTISPECIALTY CLINIC

THE STORY

This is the growth and success story of a clinic that caters to global quality standards in all the services it renders. "Dream was first seeded by my father who is a physician, and then I nurtured it during my medicine study. After a brief stint with Dr Batra's in Bangalore and New Delhi, I travelled across east and north-eastern India and realised the need of aesthetic services. Even in early 2000, there was no full-service clinic or hospital who could offer aesthetic dermatology pertaining to hair and skin problem," says Dr Abhijit Paul, managing director, Dr Paul's Multispecialty Clinic.

ACHIEVEMENTS

Dr Paul's advanced hair and skin solution began its journey in 2007 and it took only less than a decade to touch the zenith of success. At present, this brand has numerous branches spread all over India. "Since 2007, we are the pioneer in introducing path breaking services such as MESO, PEP, HGA FUE, cyclical nutrition for hair and DIP among others," avers Dr Paul.

Recently, he has been awarded as the second most preferred hair clinic in eastern India by *The Times of India* group and he also received the best franchisor of the east in 2016.

DEFYING ODDS

"The wellness industry continues to face a talent crunch. This paucity of skilled talent has resulted in high manpower costs and attrition level. This may result in a 'war for talent', unless active measures are taken to create credible and accessible training infrastructure. Infusion of professionally qualified doctors and technicians with aesthetic education for improved service is much needed," states Dr Paul.

COUNTERING COMPETITIONS

"From the very inception, we have focused ourselves to surpass all our competitors in terms of generating results through our treatments. We have always adhered to the policy of constant innovation and improvement through a holistic approach of best medical practices, procedures

and use of most advanced technology. The overall effort has always been to provide the best of quality and services with the latest technology at an affordable cost," claims Dr Paul.

VISION FOR FUTURE

The brand is trying to increase the awareness by conducting workshops about the preventive and curative measures one can take to combat aesthetic problems.

They are also imparting low cost training to build competent workforce who can professionally serve and grow in the industry. "To make life beautiful is our simple vision. We are trying to restore the lost confidence by renewing beauty clinically and by managing

aging scientifically with new evolving technique, research-expertise and medicine with least to zero adverse effect, for them who consider beauty is happiness," says Dr Paul.

EXPANSION MODE

"Our plan is to secure presence in every state capital of India. Primarily, we are focusing on inorganic growth with a desire to serve the SEC A and B of select Tier I and II cities who are deprived of world class aesthetic treatments. Aesthetic tourism is another area where we are catering to global client at an affordable price," affirms Dr Paul.

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