

MEET OUR DISTRIBUTOR NO. 12

Mr. C. L. Sazawal, the proprietor of Sazawal Sons Co., Srinagar, was born in Srinagar on 9th May 1925. He graduated in 1944 from the then Punjab University of Lahore through a local Govt. College in Srinagar with 62% marks. His efforts in making a career included a few unsuccessful attempts for the State Civil Services, and an apprenticeship for 1½ years as a shop assistant with a local chemist. He then joined Cipla in Delhi as a medical representative in 1948 and worked there for a year. He then shifted to Srinagar as their Distributor-cum-medical representative.

Mr. Sazawal started his connection with Hoechst by joining the organisation as a medical representative in 1950. Having been posted in Jammu & Kashmir, the

Mr. Sazawal has faith in the policies of Hoechst and believes firmly that sky is the limit for the sales of Remedia Hoechst in India. In spite of the conditions that prevail in the territory catered to by him viz., geographical location and the resultant transport difficulties, Mr. Sazawal continues his efforts to reach supplies to the needy points, and be of service to the customers. He believes in work as being a mode of worship.

Mr. Sazawal has a son and a daughter. His son is now in the U.S.A. studying for Doctorate of Engineering. His daughter has just completed her school studies.



A view of a portion of the office

burden of introducing Hoechst products, after the World War II, to the medical profession in that area fell on him. While he was accomplishing the job with a challenge, the distribution posed a problem inasmuch as no suitable party could be had to act as a distributor. Sazawal Sons Co. was, therefore, floated by him in 1951 with the meagre resources available.

In line with the growth of market for Hoechst products Sazawal Sons Co. expanded from a one-man show to the present stature. They are now having 6 employees on their roll. Besides, Mr. Sazawal, after his retirement from the Field Manager's post, is devoting his full attention to his firm.



Mr. C. L. Sazawal at his desk



Busy taking out the goods

Mr. Sazawal works for six days a week. He is a keen golfer and plays to a handicap of 22, though he took to this game in middle of 1969. Besides being a member of Kashmir Golf Club, he is a member of the International Lions Fraternity. He is an ardent student of Astrology, History, Psychology—practical side—and not in the least Bhagvad Gita, the quintessence of Indian Culture.

We wish Mr. Sazawal and his Organisation a long and prosperous association with us.