

Dr. Anurag Gupta

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Location: New Delhi, India

Professional Summary

Technocratic professional with over 12 years of progressive experience, including category-leading or equivalent roles across Ayurvedic R&D, Medical & Regulatory Affairs, Medico-Marketing, and Product Strategy. Holding or Held Lead roles at Emami, Baidyanath, & HealthKart steering classical, proprietary, and D2C portfolios from concept to commercialization. Known for seamlessly integrating Ayurvedic principles with modern compliance frameworks, clinical evidence, and digital strategy. Hands-on experience in clinical trials, regulatory alignment, medico-marketing & cross-functional collaborations—ensuring product and brand integrity across the lifecycle. Currently leading Regulatory & claims at Emami Ltd., with a strong grasp on Ayurvedic Drug, Nutraceutical & Cosmetic regulations, product dossier development, and FDA alignment.

In a previous assignment, I led the Ayurved D2C division at HealthKart, where my role in R&D was guided by a dedication to homeostatic blending of traditional knowledge with modern health innovations. My solid foundation in Ayurvedic medicine, combined with expertise in clinical trials and regulatory affairs, ensured that new products met market demands while adhering to rigorous quality and legal standards.

Earlier at Baidyanath, me & my team expertly managed the complexities of AYUSH regulations, enhancing the brand's reputation for excellence in Ayurvedic solutions. Committed to maintaining the integrity of Ayurveda through evidence-based products, we aimed to address the evolving needs of today's health-conscious consumers as well as prescription medicines. My techno-lingual skills, including proficiency in Ayurved terminologies, facilitated effective communication with a diverse range of stakeholders including doctors, further extending the global reach of Ayurvedic wellness.

KEY ACHIEVEMENTS

- **Regulatory Compliance:** Working with regulations in Ayurveda involves navigating complex compliance requirements to ensure that products meet safety, efficacy, and quality standards. This process includes adherence to AYUSH guidelines and international regulations (if needed), balancing traditional practices with modern legal and scientific criteria. **Effective Experience: 10 Yrs.**
- **New Product Development (NPD):** In Ayurvedic NPD, the journey from ideation to a market-ready offering involves a comprehensive process: starting with conceptualizing formulations based on traditional knowledge and modern needs, followed by rigorous research and development, including clinical trials for efficacy and safety. The final

product is meticulously crafted in various dosage forms—such as tablets, capsules, powders, and liquids—ensuring compliance with regulatory standards and market demands before its launch. **Effective Experience: 10 Yrs.**

- **Clinical Trials:** Clinical trials in Ayurvedic products rigorously evaluate the safety and efficacy of formulations by following standardized protocols. These trials involve detailed testing of traditional remedies in modern clinical settings to validate their therapeutic benefits and ensure they meet regulatory requirements. The results support the evidence-based use of Ayurvedic products and help establish their credibility in the global market. Managed multiple clinical trials on Ayurvedic formulations, working with institutions like Medical College Jhansi and KGMU Lucknow. **Effective Experience: 7 Yrs.**
- **Clinical:** Various clinical domain activities inclusive of (but not limited to) Patient consultation, Diagnosis, Treatment planning & execution, Panchakarma Procedural planning & execution, OPD & complete Clinical establishment management, Symposium organization & delivering technical talks. **Effective Experience: 8 Yrs.**
- **Medico-Marketing:** Team development, Imparting training to sales including on job training/Joint Calls. LBL, Visual aid & promotional material designing & development. Therapeutic index development, Repurposing product(s) to improve their reach/relevance. Holding CME, KOL Development, Holding Medical camps & Other Brand Development keeping in view of P&L, Budget planning & allocation. **Effective Experience: 4.5 Yrs.**
- **Patents:** Patents in Ayurveda often protect innovative formulations, processes, or novel uses of traditional herbs and compounds. They cover unique combinations, extraction methods, or dosage forms that offer new therapeutic benefits or improved efficacy, thus safeguarding intellectual property while advancing the field of Ayurvedic medicine. Applied for 5 patents.
- **Commercialization:** Successfully commercialized 14 projects at HealthKart, 10+ projects at UAPL, and managed product launches at Baidyanath.
- **Collaborations:** Recently signed a MoU with Rajasthan Ayurved University, Jodhpur, for research and development, CRO collaborations, Finding 3Ps and further collaboration for NPD & subsequent commercialization.

BREAKTHROUGH PRODUCTS-INGREDIENTS:

- **Shilajit Resin:** Pioneered this product at UAPL. Product is so well positioned that now category harbours number of brands and still in Growth phase and category size is mammoth. Journey further continued to launch more variants at Baidyanath & finally at HK. At HK developed a new method of purification for taste challenge and impart some new therapeutic properties. Applied for **patent** also. A further new variant which

is impregnated with Ashwagandha. The global Shilajit market is experiencing substantial growth, with a market size estimated at USD 200 million in 2024. Projections indicate a significant increase, reaching USD 320 million by 2030.

- **AF-43 Ashwagandha:** A **patented** (India & US) novel ashwagandha with only Ashwagandha root only and clinically proven to produce therapeutic effects equivalent to 5 gm of powder vis a vis 600 mg of AF-43. Global Market for Ashwahandha was \$692.9M (₹5,773.16 crore) in 2023 and expected to grow further \$1 billion by 2030.

PROFESSIONAL EXPERIENCE

Senior Manager – Regulatory & Claims

Emami Ltd. | Kolkata | March 2025 – Present

- Leading regulatory processes across Consumer Care Division consisting of Ayurvedic & Cosmetic product lines—ensuring clean documentation, timely filings, and label compliance.
- Planning & Executing & Coordinating with various Govt. organizations and CROs for Clinical trials
- Standardizing nomenclature, artwork, and vendor specs across brands.
- Closely working with R&D, QA, Legal, and Marketing to embed compliance from development to launch.
- Keeping track of regulatory changes and translating them into product-level actions.
- Enforcing lifecycle compliance through internal audits and proactive documentation updates.

Principal Scientist – R&D Ayurved

HealthKart - Bright LifeCare Pvt Ltd. | Gurugram | July 2022 – February 2025

- Led new product development.
- Oversaw clinical trials and regulatory compliance for Ayurvedic products.
- Provided regulatory guidance during product development and formulation stages.
- Cross-functioned with Manufacturing, Brands, and Legal teams to ensure regulatory requirements were met throughout the product lifecycle.
- Prepared and submitted regulatory documents, liaising with regulatory authorities to ensure smooth approval processes.
- Led a team of 4 scientists for NPD, prototyping, pilot run, process development, and documentation for deviation-free commercialization and further replication/production.

- Wisely selected and froze raw materials (RMs) and their specifications during NPDs.
- Managed technical transfers for commercial product launches.
- Developed protocols/study designs to match brand needs for claims.
- Guided the brands team to align claims with regulations.
- Successfully commercialized 14 projects.
- Applied for 5 patents.
- Recently signed a MoU with Rajasthan Ayurved University, Jodhpur.

Manager – Brand Development, Regulatory Affairs & Clinical Research

Shree Baidyanath Ayurved Bhawan Pvt Ltd. | Delhi | March 2019 – June 2022

- As Regulatory Expert, ensured all Ayurvedic products complied with inland regulations, including preparing and submitting regulatory documents and liaising with regulatory authorities for smooth approval processes.
- Ensured all packaging and promotional materials met regulatory standards.
- Directed product development and clinical research.
- Led a team and collaborated with external experts to generate scientific data through research in collaboration with Bundelkhand University.
- Led a team of 2 agronomists to supervise sustainable cultivation of medicinal plants.
- Managed process optimization and departmental budgets (Ethical Division).
- Conducted various CMEs to sensitize fellow doctors/Vaidyas.
- Developed KOLs at Ayurvedic colleges to endorse brands (Ethical Division).
- Led a team to conduct regular medical camps at POS for brand development.
- Conducted a clinical trial in collaboration with Jhansi Medical College to establish the clinical efficacy of an antiviral formulation.

Senior Manager – R&D

UAPL – Mankind Group Company | Delhi | December 2017 – February 2019

- Led NPD projects, production, and procurements.
- Commercialized 10+ projects.

- Single-handedly established two all-new P2P manufacturing locations for smooth production for a nascent startup.
- Provided product training to a team of field managers and their respective teammates.
- Prepared and submitted regulatory documents, liaising with regulatory authorities for approvals.
- Led the regulatory aspect of all packaging and promotional materials.
- Developed an innovative Shilajit Resin product, a sole brainchild.

Senior Manager – R&D

Razorbill Pvt. Ltd. | Delhi | March 2016 – November 2017

- Developed and optimized Ayurvedic product formulations.
- Led a team of 6 Ayurvedic doctors.
- Set treatment protocols.
- Sensitized the doctor's team for treatment plans and expectation management of patients.

Senior Consultant – Panchakarma

Shri Ram Singh Hospital & Heart Institute | Delhi | September 2012 – February 2016

- Provided Panchakarma therapies and Ayurvedic consultations.

Executive – R&D

Organic India - Tata Consumer Products Ltd. | Lucknow | August 2009 – December 2009

- Supported Ayurvedic product development and research.

Medical Officer – Ayurved

Patanjali Yogpeeth | Haridwar | August 2008 – July 2009

- Provided Ayurvedic consultations and treatments.

EDUCATION

- **Masters in Ayurvedic Medicinal Plants**
IPGT&RA, Gujarat Ayurved University, Jamnagar | 70% (1st in Batch)
- **Advanced Diploma in Drug Regulatory Affairs (ADDRA)**
Jamia Hamdard, New Delhi | 67.8%
- **MD Panchakarma**
Chaudhary Charan Singh University, Meerut | 60%

- **Bachelor of Ayurvedic Medicine and Surgery (BAMS)**
Govt. Ayurved Medical College & Hospital, Lucknow University | 60%

RESEARCH PUBLICATIONS

1. Exploring the Therapeutic Potential of Ashwagandha (*Withania somnifera*) in Alleviating Stress and Anxiety, *Journal of Pharmaceutical Research International* Volume 37, Issue 4, Page 116-126, 2025; Article No. JPRI.134065.
2. “Analgesic activity of Terminalia arjuna bark” – *AYU International Journal*, Vol 35/Issue 4, Oct-Dec 2014.
3. “A randomized controlled clinical trial to evaluate the potential of ayurvedic medicines in patients with mild symptoms of covid-19” – *European Journal of Molecular & Clinical Medicine*, ISSN 2515-8260.
4. “Conceptual study of Sukra Kshyaya (oligozoospermia)” – *World Journal of Pharmacy and Pharmaceutical Sciences*, Volume 12, Issue 1, Review Article.
5. “The clinical evaluation of Razoslim 1 and Razorslim 2 in weight management” – *The Pharma Review*, July-August 2016, Vol. XIV Number 82.
6. “Evaluation of Efficacy of Kuka Cough Lozenges variants in the Management of Sore throat and associated Symptoms” – *Info Ayurveda*, Volume 13, No.2, July-September 2017.
7. “Role of Virechana Karma in management of Sukra Kshyaya (oligozoospermia)” – *World Journal of Pharmacy and Pharmaceutical Sciences*, Volume 12, Issue 1, Research Article.

SKILLS

- **Research & Development:** Expertise in clinical and non-clinical research, product development, and formulation optimization.
- **Regulatory Affairs:** Understanding of Drug & Cosmetic Act, FSSAI regulations, and Ayurvedic product compliance.
- **Clinical Trials Management:** Coordination of clinical research, protocol development, and data management.
- **Training & Content Creation:** Experience in technical lectures, scientific publications, and marketing content.
- **ML & AI:** Familiarity with applications in research and product development.
- **Techno-Lingual:** Proficient in Ayurvedic terminologies for effective stakeholder communication.

PROFESSIONAL AFFILIATIONS

- Invited as a Panellists at "Harmonizing Heritage and Health: Integrating Traditional Medicine with Modern Practices for Sustainable, Safe, and Regulated Healthcare" at the 3rd Conference on Beauty, and Wellness and Traditional Medicine held on Thursday, July 03, 2025 at IHC-Tamarind Hall, New Delhi.
- Co-Chaired a scientific session at World Ayurved Congress, Dehradun, an GOI & Govt of Uttarakhand supported International Ayurved Conference held on 12-15th December 2024.
- Co-Chaired a scientific session at Rajasthan Ayurved University, Jodhpur in an International Conference named AUSHAD MANAKAM-2024 held on 5-7th December 2024.
- Member of Board of Studies, Institute of Biomedical Sciences, Bundelkhand University, Jhansi.
- Co-Chaired a Conference on Labelling and Packaging Provisions for ASU Product on 7th August 2024 at PHD House, New Delhi.
- Delivered a keynote address in a technical session in two days National Seminar on Ayurveda Aahar- Swasth Bharat ka Adhar on 11-12 March 2022 at Vigyan Bhawan, New Delhi – 110001, organized by RAV, MoAYUSH.
- Appeared as a Keynote Speaker at North Campus Delhi University in a National Symposium Health in your hands, on holistic healing & preventive care of Lifestyle Disorders, organized on 23.10.21.
- Chaired a session as panellist in Manufacturing Excellence in AYUSH on 1st September 2020 on invitation from FICCI.
- Invited Speaker at Institute of Biomedical Research Sciences, Bundelkhand University, Jhansi & delivered a lecture on Emerging Synergistic Trends in Ayurvedic & Biomedical Sciences held in Feb 19-20, 2020.
- Invited as a guest lecture cum trainer by Central Agriculture University, Jhansi to train farmers for cultivation of medicinal plants.
- Invited as a speaker and Co-chaired a session of IPA Convention 2019 on Role of AYUSH system of Medicines in Achieving the mission of Affordable healthcare for All at Vigyan Bhawan.
- Invited by Ministry of AYUSH for number of meetings on Rule 170, Biodiversity Act, accepting Accelerated Stability Data for licensing of P&P products.
- Speaker and panellist at various national seminars and symposiums on Ayurveda and health.

PERSONAL INFORMATION

- **Date of Birth:** 04 Jul 1981
- **Gender:** Male
- **Marital Status:** Married
- **Languages:** Hindi, English, Sanskrit
- **Present & Permanent Address:** 62A, R Block, Dilshad Garden, Delhi-95