

“Dream more and dare more, this has what made Akkshay Mehta, a successful entrepreneur in the Pharmaceuticals and Nutraceuticals.”

Akkshay G Mehta is the Managing Director of Mission Vivacare Ltd- an emerging leader in the business of wellness, creating innovative and scientifically developed nutraceuticals to give consumers around the world the Joys of Living.

He has been holding this position since 1992. Ever since its incorporation, he has been striving hard to raise the company to the level of perfection and the value it holds today.

Mr. Mehta is a Chartered Accountant and an MBA professional from IIM Ahmedabad. Mr. Mehta completed his graduation in commerce from Sydenham College, Mumbai. After completing MBA he worked with a private finance company, for a brief period of time.

Later, he joined his friends in international trading company, essentially export of agrochemicals. After sometime, Mr. Mehta entered into the family business of pharmaceuticals and drug exports. He began focusing on the nutraceuticals market in early 2007.

He started his journey as a professional in 1988 with Finance Corp Ltd. He proceeded towards international trading and joined Rutmarg Commercials Pvt Ltd. The company dealt with export of agrochemicals. After sometime, he quit the company and started a new venture in manufacturing and export of chemicals. After gaining rich experience in export industry he decided to join his family business that dealt with Pharmaceuticals and Drug exports. With the support of his family he started a new venture called Ax International. The company made finished formulations for exports especially to the East African area. Ax gradually evolved into Mission Vivacare.

A visionary and a go getter, he has not left any stone unturned to follow his

dreams. First, he incorporated as a private limited company with activities as a merchant exporter. Then he took over a manufacturing unit in Gujarat and started own manufacturing activities. He expanded the manufacturing Unit and upgraded them from capacity of 3 million units per day to 13 million units per day. By 2004, he got his plant approved by Merck, India for manufacturing of their prestigious products **Neurobion & Polybion**. He started a new pharmaceutical and nutraceutical manufacturing plant in Indore.

Today he is the Managing Director of Mission Vivacare Ltd with a turnover of Rs 300 crore. The biggest mile stone was setting up a successful business at his own. His owes his recognition to his hard work, dedication and willingness to take risks. The company that started with one person today employs 600 people and export products to US, Canada, Europe, Far East and Latin America.

He has been able to achieve so much despite so many hurdles. He believes in daring and dreaming. He want that he could highlight the vital role of nutrition which is a paramount in the control of ailments including Cancer, Diabetes, Asthma, and Neurological disorders like Alzheimer's and Dementia.

With a vast experience, he believes that India has a very good potential in the area of drug discovery. Currently, Indian companies are collaborating with MNC's for research purposes. He is confident that Indian companies will soon have patented molecules that they could boast of as their own.



Mr. Akkshay G Mehta
Managing Director
Mission Vivacare Ltd

According to him, the present need is to develop Industry - Academia alliance. MNCs have been topping the list of innovators because of their strong relationship with the academia. India should keenly encourage a strong industry-academia relationship that supports and develops each other.

Mr. Mehta is not only an entrepreneur but also a philanthropist. He is actively involved in many social activities including the Rotary along with serving a school for hearing impaired and children with other disabilities. His firm has committed 1% of their revenue to US based NGO Vitamin Angels for eradication of malnutrition among children around the world.

With his hard work and consistent planning the company has been able to become one of the first few companies in India to receive the quality NSF International certification for their products.

This man, who has made a long and tedious journey of business, is different person at home. He spares time for his family irrespective of the work load and loves traveling and reading books. Also enjoys playing with his two sons. He loves singing and playing guitar.