

Education is for improving the lives of others & for leaving your community & the world better than you found it – Marian Wright Edelman.

It is another proud moment for D. A .V. Public School, Thane to share that our Alumni, Arjun Deshpande of 2017-18, Std X batch has not only become the founder & CEO of Generic Aadhaar at just 17, but has also made it possible for quality medicines at affordable prices for every Indian.

A teenage boy at age of 16, Arjun Deshpande, Founder & CEO of Generic Aadhaar made an innovative revolution, in typical Indian Pharma Business chain for betterment of common man of India.

At very young age Arjun Deshpande created his own identity in Pharma industry by providing affordable medicines to very Indian. India is the manufacturing hub for the entire world, yet the Indian people are paying unnecessary high price for branded medicines. So Arjun decided and promised himself to get affordable & Quality medicines directly from WHO GMP approved facilities to every Indian. With Arjun's great mission senior citizens & pension holders are most benefited as they are the ones who are taking medicines on every day basis. Generic Aadhaar organizes Free Health Camp in every outlet on 15th August and 26th January every year.

Arjun Deshpande says “People get fooled into buying branded medicines and end up paying more. But medicines are not a luxury. They are a necessity. Everyone should have access to good quality, affordable medicines.”

It all started when Arjun, at the age of 14 visited Pharma trade fairs in many countries with his mother, who works for Mumbai-based Concept Pharma. It struck him, that these countries imported generics from India and made those medicines available to the masses at affordable rates. “Why is this not the case in India when we are the manufacturing hub of the world for pharmaceuticals, I asked my mother,” recalls Deshpande. She told him how generics were packaged and sold as branded medicines back home. Deshpande returned to Mumbai determined to change things around. Over the next few years, he spent time understanding the trade, meeting industry insiders and hatching a business plan. All this alongside his regular school work at DAV Public School in Thane, Maharashtra.

According to Arjun, “It's a win-win model for everyone: The manufacturers benefit, retailers get higher margins, and customers get lower prices,”



Sir Ratan Tata Join Hands as a Business Partner with 18 Years Arjun Deshpande in his Startup.

Generic Aadhaar Provides Affordable & Quality Medicines to every Indian. Sir Tata & Deshpande's Dream of 'Affordable Medicines for Everyone' will be Realised and Reach Every Cities in India shortly.