



INDRAPRASTHA MEDICAL CORPORATION LIMITED

21st Annual Report 2008-2009

A YEAR OF CARING



MESSAGE



Dear Members,

It gives me great pleasure to look back at the year gone by with you all. It was indeed a year marked with many landmark achievements. The installation of the CyberKnife, the introduction of the 320 Slice CT Scanner, the launch of an exclusive children's hospital and several other new initiatives kept us busy and excited throughout the last year. These positive developments were brought about because we care about making a change in India's healthcare landscape - a goal that has been dear to our hearts from the very beginning.

Apollo - for over 25 years - has continuously excelled and maintained leadership in medical innovation, world-class clinical services and cutting edge research. With a network of over 8000 beds at culturally diverse locations, over 4000 top class clinicians and a total employee strength of 60,000 professionals, we are one of the largest hospital groups in the world, and our hospitals are consistently ranked amongst the best hospitals globally for advanced medical services. We are growing in recognition as a healthcare system of the future.

So, how did we make it to this enviable spot high above the others? What is the driving force behind all our achievements? I have no doubt that it is the care we have for every single patient who walks into our facilities. This quality of ours keeps us on our toes to bring the best in healthcare to our fellow Indians. Be it in the metros or the remote villages; be it for the just born or the old, at Apollo we touch lives in a very personal way.

#### **Caring for tomorrow**

Our country is expected to witness a rise in the incidence of lifestyle-related and other diseases. Today, India is the diabetic capital of the world. By the year 2015, cases related to heart disease are expected to go up by 60 percent. That will make India the heart disease capital of the world. No single nation can treat all its sick people. But what it can do is create awareness. Apollo will join the nation in its efforts to create a well informed and healthy society.

By the year 2012, the healthcare industry in India is expected to reach over US \$ 75 billion. Rising income levels are pushing for better facilities in the country. According to the Technopak Advisors report, India needs to add 3.1 million beds by 2018 to the existing 1.1 million. To meet this target, our country needs to invest US \$ 50 billion every year, for the next 10 years.

At Apollo, we care about these growing demands. We are constantly planning and implementing measures that will take care of the health of tomorrow's India. As I mentioned earlier, we are focusing our efforts and investing our resources towards educating people on the importance of awareness, prevention and early detection. We believe that this is the best and the only way to build a healthy India of tomorrow.

#### **Caring for today**

While we are taking a systematic approach to strengthen our future, we are also expanding our current infrastructure through various innovative launches and introduction of cutting-edge medical technology in our hospitals.

#### **Care that gives confidence to every cancer patient**

India recorded the highest number of deaths due to various types of cancer last year. According to a recent survey from the Indian Council of Medical Research, nearly 25 lakh people are suffering from this dreadful disease in our country. At Apollo, we care for these people. We want to give them something better, something world-class to fight this deadly disease with. This led to the installation of Asia Pacific's most advanced and India's first CyberKnife at Apollo Speciality Cancer Hospital, Chennai, a boon to the millions of cancer patients in our country.

### **Care that gives patients peace of mind through accurate diagnosis**

Another key addition to our infrastructure is India's first 320 Slice CT Scanner, the world's most advanced technology in diagnostic imaging. With the presence of this advanced non-invasive tool, Apollo Hospitals now has the capacity to offer highly advanced cardiac, neuro and whole body diagnostic services on par with the most advanced cancer hospitals in the world. We have also installed the Novalis Tx Radiosurgery, one of the world's most powerful & versatile platforms for Non-Invasive, Image-Guided Radiosurgery.

### **Caring for our children**

Our new, exclusive children's hospital, the Apollo Children's Hospital is a 100-bed facility complete with an NICU, Isolation Ward, three operation theatres, general ward, cheerful private rooms and tasteful suites. A lot of foreign patients too are benefitting from this new initiative.

### **Caring for the health of the rural Indian**

Our pioneering initiative to provide world-class healthcare to semi urban and rural India saw the inauguration of Apollo Reach Hospitals at Karimnagar, Andhra Pradesh. Work is in progress to open 25 Apollo Reach Hospitals over the next two years across India.

### **Care that brought in new developments**

During the year, 261 new pharmacies were added to the already existing 661 pharmacies, making Apollo the pioneers of India's largest pharmacy chain with 922 pharmacies. A major expansion drive, to add 4,000 beds over the next 4 years, is in progress.

We are in the process of implementing new projects at Bhubaneswar, Vishakhapatnam, Mumbai and many other places. A Project Management Agreement has been signed with Ashok Birla Apollo Hospitals Enterprise Ltd., for setting up a 225 bed tertiary care hospital at Thane.

To enhance patient comfort, a fully automatic Multi Level Car Parking (MLCP) facility is under implementation near Apollo Main Hospital, Chennai.

### **Caring to touch new horizons**

Apollo has entered into a Joint Venture with British American Hospitals Enterprise Ltd. (BAHEL) along with BAI Medical Centres Ltd., a subsidiary of British American Investment Company (Mauritius) Ltd., to open the Apollo Bramwell Hospital in Mauritius. Another Joint Venture has been formed with Lavassa Corporation Ltd. to establish a healthcare city at Lavassa, a hill station near Pune.

During the past year, we saw increased activity in executing and managing international projects despite the global economic slowdown. Some key projects are also being handled in Vienna, the Middle East, Africa and Asia.

### **Caring for growth**

25 years ago when it all began, we had a specific goal - to make India the best healthcare destination in the world. Today I am proud to see this goal achieved. We have brought world-class medical facilities well within the easy reach of every Indian. Today, there is no ailment that cannot be treated in our hospitals in India. In fact, people from other countries are coming to India to get treated at Apollo Hospitals. We have revolutionized the way Indians get medical attention. I have no doubt that we have outgrown several big names in the healthcare sector of the world in terms of technology, facilities and service. As we grow further and touch new horizons, our commitment to caring for every single patient's needs finds renewed strength. And I am sure this will stand us in good stead in the years to come.



**Dr. Prathap C Reddy**  
Founder - Apollo Hospitals Group



*“Our mission is to bring healthcare of International standards within the reach of every individual.*

*We are committed to the achievement and maintenance of Excellence in education, research and Healthcare for the benefit of humanity”*

**Dr. Prathap C Reddy**

Founder - Apollo Hospitals Group

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# Caring for clinical outcomes

Indraprastha Apollo Hospitals currently performs around 2000 cardiac surgeries, 400 joint replacements, 1000 onco-surgeries, 90 liver transplants and 135 renal transplants in a year.

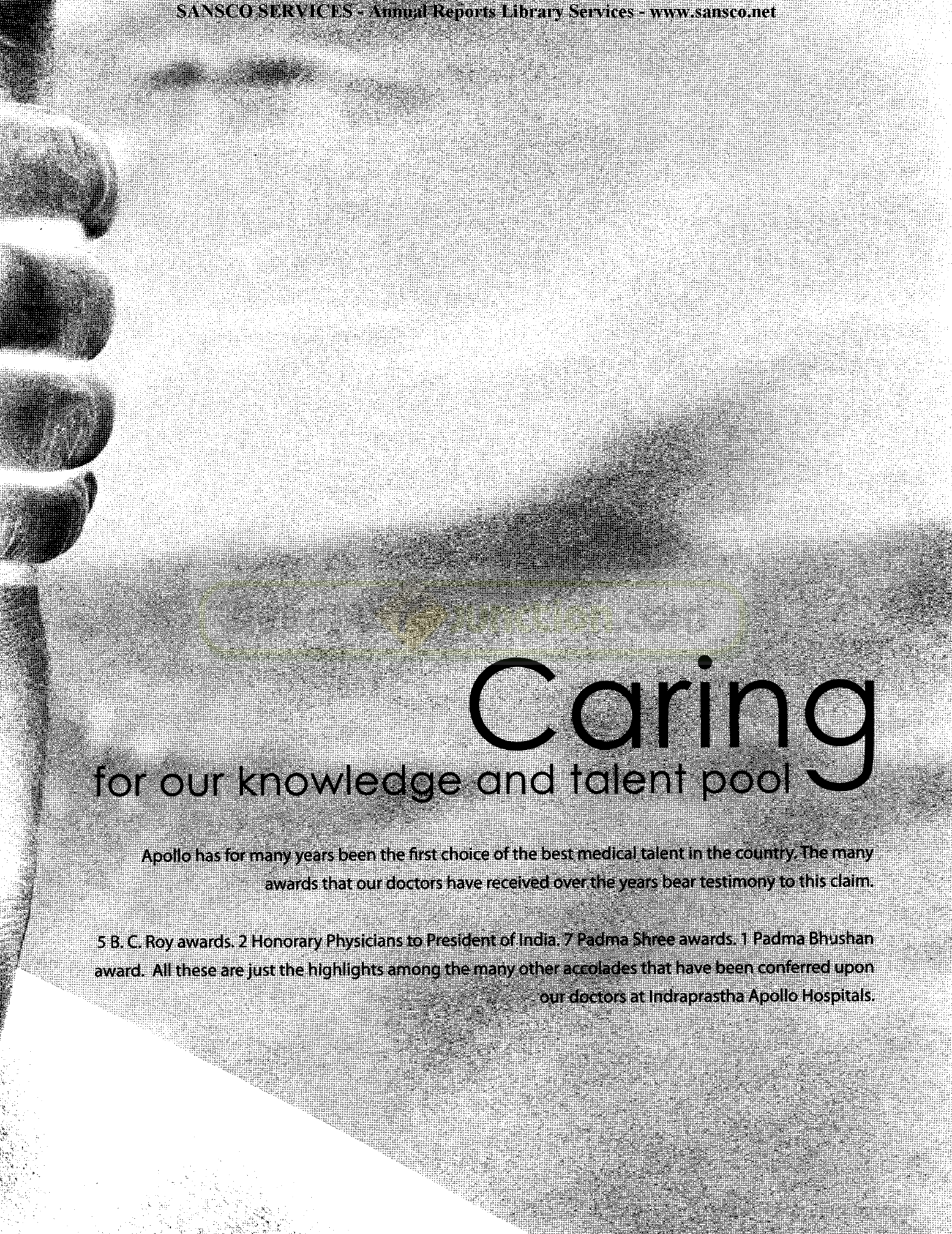
The first successful paediatric liver transplant, cadaver liver transplants and combined liver kidney transplants in India were done at Indraprastha Apollo Hospitals.

The first successful key hole by pass surgery in India was also done at Indraprastha Apollo Hospitals.

The next milestone is just around the corner.





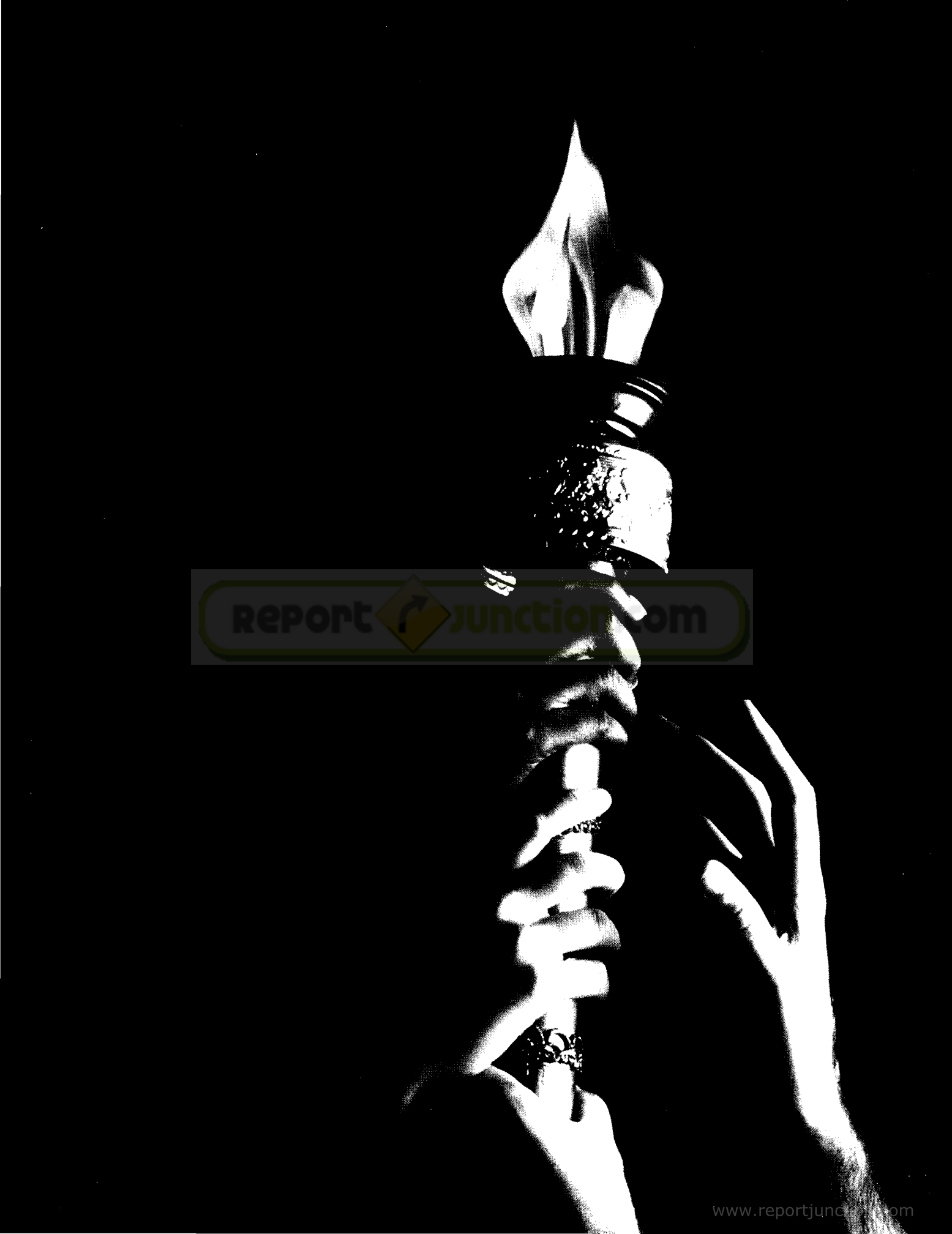


# Caring for our knowledge and talent pool

Apollo has for many years been the first choice of the best medical talent in the country. The many awards that our doctors have received over the years bear testimony to this claim.

5 B. C. Roy awards. 2 Honorary Physicians to President of India. 7 Padma Shree awards. 1 Padma Bhushan award. All these are just the highlights among the many other accolades that have been conferred upon our doctors at Indraprastha Apollo Hospitals.





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