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GUIDING LIGHT

How **Anil Rai Gupta** is building on Havells's first-mover advantage in fast-moving electrical goods in the face of intensifying competition

RANK: **30**

NET WORTH (VINOD AND ANIL RAI GUPTA): **\$6.7 billion**



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THE 'WOW WAY' OF CHANGING LIVES: VATSAL DESAI'S UNICLAN REVOLUTION

A Journey of Transformation: Vatsal Desai and Uniclan Healthcare

In the sprawling landscape of India's healthcare and hygiene industry, one name has risen above the rest, a name that signifies not only quality but a commitment to make a meaningful difference. This is the story of Vatsal Desai, the visionary entrepreneur behind UNICLAN and the '*Wow Way*' that is transforming lives and communities. Embarking as one of the largest producers of baby diaper pants and sanitary pads in the country.

The Vision: A simple thought of offering a Premium Baby Diapers and Sanitary Pads product at affordable price. The idea is finding a good product and making it much better which the consumer feel value. The more value you bring to the consumer the more business one will make. We want to break the myth that mass brands are not premium. We aim to provide the best in class product to the Indian masses with our product offerings.

The Visionary: With a passion to redefine healthcare and uplift communities, Vatsal Desai, the Founder & CEO is no ordinary entrepreneur. His journey, rooted in a profound commitment to change lives, has propelled UNICLAN into a remarkable success story.

Since its inception in 2019, UNICLAN has achieved an impressive turnover of over 400 crores, setting new standards in an industry. In a span of three years, UNICLAN's team has risen from humble beginnings to becoming a popular household name.

UNICLAN: A Leading Innovator in the Baby Diaper Pants and Sanitary Pads Market

UNICLAN is a rapidly growing company that is revolutionising the baby diaper pants and sanitary pads industry in India. With its commitment to quality, innovation, and customer satisfaction, it has become a leading player in the industry. Having the highest quality raw materials & packaging material and advance

technology to produce its products makes UNICLAN different from its competitors. Focusing more on the quality and performance of the product with effective costs.

UNICLAN is having the largest manufacturing unit in Northern India. The state of art facility is located in the pink city - Jaipur, Rajasthan. Having a combine floor space of over 200,000 Sq feet for production and warehousing. UNICLAN's facility meets the latest technology and highest quality standards. WOWPER FRESH PANTS diapers are best known for their comfort, absorbency, and leak-proof protection. Sanitary pads known for their comfort, hygiene, and affordability.

UNICLAN is constantly innovating to develop new and improved products. The company's strong research and development team is always working on new ways to meet the needs of its customers.

The Brands - WOWPER FRESH PANTS & WOWPAD

UNICLAN is not just a company; it's a force for positive change. WOWPER FRESH PANTS and WOWPAD brands, which offer top-quality baby diapers and sanitary pads, respectively, have quickly become leaders in the Indian market. However, their mission goes beyond business success.

WOWPER FRESH PANTS diaper is one of India's top Diaper Brand, is renowned for its softness and reliability. It features advanced absorbent technology that locks away moisture quickly, keeping babies' skin dry and free from irritation. WOWPER FRESH PANTS diapers also have a wetness indicator for timely changes alert and a 360-degree super soft and stretchable waistband for a comfortable fit. These features really makes the brand a stand out product in the market.

WOWPAD Sanitary Napkins, with a diverse range catering to the needs of every segment of Indian society, are steadily becoming the preferred choice among women consumers. They offer superior absorbency, leak protection, and comfort, even during heavy flow days. Wowpad napkins are also made with soft and breathable materials to prevent skin irritation. Both Wowper and Wowpad brands are readily available across local shops pan India and through various e-commerce channels, making them accessible to everyone.

A Growing UNICLAN Family

UNICLAN's growth trajectory has been nothing short of exception. The UNICLAN family now spans to 950+ distributors and 150+ super stockists across the country. The brands currently hold a significant market share in the baby diaper category with its remarkable distribution of 35000 retailers and medical shops. The brand also hold a significant share on the online platform sales. With this robust growth the company aims to be in the top 3 diaper Brand in India by 2025. They are a proud member of the this 2.5 Billion Dollar personal hygiene industry which is having more than 20% CAGR. This remarkable growth is not just a testament to their products but to the dedication of the UNICLAN family in their pursuit of a shared vision. The company's rapid expansion is a story of hard work, perseverance, and a steadfast commitment to excellence.

UNICLAN's steadfast dedication to improving the lives of people around the world is evident. Particularly, the company's strong commitment to enhancing the well-being of underprivileged women in remote areas has set it apart. Our relentless efforts to raise awareness about menstrual hygiene have had a profound impact, leading to positive change and empowerment.



Education is the key to improving basic health and hygiene care and reducing infant mortality rates in society. Hygiene is not a luxury; it is a necessity - Vatsal Desai.



Leadership from Within

In the corridors of UNICLAN, leadership is not confined to titles; it's a quality that resides within every team member. Vatsal Desai believes in leading by example. UNICLAN stand for United Family, One Family. 'UNI' meaning ONE - 'CLAN' meaning FAMILY a philosophy imbibed in the company's culture. At UNICLAN, they don't have employees, they have family members.

He maintains open lines of communication with not only key management personnel but also every executive, ensuring that every concern is addressed promptly. This approach has visible results, evident in the company's rapid ascent to join the ranks of industry leaders within just three years of commercial operations.

UNICLAN has an annual employee turnover rate of below 1%, a testimonial to the cohesive work environment fostered by Mr. Desai. Our family is not just a workforce; it's a closely-knit community, working together to achieve a shared dream.

A Commitment to Excellence

UNICLAN's commitment to excellence extends beyond their products to their world-class infrastructure. The company has a production capacity of 500 million baby pant-style diapers and 500 million sanitary napkins annually. This production capabilities will be double by 2025. These achievements have not gone unnoticed; WOWPER and WOWPAD have received prestigious awards, including the FTIEA (Malaysia) awards for the best upcoming brands in India. WOWPER FRESH PANTS was also honoured with top awards in the FMCG sector by NielsonIQ in 2021 for BASES Breakthrough Innovation Award under the Brand Growers in the FMCG Sector.

Vatsal Desai and UNICLAN are not just transforming an industry; they are changing lives, one product and one initiative at a time, making a product basket which can be useful for the people in daily life. Their story is inspiration and a testament to the power of visionary leadership combined with a commitment to social responsibility. UNICLAN is a force for positive change, a 'Wow Way' of commitment to improve the hygiene and healthcare industry of INDIA.

Website link: www.uniclan.in

