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My career is a blend of medicine, innovation, and business; where I choose to apply my knowledge from the ancestral agricultural mode of life

THOMAS KURUVILLA

MD: AD HOC HEALTHCARE



THOMAS KURUVILLA

Fashioning eminent and affordable smiles every day!

Hailing from Kanjirappally, a small taluk in Kottayam, Thomas Kuruvilla’s entrepreneurial journey commenced with an initial capital of dreams. A 25-year-old, enthusiastic, and substantially hard-working MBA postgraduate was born to a traditional agricultural family. The youngest member took a U-turn from the ancestral stream of life and began to explore the entrepreneur within him. He invested substantial hard work to build his empire and the result is nothing but success. During his initial days of work at Pharma ace analytics, he saved his earnings intending to invest in his start-up venture, Ad Hoc Health care. It was during the pandemic his business took flight with his savings as capital investment. Starting a business is not an easy task, it’s not everyone’s cup of tea. But it was the right way for Thomas.

Ad Hoc Healthcare, a budding start-up venture and a Global outsourcing company in healthcare was founded by Thomas in October 2020, for the distribution and marketing of Cortex Dental Implants in Kerala. Ad Hoc has expanded its expertise from distribution to Branding, Marketing, Web and Internet Technology Development, Pricing, and Subscription services in healthcare with the launch of “www.medsoon.in – Get well soon”, in October 2022 as an online platform that provides home delivery of medicines across 10,000+ pin codes in India. Thomas states that Medsoon. in is “the one big solution to quick and affordable healthcare for the unprivileged and elderly communities in India”.

“It was the indestructible desire to achieve success and the right skills that helped” stated Thomas with a smile of confidence. He



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received many distressing comments in his earlier days. While conversing about his business ideas, many people gave him many kinds of advice, from which he tried to incorporate the boons in his dream business. He was never put down by the negative comments that came from different people. He had his eyes set on the result and stood focused until he achieved it. Faith in oneself and determination are the foundation stone to success in a very short period.

From childhood, he always wanted to pursue a career in the medical field. After schooling, Thomas went on to achieve his career goals

by pursuing a B pharm from Amrita School of Pharmacy, Kochi. It was during his second year at the institute, Dr. Kaladhar Kamalasan-an his dearest mentor spotted the potential hidden within him. Thomas had a fascination with writing essays and taking part in debates. Apart from his academic skills, Thomas is creative, talented, and the recipient of the ever-rolling trophy of the arts fest during graduation time. His keenness in research was evoked by Dr. Kaladhar. As a student, he took extra interest in the research topics bestowed upon him such as cures for snake venom, tuberculosis and many more. During the third year of graduation, he took up for research a topic that came up in a discussion, developing a device to detect paediatric epilepsy at an early stage. With the help of his engineering friend from Mar Baselios College they successfully designed the device. While carrying out the research he identified his key skills and decided to take flight in his career to business.

While pursuing a Master of Business Administration from Symbiosis Pune, he came up with the proposal of centralizing medical records systematically. After course completion, he was fortunate to get placed in Pharma ace an-



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alytics where he worked as a business forecasting analyst. In this highly competitive world, starting a business is not easy, what's even more difficult is to sustain and enhance it. Our young, charming, dedicated Thomas took up his entrepreneurial journey as a part-time job and scored high with flying colors. 19th October is marked on his calendar as the moment of epiphany, the day he decided to leap into the business world. The pandemic has forced him to take a new vertical in business, diverging from product-oriented to customer-oriented.

Since the early days of business, Thomas has been an employee in a Pune-based company. He took his weekends and leave days to visit dentists from across major cities in India. "I

struggled to manage things in the beginning but gradually I figured it out. I invested my earnings as a capital investment for my dream business". He has made a record of visiting 50 Doctors in two months. Balancing work and business is quite difficult but for him, he never even once did give up on his dream. His struggle continues to date. Thomas believes "if a window of opportunity appears don't pull down the shade, but rather grab it" and that is exactly what he executed. Thomas works for a medical products company, and he saw an opportunity there. He believes that all his efforts became meaningful over time.

An ardent person, Thomas says that his sister who is also an MBA postgraduate, current-



ly settled in the US is his biggest inspiration. Hailing from a family with an agricultural background founded by his grandfather it was he and his sister who pursued a different path. His sister is also a co-founder and a major fundraiser in the company. The company is recognized by Kerala Start-up and Start-up India. At the budding stage, the company is developing products and focuses on business through distribution. As a partnership venture with Mr. Antony Tharian of Trust Pharmaceuticals, in June 2021 Ad Hoc Healthcare launched Coviself, a self-test kit for testing Covid-19 at home during the pandemic and became the best promoter of the product in India.

A down-to-earth and resilient personality Thomas is admired and is considered an honest and hardworking youth. In just one year he expanded his vertices under the parent company Ad Hoc Health care. He oversees and manages the operations exploring the business sectors in distribution, digital technology development, and e-commerce which is the latest found method to provide products at an affordable rate and quickly to customers. Managing a business in various verticals has helped him to understand business in-depth and given him the freedom to experiment with new

ideas.

What next

“A customer chooses a product or service not because of the person who built it, but the value it gives and thus is important to focus on the present customer needs and also think about the future trend 5 or 10 years from now”

As a socially responsible start-up, we will be providing financial assistance and free home delivery of medicines to the elderly population, NGOs, and unprivileged communities. Ad Hoc Healthcare is aiming to diversify in the next 5 years, as a Global outsourcing company in healthcare and technology development for start-ups. We are identifying opportunities to grow the distribution business across India by bringing 1,000+ innovative products to the market and becoming trusted partners for 100+ business enterprises.

A piece of advice to aspiring entrepreneurs!

Thomas believes in having a strong vision and exclaims one shouldn't limit themselves. “Be open to criticism but don't change your core values”, he argues it is important to stay stable and explore the possibilities within any open spaces around you.

