



FOR YOU  
**FOR  
LIFE**  
ANNUAL REPORT  
2012-13



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[www.maxbupa.com](http://www.maxbupa.com)



[www.antara.com](http://www.antara.com)



[www.maxspecialityproducts.com](http://www.maxspecialityproducts.com)



[www.neeman-medical.com](http://www.neeman-medical.com)



[www.maxindiafoundation.org](http://www.maxindiafoundation.org)



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Stories Of Life

## "Max gave me back my life."

Wilson Golmei

In April 2012, I was diagnosed with chronic kidney disease and thereafter, my life changed all of a sudden. Though I was aware of the fact that I would not get proper treatment in Manipur, I did not have any option. I discussed my problem with my cousin. Moved by my predicament, he consulted his friend at the local church. She recommended my case to Max India Foundation. Within a short time, I was invited to Delhi for treatment. Since then, there has been no looking back. My kidney transplant was not only performed successfully at the Max Hospital, Patparganj, but all my expenses were also covered by Max India Foundation. After months of bed rest and medication, today I am back home, united with my family and enjoying a healthy life. I am grateful to Max India Foundation for their support and compassion.



# CORPORATE REVIEW

- Our Businesses
- What You Can Measure Our Success By
- What We Stand For
- Our Path
- Our Values



# OUR ENTERPRISE



Launched in 2000, Max Life is a 74:26<sup>#</sup> JV with MS&AD, Japan. It is India's largest non-bank private life insurer, with revenues of `6570 Cr.\* and a customer base of 3 Mn. across 288 offices in 216 cities in India.

Launched in 2000, Max Healthcare is a 74:26<sup>\*\*</sup> JV with Life Healthcare, South Africa. It is a leading provider of standardised, seamless and world class healthcare services, focussed on tertiary and quaternary care. Max Healthcare has revenues of `1149 Cr.\* from 2000 beds across 12 hospitals.



Launched in 2008, Max Bupa is a 74:26 JV with Bupa Finance Plc., UK. It is one of India's leading standalone health insurance companies with revenue of `207 Cr.\*, 9600 agents and tie-ups with over 2000 quality hospitals across 360 cities in India.

\*Max India's present shareholding is 71%, with 3% held by Axis Bank.  
\*\*Max India's present shareholding is 71%, with 3% held by IFC.



Launched in 1988, Max Speciality Films is a fully owned division of Max India, based in Railmajra, Punjab and is a leading manufacturer of speciality packaging films, with revenue of `713 Cr.\*.



Launched in 2008, Max India Foundation integrates the CSR initiatives of the Max India Group. It has benefitted over 4,50,000 people in 360 locations since its inception.

\*FY2013 Numbers



Launched in 2013, Antara is a 100% subsidiary of Max India. It is pioneering the concept of 'Age in Place' for the elderly, by developing Senior Living communities in India. The first Antara community will open in early 2016 near Dehradun, Uttarakhand.



## WHAT YOU CAN MEASURE OUR SUCCESS BY

CONSOLIDATED REVENUE  
INCREASED BY **24%** TO  
` **10,624 CR.**

CONSOLIDATED PROFIT  
AFTER TAX INCREASED  
BY **406%** TO  
` **784 CR.**

**610%** DIVIDEND  
AMOUNTING TO  
` **324 CR.**

STRONG TREASURY  
CORPUS OF  
` **354 CR.**

CUSTOMER BASE  
INCREASED BY **14%**  
TO **5.7 MN.**

A NATIONWIDE NETWORK OF  
NEARLY **300 OFFICES**  
ACROSS **216 CITIES**  
IN INDIA, WITH A PEOPLE  
STRENGTH OF **60,000.**

FOCUS ON HIGH GROWTH  
YET UNDER-PENETRATED  
SECTORS.

INVESTOR BASE INCLUDES  
MARQUEE GLOBAL FINANCIAL  
INSTITUTIONS SUCH AS GOLDMAN SACHS,  
IFC WASHINGTON, TEMASEK, FIDELITY,  
BLACKROCK.

FORGED AND NURTURED  
SUCCESSFUL JOINT VENTURE  
PARTNERSHIPS SINCE INCEPTION  
WITH LEADING GLOBAL  
COMPANIES SUCH AS MITSUI  
SUMITOMO INSURANCE,  
BUPA, LIFE HEALTHCARE,  
NEW YORK LIFE, HUTCHISON  
TELECOMMUNICATIONS,  
MOTOROLA, SCHERING AG, AVENT  
INC., GIST BROCADES(GB).

SOCIAL COMMITMENTS BEING FULFILLED  
THROUGH MAX INDIA FOUNDATION  
WHICH HAS BENEFITTED OVER  
**4,50,000 PEOPLE** AT **360**  
**LOCATIONS** ACROSS INDIA.

A black and white photograph of a person standing in a field of tall grass, with their arms raised in a gesture of triumph or joy. The person is silhouetted against a bright, hazy background. The overall mood is one of positivity and achievement.

# WHAT WE STAND FOR



Everything we do, we do for life. For good. For different aspects of life. Positively and always appreciating life. It's why we gather the experts. And the expertise. It's how we create beacons of excellence to serve as the foundations for health, wealth and happiness. With credibility as our North Star, we set out to deliver Seva to you. In ways that enable you to face life's moments of truth knowing that we are there with and for you. And make the right choices, that make the right sense. For you. For Life.



## OUR PATH

To be among the most admired corporates in India for service excellence — in what we do, how well we do it and the positive impact we have on society and our stakeholders.

## OUR VISION

To be the preferred solution provider in life's many moments of truth.

## OUR GOAL

Create and grow businesses that win people's trust by delivering Seva through excellence.

## OUR STRATEGY



## SEVABHAV

We encourage a culture of service and helpfulness so that our actions positively impact society. Our commitment to Seva defines and differentiates us.

## OUR VALUES





## EXCELLENCE

We gather the experts and the expertise to deliver the best solutions for life's many moments of truth. We never settle for good enough.

# OUR VALUES



## CREDIBILITY

We give you our word. And we stand by it. No matter what. A 'No' uttered with the deepest conviction is better than a 'Yes' merely uttered to please, or worse, to avoid trouble. Our words are matched by our actions and behaviour.

# OUR VALUES

“I received something that’s priceless: knowledge.”

Ritu Dhiman

Studying in a local school in a small town of Punjab, where education was hardly given a priority, chances of standing on my feet and supporting my father were bleak. At that time life took an unexpected turn. A company called Max Speciality Films started supporting the cause of better education standards at our school. They provided teachers who conducted extra classes after school and encouraged us to put our heart and soul into studies. Facilities like practical labs were set up and scholarships were also offered.

I have recently graduated as a BCA and help my family by giving tuitions. I am also looking forward to the day when I can work in a company like Max so that I can take care of people just the way Max took care of us.



# STRATEGIC REVIEW

- Chairman’s Letter
- Managing Director’s Letter
- Business Review
- Business Responsibility Review
- Board of Directors