

# MAX INDIA LIMITED ANNUAL REPORT 2000-2001

REPORTJUNCTION.COM



Report  junction.com

# contents

4	Letter to shareholder
28	Management Discussion & Analysis
42	Community Contribution
44	Corporate Governance
48	Shareholder's Information

# FINANCIALS

53	Max India Limited
5	Max New York Life Insurance Company Limited
103	Max attev Limited
117	Comsat Max Limited
135	HealthSCribe India Limited
155	Max Telecom Ventures Limited
167	Max Asia-Pac Limited
175	Neeman Medical International Plc.
185	Instituto Costarricense de Investigaciones Clinicas, S.A.
195	Neeman Medical International Plc.
201	Max UK Limited
209	Max Visions, Inc.
213	Max Estates Limited
223	Malsi Estates Limited

# promised

Report  junction.com

≥ enterprise  
≥ knowledge  
≥ people

# delivered

Our new logo is the Max flame. Rooted in the Indian idiom, it is suitable for an organisation proud of its origins. It is rendered in an international, contemporary style, representative of our global orientation. It is an appropriate face for a group that is firmly on a fast growth track, but for which commitment to principles and values will always remain ascendant.

The Max flame is representative of many qualities. As it burns, it represents Enterprise and Ambition. Its steadfast quality embodies Hope, Commitment, Care and Service. As a giver of light, it is the Flame of Knowledge. The base of the flame is a Diya. This symbolises the earth, and the fact that common denominators bind the world together.



# LETTER TO SHAREHOLDERS

*Dear Shareholders,*

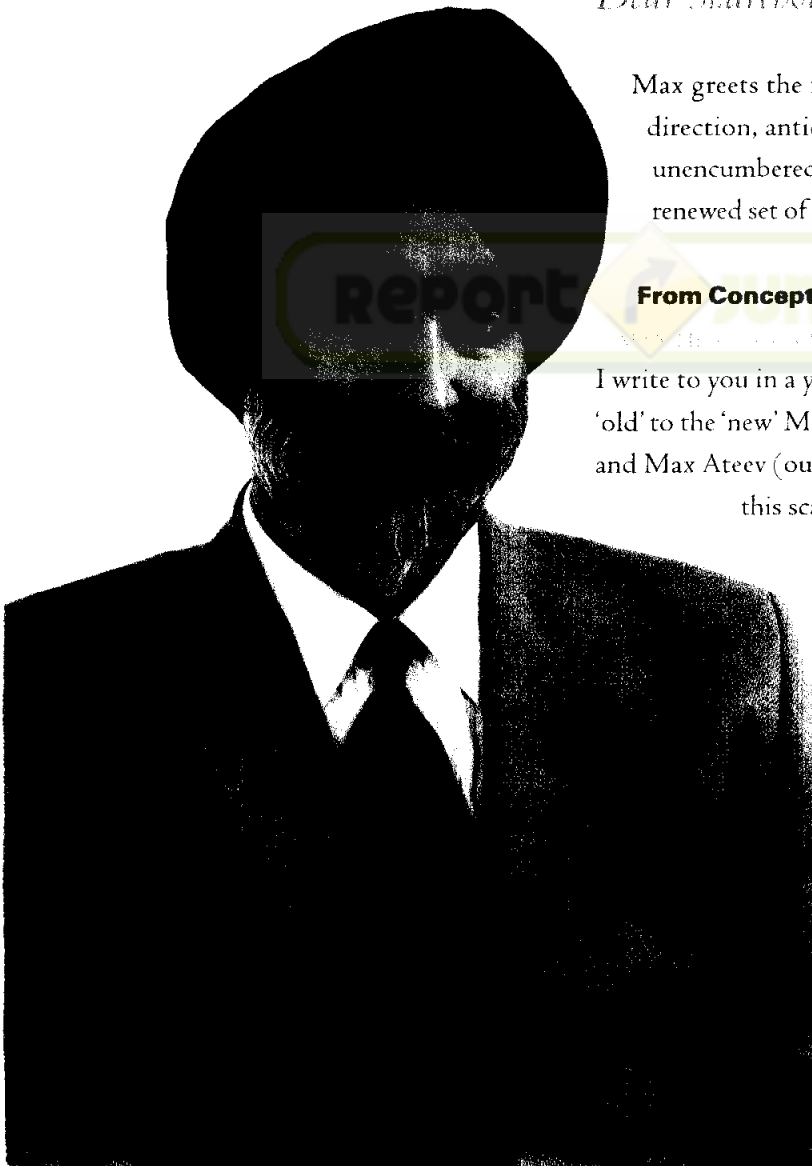
Max greets the first year of the 21st century with a renewed sense of direction, anticipation, and excitement. We are addressing a century unencumbered by the past. An era, in which Max promises to fulfill a renewed set of ambitions and aspirations.

## **From Conception to Reality**

I write to you in a year of incredible change; a year of transition from the 'old' to the 'new' Max. The birth of Max Healthcare, Max New York Life, and Max Ateev (our IT business), marks a watershed, because an event of this scale comes seldom in the life of an organisation. The fact that these three new businesses are already in the operational phase, reinforces our commitment to the goals of excellence and market leadership.

The vision of building new businesses based on human capital, and a strong spirit of enterprise, with support from our partners, is manifesting itself rapidly.

Max Healthcare has made a beginning with one Max Medcentre™ offering the complete range of



# PROMISED.

≥ An enterprise that would

**corporatise healthcare**

≥ build a **comprehensive,**

≥ **seamless, integrated**

≥ **systems driven organisation**

≥ Offer the complete range of Primary,

Secondary and Tertiary care facilities

≥ make **quality and affordability**, pillars of

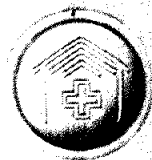
**the country's first branded healthcare**

**delivery system**

Report Junction.com

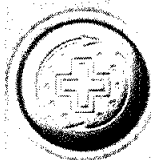
# healthcare without hassles

ReportJunction.com



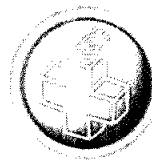
## **Three-tier system**

which offers Primary, Secondary and Tertiary levels of healthcare, delivered through primary clinics, diagnostic/consultation, day care facilities, and soon to follow, hospitals



## **Round-the-clock**

Primary care backed by preventive, chronic, and specialist care; 24 hour pharmacy and world class ambulatory surgery



## **Patient centred**

standardized care through internationally benchmarked standard operating procedures. **Cost effective** care through the "Max Healthcare preferred medication system" i.e. maintaining therapeutic equivalence, the least expensive medicine is prescribed



Secondary level facilities, and two Dr Max™ Clinics, in the Primary healthcare area. In addition to most comprehensive Hospital Information Systems, each Max Healthcare facility boasts of medical and para-medical staff, who combine excellent credentials and rich professional experience, with a customer centric focus. Across its entire service delivery mechanism, Max Healthcare delivers world-class healthcare. The fact that all this has been achieved in a short period of time, is impressive by itself. What adds to the achievement, is the fact that Max Healthcare offers unique value propositions; easy to copy, but very difficult to duplicate. Steered by Nripjit Singh (Noni) Chawla, Managing Director; and Dr. Nirmal Joshi, Medical Director & Chief Operating Officer, Max Healthcare looks ahead with characteristic confidence.

Like Healthcare, and Information Technology, the Life Insurance business is central to Max. Max New York Life is distinct, and markedly different from all other private Life Insurance companies in the country. A look at new entrants in the insurance sector reveals essentially two types of players:

*The birth of Max Healthcare, Max New York Life, and Max Ateev (our IT business), marks a watershed, because an event of this scale comes seldom in the life of an organisation. The fact that these three new businesses are already in the operational phase, reinforces our commitment to the goals of excellence and market leadership.*

## Mrs. Patel, 11:00 a.m.

recovers from day care surgery at Max Medcentre™; while Mr. Patel, a businessman, shares his wife's relief. Dr. Murthy is in-charge. By 6.30 pm, she will be back home; in 48 hours, back to her busy life.

It all started with abdominal pain, for which she visited a Dr. Max™ clinic in her neighbourhood. The clinic referred her to a Max Medcentre™, where she was operated upon for Laparoscopic Cholecystectomy.

demystified treatment  
lifetime service  
24 hours

patient's view co-opted into treatment  
new benchmarks in patient care