

Tempest Healthcare Credentials



THE AGENCY

PUNE



BENGALURU



HYDERABAD



Based in India, Tempest is headquartered in Hyderabad with branches in Bangalore and Pune

Core Purpose

Create advertising that will make people's lives better.

Core Values

- We are absolutely open and honest in all our dealings with employees, clients and suppliers.
- We give utmost importance to relationship development based on trust and mutual respect.
- We give freedom to our people to innovate.

Some
important
information.

- Tempest has been in existence since 1998.

International Affiliation

Tempest is the only Indian advertising agency to have co-established an international agency network, with presence in the Americas, Europe and Asia.

TRIB 
GLOBAL



Our Service Divisions

- 
- MarkOne** : Brand Advertising
 - AssetOne** : HR Branding
 - Digital DNA** : Digital Media Service
 - Sambandh** : CRM Service
 - Fahrenheit** : Event Management



reasons

to consider Tempest.

A large, stylized number '1' in a vibrant pink color, positioned at the top left of the graphic.

Tempest combines
big agency brand exposure
with personalized service.

A large, stylized number '2' in a light purple color, positioned in the middle right of the graphic.

Tempest addresses all your
communications needs in-house.

A large, stylized number '3' in a vibrant pink color, positioned at the bottom center of the graphic.

Tempest Advertising has proved its
mettle in many Advertising Competitions
through the years.

Awards

Tempest has won awards both locally and nationally.



AWARDS



6 GOLDS



2 SILVERS



'MOST EFFECTIVE
USE OF ADVERTISING IN
RURAL MARKET'

WORLD BRAND CONGRESS AWARDS



THE ONE CLUB CREATIVE SHOWCASE

Ranked amongst the top 25 digital agencies of India

Tempest has done

exemplary

work in the following sectors.



Agriculture	: PHI Seeds, Xylem Seeds, Harvest Plus
Automobile	: Orange Auto, Varun Motors, Phoenix Motors
Education	: Badruka, MANAGE, SQL Star
Government	: Eden Square, Golden Mile, HMDA, TSIIC, COI, RWSS, TSTPC
Hospitality	: The Park, Butta Group, Quality Inn, Taj Blue Diamond - Pune, Deccan Harvest, Ellaa Hotels, The Gathering, Times Square, Via Milano, Urban Asia, Eat India Co.
IT/ITES	: Siebel, Applabs, Geometric, Persistent, PTC, Honeywell, Ctrl S
Industrial	: Amara Raja Batteries, Waxoyl, Endress and Hauser, Avanti Feeds, Samuha,
MNCs	: Pepsi, Castrol, Godrej Pillsbury, Schott
NGOs	: Confederation of Voluntary Organizations, Mahila Sanatkar, NIRD
Pharma	: Shanta Biotech, Dr. Reddy's, Bharat Biotech, Vichows
Healthcare	: Global Hospitals, Mediciti Hospitals
Real Estate	: Magarpatta City, Nanded City, Mantri Group, IVRCL-A&H, Manjeera Group, Ozone, Ramky Estates, Ananya, Saket, Saarthi Group
Retail	: Hastkala, Silk Museum, Access2Future, P Satyanarayana and Sons
Tourism	: AP Tourism, Ramoji Film City, Lahari Resorts

The Tempest Charter

Mutual Trust

Tempest is your partner in improving your profitability. Tempest understands that its own growth and profitability depends on the client's growth and profitability. Hence we will always try and get you the best deals while negotiating with any vendor, on your behalf. Our recommendations on spends would be based on long term benefits.

Mutual Respect

At Tempest, we trust and respect a person irrespective of his/her job profile. The senior-most receives the same respect and trust as the junior-most employee in our company.

As your partner, we give you the utmost respect. In return, we expect the same to be reciprocated with every representative of ours.

Tempest has zero tolerance for the use of un-parliamentary language, shouting and abuse while dealing with our employees, clients, vendors and associates.

Value for Time

Tempest values time as its primary resource. We will be in time for all our meetings, and deliver jobs as per time commitment.

We request you to help us by starting and finishing meetings as per schedule, give proper briefs to ensure work efficiency, clear our bills as per agreed timelines and thus help us reduce cost.

This in turn would help you receive better value on your marketing investments.

Value for Openness

Tempest believes that a majority of issues and misunderstandings can be avoided by having an open discussion.

We believe in calling a spade a spade and a rose a rose.

Consequently, we expect the same from our employees, clients, vendors and associates too.

Value for Initiative

Tempest believes that all initiatives that are undertaken do not always succeed.

We encourage innovations and hence in case of failure, we would stand by the person who has taken the initiative.

We do not punish them but encourage them to take better decisions in the future.

The Tempest Team



Team Hyderabad – 19 members



Turab Lakdawala

Managing Director

A graduate from the Indian Institute of Management, Ahmadabad, **Turab** began his career with Hindustan Lever Ltd. where he worked in the Foods, Soaps & Detergents, and Agri-Business divisions of the company. He's a super-specialist in Brand Planning; and a pioneer of CRM since 1998.

He has been invited to speak at various reputed institutions: Administrative Staff College of India, Hyderabad Central University, National Institute of Fashion Technology, Hyderabad Management Association, Institute of Cost Accountants of India, Institute of Chartered Accountants of India, and the Rotary Club.



Rekha Oswal

GM-Opertaions

Rekha is our Head of Operations. She's the one in charge.

A Post Graduate in Marketing and Advertising, she began her career with Citigroup, Pune as a Customer Relationship Manager. She has been with Tempest since April, 2009 and has been awarded both the Best Employee [2010-11] and the Most Responsible Employee [2012-13] awards.

She has extensive experience in an array of accounts, including those of agriculture, jewellery, healthcare, hospitality, government, software and real estate businesses. As a professional, she's a challenge seeker and a go-getter.



Abhijeet Mehta

Creative Head - Copy

Started his career in Paradigm Plus Pvt. Ltd, in Pune with a gammot of like Aditya Birla Memorial Hospital, Wipro BPO, Kirloskar Brothers Limited, Barbeque Nation & Flag's Restaurant. In the real estate category - Kolte-Patil Developers Pvt. Ltd, Karia Developers & Alcon Developers a few of them.

He also worked for Purple Focus Pvt Ltd, a Mumbai based agency where he worked on esteemed brands like Big Magic - A GEC catering to the Hindi Heartland, Eicher Motors, Hathway, Patrika Newspaper, Kriti Group – One of the largest manufacturers of Soya Oil and Plastic Plumbing solutions in MP.

He has been in Tempest since 2 years and created path breaking campaigns for SPIRES, SKYBAY, XYLEM, SUBURBIA ESTATE, NANDED CITY & MELANGE (Open air Lounge)

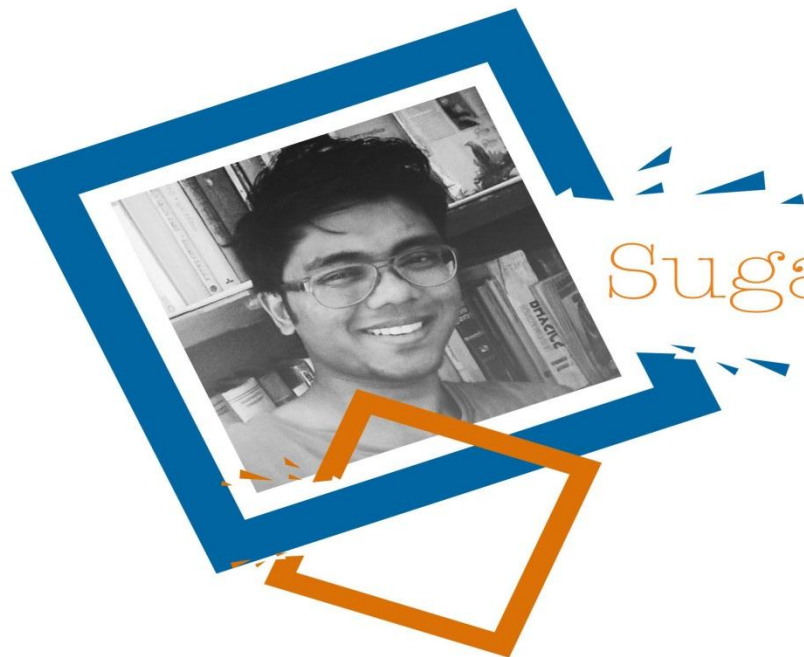


P. A. Rajesh

Sr. Art Director

Intelligent communication is about arresting attention amidst rush. **Rajesh**, our Art-Director, draws his inspiration from surprising sources, and creates communication that captures attention effortlessly.

While his formal education is in Economics, Statistics and Advanced Computer Applications [from NIET, Koszhokode], today Rajesh is a sought after advertising creative in Hyderabad. His portfolio includes such names as VST Industries, South Central Railway, APSRTC, NHDC, APIIC, Powergrid Corporation and HUDA.



Sugata Biswas

Intriguing ideas are often found at unlikely places. **Sugata**, our copywriter, keeps busy finding for them.

He earned his Master's Degree in Comparative Literature from Jadavpur University, Kolkata, and has been working as a creative copywriter for a host prominent brands since 2012. He has worked as an ad professional in three Indian metros.



HEALTHCARE CREDENTIALS

Continental Hospital



Continental connects Worldwide!

**Parkway Pantai welcomes Continental Hospitals, Hyderabad
now a Gleneagles facility, to their worldwide network.**

- Continental Hospitals, Hyderabad, is now a Gleneagles facility
- Continental now boasts of Doctor collaborations with 38 Hospitals, having 7000 beds worldwide
- As part of the second largest network of hospitals in the world, Continental Hospitals is now set to deliver the best of international healthcare to your doorstep



Continental Hospitals
A GLENEAGLES FACILITY

Accredited by: (JCI LOGO) | 750 beds | 35 Specialities



Continental Hospitals Ltd.
Plot No.3, Road No.2, IT & Financial District, Gachibowli,
Hyderabad - 500 035, Telangana State, India
Email: info@continentalhospitals.com
www.continentalhospitals.com

General Enquiry
+91 40 6700 0000

Emergency
+91 40 6700 0111

Appointments
+91 40 6700 0022

The Gleneagles logo is the trademark of Gleneagles International Private Limited, Singapore registered at 1101123. The Hospital logo is the trademark of Parkway Pantai Hospital International Private Limited, Singapore registered at 1101123. The Hospital logo is the trademark of Parkway Pantai Hospital International Private Limited, Singapore registered at 1101123.

Internal Branding

Continental Hospitals
A GLENAGLES FACILITY

 ENT	 Head & Neck Onco Surgery
 Audiometry	 Diet & Nutrition
 Gastroenterology	 Gastrointestinal Surgery
 General Surgery	 Orthopedics
 Plastic Surgery	 Urology
 Endoscopy Suites	 Operation Theatres
 Economy Ward (use Lift Lobby-2)	 Patient Rooms 401- 425



WE VALUE



We believe people drive progress in all endeavours.



We believe excellence is the practice that builds expertise.



We believe results are the rewards of dedication.

WE LEAD



WE HEAL



Continental Institute of Cardiovascular Sciences



Continental Institute of Neurosciences & Rehabilitation



Continental Institute of Emergency, Trauma and Critical Care Medicine



Continental Institute of Gastroenterology & Liver Diseases



Continental Institute of Orthopedics, Joint Reconstruction & Sports Medicine



Continental Cancer Institute & Radiation Centre



Continental Women's Centre



PATIENT'S **SAFETY** IS OUR **PRIORITY.**

Pharmacy open
24 hours, 365 days.
To be safe, always buy
medicine in full strips.



GREAT CURE COMBINES BEST MEDICINES AND A STRONG MIND.

We provide
best medicines
at best prices.



**“TOGETHER WE
HELP
TOGETHER WE
HEAL”**

It is only by working together that we
may help those in need.

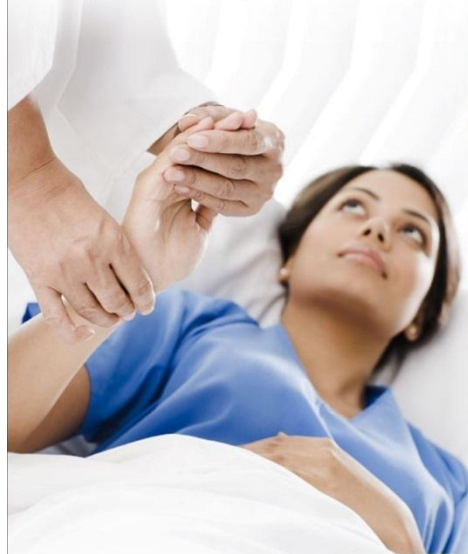
It is only by trying together that we
may help those in pain.

Global Hospitals

Corporate Campaign

It's 'faith', which we have successfully implanted,

along with conducting the most advanced
surgeries and transplants.



- ◆ India's first Split and Auxiliary Liver Transplant
- ◆ India's first combined Heart and Kidney Transplant
- ◆ First hospital in South Asia to perform nucleus replacement of Spine
- ◆ India's largest Multi-Organ Transplant Centre
- ◆ India's first successful stem-cell therapy treatment for traumatic brain injury

Being the fastest growing multi-super specialty hospital chain in India, every milestone we cross at Global Hospitals is a result of the faith that millions have in us. With state-of-the-art technology and renowned super specialists at Global Hospitals there is always **more to life**, everyday.

Center Of Excellence: [Institute of Liver, Pancreas Diseases & Transplantation] [Institute of Advanced Gastroenterology & Therapeutic Endoscopy] [Institute of Minimal Access & Bariatric Surgery] [Advanced Heart, Lung & Vascular Institute] [Institute of Neurosciences] [Institute of Spinal Disorders] [Kidney Institute] [Institute of Urology] [Cancer Institute & Centre for Bone Marrow Transplantation] [Institute of Orthopedics and Joint Replacement] [Advanced Centre for Trauma and Emergency Care] [Institute of Plastic, Reconstructive & Cosmetic Surgery] [Advanced Centre for Critical Care & Pulmonology] [Institute of Endocrine, Diabetes, Obesity and Metabolic Disorders]

2000 beds, 9 hospitals across India

Hyderabad: Lakdi-Ka-Pul, Ph: +91-40-2324 4444, L.B. Nagar, Ph: + 91 40 2411 1111

Bengaluru: Uttarahalli Road, Kengeri, Ph: +91 80 2625 5555

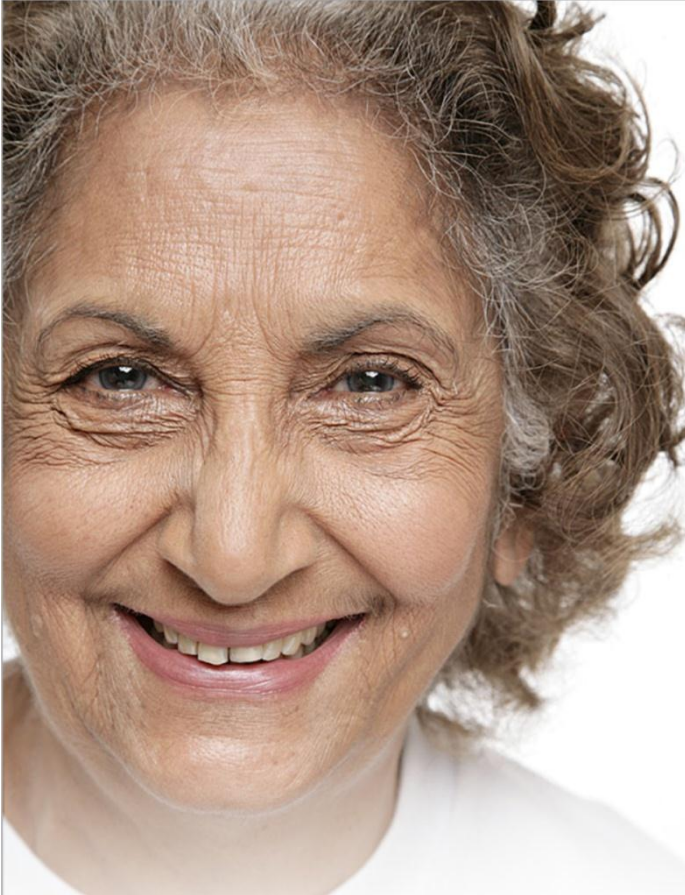
Chennai: Perumbakkam, off OMR Ph: +91-44-2277 7000

Mumbai (Opening Shortly): Lower Parel, Ph: +91 22 2417 4435

email: info@globalhospitalsindia.com



www.globalhospitalsindia.com



"More than a doctor,
he is my son."

When Laxmamma Iyer came to Global Hospitals for a Liver Transplant Operation, little did she know that along with a new life, she would get a new family. It's about love and care, patient hearings, smiles and the tears! Led by highly renowned visionaries, we have given a new meaning to healthcare. We have also ensured to make our expertise affordable across all segments of the society. It's just natural that Global Hospitals has emerged as the most trusted name in healthcare.

tempestadvertising.com

| ONCOLOGY | CARDIOLOGY & CARDIO | CRITICAL CARE | GASTROENTEROLOGY | MULTI - ORGAN TRANSPLANTATION | HEPATOLOGY & LIVER DISEASES
| NEPHROLOGY & UROLOGY | NEUROLOGY & NEUROSURGERY | ORTHOPEDICS & JOINT REPLACEMENT | INTERNAL MEDICINE | PEDIATRICS | GYNAECOLOGY
| ENT | RADIOLOGY | ANESTHESIOLOGY



GLOBAL
HOSPITALS
MORE TO LIFE

Hyderabad • Chennai • Kolkata • Bengaluru • Bhubaneswar

Corporate Office: | Lakdi-ka-Pul, Hyderabad - 500 004. Phone: +91-40-2324 4444 (10 Lines) Reliance: +91-40-3064 4444 Fax: +91-40-2324 4455
| Helpline : +91-94404 34567



“More than doctors,
they are magicians.”

Mr. Srinivas Reddy thought it was the end of his world when he was diagnosed with a hole in his heart. We changed that! Yes, we have an entire team of specialists in cardiology and the latest world-class facilities to conduct sophisticated surgeries such as Heart Transplants.

Moreover, we have performed more than 12,000 radial procedures apart from conducting Andhra Pradesh's first Heart Transplant and India's first combined Heart and Kidney transplant. It's no miracle that Global Hospitals has emerged as the most trusted name in healthcare.

| ONCOLOGY | CARDIOLOGY & CARDIO | CRITICAL CARE | GASTROENTEROLOGY | MULTI - ORGAN TRANSPLANTATION | HEPATOLOGY & LIVER DISEASES
| NEPHROLOGY & UROLOGY | NEUROLOGY & NEUROSURGERY | ORTHOPEDICS & JOINT REPLACEMENT | INTERNAL MEDICINE | PEDIATRICS | GYNAECOLOGY
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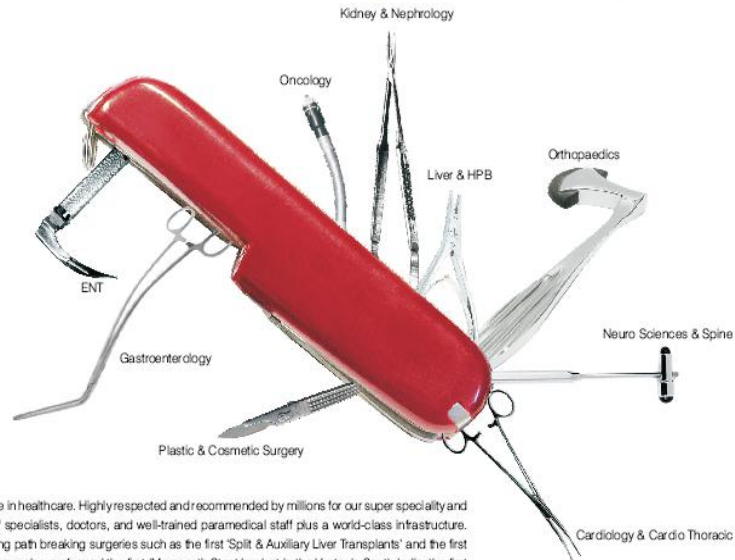


GLOBAL
HOSPITALS
MORE TO LIFE

Hyderabad • Chennai • Kolkata • Bengaluru • Bhubaneswar

tempestadvertising.com

Our Speciality is Multi Speciality



Global Hospitals has emerged as the most trusted name in healthcare. Highly respected and recommended by millions for our super speciality and multi-speciality services, we have a dedicated team of specialists, doctors, and well-trained paramedical staff plus a world-class infrastructure. Moreover, we have a record of independently conducting path breaking surgeries such as the first 'Split & Auxiliary Liver Transplants' and the first surgery involving 'Bowel Auto-Transplant' in India. We have also performed the first 'Memocath Stent Implant in the Ureter in South India, the first 'Custom Template Cranioplasty' using 'Rapid Prototyping' and the first 'Laparoscopic Radical Prostatectomy' for Prostate Cancer in Tamil Nadu. We always ensure to make our treatment affordable and accessible. We believe, there's no 'last stage' - only a brighter tomorrow.

CENTRES OF EXCELLENCE

ANAESTHESIA & PAIN MANAGEMENT | CARDIOLOGY | CARDIO THORACIC & VASCULAR SURGERY | CRITICAL CARE & TRAUMATOLOGY | PULMONOLOGY | COSMETOLOGY & PLASTIC SURGERY | GASTROENTEROLOGY & LIVER DISEASE | SURGICAL GASTROENTEROLOGY | LAPAROSCOPIC & MINIMAL ACCESS SURGERY | BARIATRIC SURGERY | NEUROLOGY & EPILEPTOLOGY | NEUROSURGERY | ORTHOPAEDICS & JOINT REPLACEMENT | SPINE SURGERY | NEPHROLOGY & DIALYSIS | UROLOGY | INTERNAL MEDICINE & CRITICAL CARE | ENDOCRINOLOGY & METABOLIC DISEASES | POLYTRAUMA | STEM CELL THERAPY | MULTI ORGAN TRANSPLANTATION (LIVER, PANCREAS, HEART, LUNG, KIDNEY, BORN MARROW) | ONCOLOGY

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HOSPITALS & HEALTH CITY
more to life

CHENNAI | Hyderabad | Bengaluru | Mumbai | Kolkata

www.globalhealthcity.net

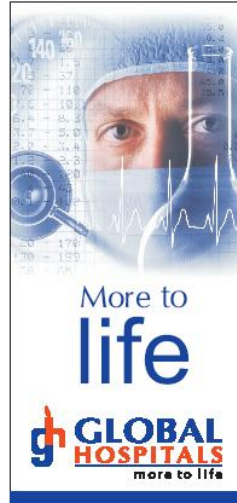
439, Cheran Nagar, Perumbakkam, Chennai-600 100. Phone: +91-44-2277 7000 Fax: +91-44-2277 7100

Corporate Diary 2011

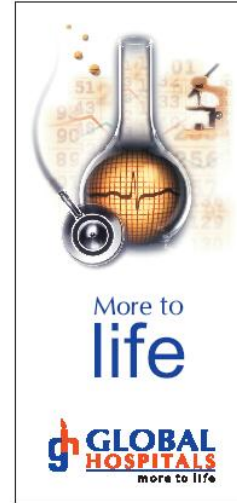




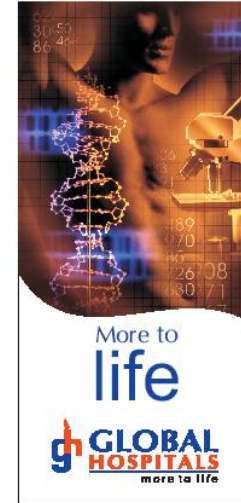
1



2



3



4

W: 35 X H: 75 Feet

THE BEST NEED TO BE WITH THE BEST

Global Hospital Group is the fastest growing tertiary care hospital chain in India, renowned for its multi-specialty healthcare services. With cutting-edge medical technologies, the Hospital boasts of India's largest Multi-Organ Transplant Centre, and India's and the world's best doctors in a range of disciplines from Cardiology to Multi-Organ Transplantation and Stem Cell Research. With over 9 hospitals and 2000 beds including tertiary care facilities in Hyderabad, Chennai and Bengaluru, Global Hospitals is currently the 3rd largest hospital group in the country, and is rapidly expanding its presence to other cities across the country.

A world-class tertiary care facility is all set to open shortly in Mumbai, while plans for similar facilities in Kolkata, Bhubaneswar and Delhi are in full swing. To fuel its rapid expansion plans, the Group is looking for Consultants to join them at their new Hospital in Mumbai and other Global Hospital facilities across the country, and become part of one of the finest medical institutions in India, continuously delivering more to life.

We are looking for CONSULTANTS in the following Specialties:

Liver Transplant Surgery

- Liver Transplant & HPB Surgery
- Hepatology & Transplant Hepatology
- Paediatric Hepatology

Medical Gastroenterology & GI Surgery

- Minimal Access Surgery – Bariatric Surgery
- Gastroenterology and Therapeutic Endoscopy
- Colorectal Surgery
- Upper GI Surgery

Neurosciences

- Neurology
- Neuro Intensive care

Emergency & Trauma care

- Trauma Surgery

Orthopedic & Joint Replacement

Internal Medicine, Critical care & Anesthesiology

Urology

- Urology & Kidney Tx

Nephrology

Oncology

- Surgical Oncology
- Medical Oncology
- Radiation Oncology

Hematology/BMT

Heart & Lung

- Cardiac Surgery & Heart Transplant
- Interventional Cardiology
- Electro-physiology
- Pulmonology / Lung Transplant

Transplant Pathology

Infectious Diseases

Clinical Pharmacology

Clinical Nutrition

We are looking for highly qualified and experienced professionals having a Post-Graduate qualification (FRCS/MRCP or any equivalent qualification) with a minimum of 6 years of experience to join our team. Interested persons can email their resume, clearly specifying the city in which they would like to work to:

Dr. K. Ravindranath
MS, FRCS (Edin), FRCS (Glasg)
drkravindranath@globalhospital.net
tulasi@globalhospital.net



www.globalhospitalsindia.com

Bring back
the child in you.



Play more!

Have a Happy and
Healthy 2011



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HOSPITALS
more to life

www.globalhospitalsindia.com

Healthcity Campaign

Healthcity for real.



The all-in-one multi-super specialty healthcare center.

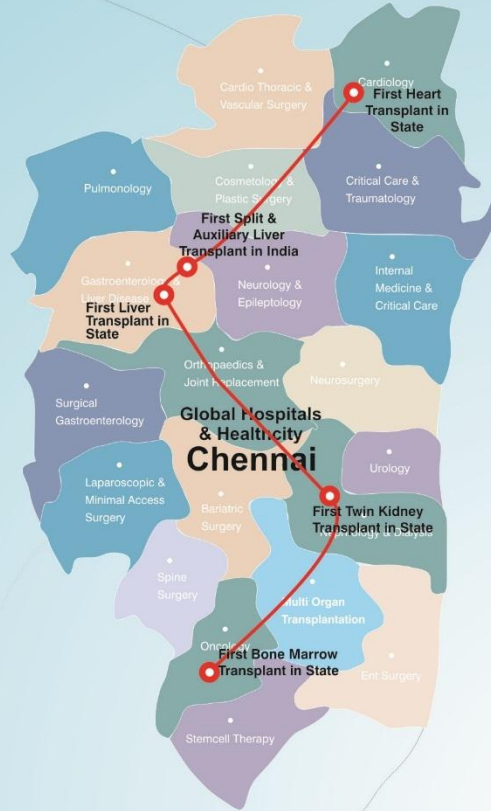
Global Hospitals & Healthcity, Chennai, an all-in-one huge facility, is the first and foremost referred name in multi-super specialty healthcare. Our internationally reputed doctors, highly qualified paramedical staff, cutting-edge medical technologies and a trail of noteworthy achievements, attract patients from all across Asia. Living up to our reputation, we have performed the first Split and Auxiliary Liver Transplant in India and more. This gigantic 1000 bed facility, located on a sprawling 21 acre campus has one of the largest ICUs with more than 100 beds dedicated to various specialties. Poised to become the largest Multi-Organ Transplant Centre in India, Global Hospitals & Healthcity, Chennai is an icon of life.

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Healthcity for real.



Milestones that made it India's leading multi-super specialty.

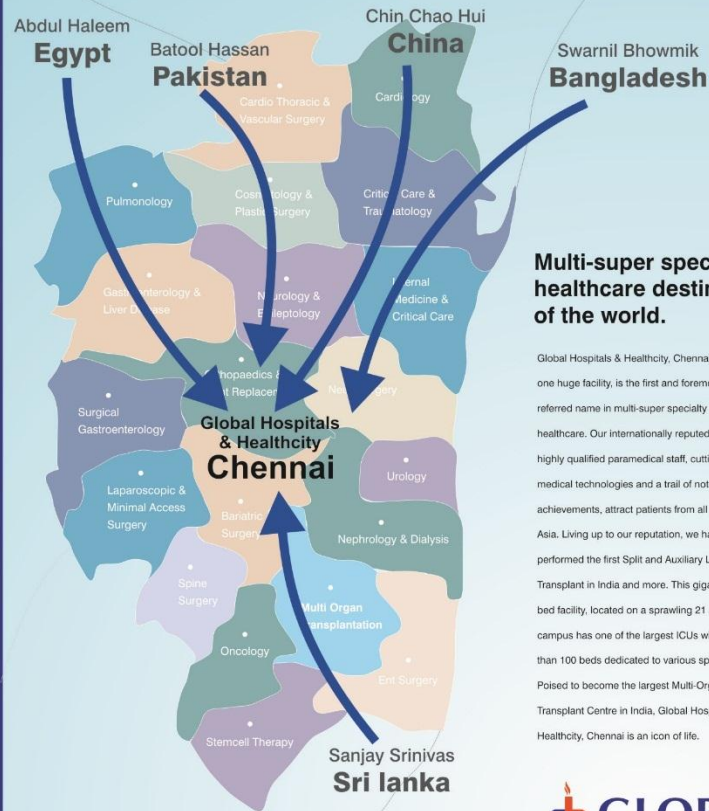
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Healthcity for real.



Multi-super specialty healthcare destination of the world.

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A complex split liver transplant and Himani's world never stopped.



For simple to complex procedures, the Institute of Liver, Pancreas Diseases & Transplantation at Chennai's largest tertiary care multi-specialty Health City, is where miracles happen. Himani, a 21-year old who was suffering from chronic liver disease and has been bed ridden for 5 years. Until a complex split liver transplant procedure, she is going to get married in a few months.

With cutting-edge medical technologies and internationally acclaimed team of doctors, our liver transplant programs have given hope to thousands suffering from end-stage liver diseases. The Institute of Liver, Pancreas Diseases & Transplantation is headed by the world-renowned liver transplant surgeon, Prof. Mohamed Rela, who has performed over 1300 liver transplants, including India's first successful Split & Auxiliary Liver transplant.

Key features:

- ◆ Largest centre for Liver Diseases & Transplantation in the country
- ◆ Largest dedicated centre for Paediatric Liver Diseases & Transplantation
- ◆ Dedicated centre for Cancers of Liver & Pancreas
- ◆ Over 100 transplants performed in just a year
- ◆ Largest Cadaver transplant program in India
- ◆ The largest 110-member team of - Liver Surgeons, Hepatologists, Liver Anesthetists, Liver Intensivists

Just like Himani, for many, their worlds will never stop.



Global Hospitals & Health City, Chennai
21 acre campus \ 1000 bed capacity \ 120 dedicated ICUs

For more information call:

044- 2424 2424

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HEALTH CITY
more to life

CHENNAI | Hyderabad | Bengaluru | Mumbai | Kolkata

A living donor kidney transplant and the friends' worlds never stopped.



For simple to complex procedures, the Institute of Nephrology at Chennai's largest tertiary care multi-specialty Health City, is where the impossible become possible. The donor's kidney was retrieved through minimal access surgery and implanted into the patient. Ravi and Hari, the donor and the recipient, now have gotten back to their normal lives.

The Institute of Nephrology has performed the first Memocath Stent Implant in the Ureter in South India and is the pioneer in Renal Transplantation, both in Live related and Cadaveric Donor programs. The institute has also performed the first SHK (Simultaneous Heart and Kidney) Transplant in India.

Key features:

- ◆ First to perform Laparoscopic Radical Prostatectomy (key hole removal of Prostate) for Prostate cancer in Tamil Nadu



Global Hospitals & Health City, Chennai
21 acre campus \ 1000 bed capacity \ 120 dedicated ICUs

- ◆ Removal of Renal and Ureteric stones under one roof along with minimally invasive procedures for all urological cancers
- ◆ 'Fast track' or 'One stop' clinics for evaluation of Haematuria (blood in the urine) or Prostate problems
- ◆ State-of-the-art dialysis facilities along with all modality of CRRT performed on a daily basis
- ◆ One of the few Liver dialysis centers in the world providing MARS, DFPP, FPSA, etc.
- ◆ Multidisciplinary Kidney transplantation unit available 24x7

Just like Ravi and Hari, for many, their worlds will never stop.

For more information call:

044- 2424 2424

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An emergency Percutaneous Transluminal Coronary Angioplasty and Ramu's world never stopped.



For simple to complex procedures, the Advanced Heart, Lung & Vascular Institute at Chennai's largest tertiary care multi-specialty Health City, is where prayers are answered. Ramu suffered a sudden cardiac arrest, after which he underwent an emergency PTCA, in a record time. Just after 45 minutes, he was back to normalcy.

The Advanced Heart, Lung & Vascular Institute is one of the most reputed centres in India for providing cardiovascular care of international standards. It is credited with performing India's first combined Heart and Kidney transplant. It also has the distinction of performing more than 18,000 radial procedures, one of the highest in the country.

Key Features:

- ◆ State-of-the-art ICUs, non invasive laboratories and transplant theatres

- ◆ Performed rare surgeries including Minimal Invasive Bypass Surgeries and complex beating heart surgeries with excellent success rates
- ◆ First in India to have the world's most advanced Flat Panel Cath Lab and also expertise in Chronic Total Occlusion Intervention (CTOs)
- ◆ Cardiothoracic surgery team performed the highest number of Minimal Invasive bypass surgeries in the country
- ◆ Specializes in Closed & Open heart surgery, Beating Heart surgery, Valve replacement and Repair of complex congenital heart defects

Just like Ramu, for many, their worlds will never stop.



Global Hospitals & Health City, Chennai
21 acre campus \ 1000 bed capacity \ 120 dedicated ICUs

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CHENNAI | Hyderabad | Bengaluru | Mumbai | Kolkata

An accurate diagnosis, a brain surgery and little Viveka's world never stopped.



For simple to complex procedures, the Institute of Neurosciences and Spinal Disorders at Chennai's largest tertiary care multi-specialty Health City, is where prayers are answered. Two year old Viveka had an unusual growth in the brain, which gave her seizures every ten minutes. After the right diagnosis and surgery, Viveka leads normal life, and will soon start school.

The Institute of Neurosciences and Spinal Disorders was the first to conduct Custom Template Cranioplasty (reconstruction of skull defects) using Rapid Prototyping Technology in Tamil Nadu. Competent stalwarts of the field with sophisticated equipments and technology, have successfully carried out complex procedures like Transphenoidal Surgery for pituitary tumor and spinal fusions for congenital traumatic disorders.

Facilities and strengths:

Neurology:

- ◆ Comprehensive Epilepsy (Fits) care and 24/7 Continuous Video EEG monitoring
- ◆ Stroke (Brain attack) treatment

- ◆ Neurologic clinics for headache, vertigo and neuromuscular disorders

Neurosurgery:

- ◆ Microsurgery for brain tumors and Neuro endoscopy surgeries
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- ◆ Aneurysm coiling, carotid artery stenting and arterial thrombolysis

Spine:

- ◆ Key hole disc surgery, Spine Arthroplasty and Artificial Disc Replacement

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Minimal Invasive Campaign

Bypass Surgery has a new meaning...

No cutting of chest bones. Very small incision.



Minimal Invasive Surgery
for multiple vessels
first time
in Andhra Pradesh

Now, Minimal Invasive

Super Speciality is all about bypassing the ordinary. That's what the Doctors at Global Hospitals have achieved... They are the first to perform **Minimally Invasive Direct Coronary Artery Bypass Graft for multiple vessels in Andhra Pradesh**, at 'The Institute For Complex Heart Diseases in Global Hospitals'. Its advantages over conventional Bypass Surgery are many, with Global Hospitals achieving a 100% success rate.

Advantages of Minimal Invasive Surgery

- ◆ Requires a very small incision of 5 cm to 6 cm (traditionally 20 cm to 25 cm)
- ◆ Lower risk, less infection rates
- ◆ Discharge in just four days
- ◆ Getting back to normal life much faster
- ◆ Minimal post operative scar mark

The Institute For Complex Heart Diseases specializes in:

- ◆ Complex Beating Heart Bypass Surgery
- ◆ Endoscopic Vein Harvesting
- ◆ Minimal Invasive Valve Replacement Surgery
- ◆ Heart and Lung Transplantation
- ◆ Complex Cardiac Interventions: Angioplasties, Device closure
- ◆ IVUS-guided Cardiac Catheterisation - first in Andhra Pradesh
- ◆ Chronic Total Occlusion / Left Main Diseases
- ◆ Stem Cell Therapy
- ◆ And now, Minimal Invasive Surgery for multiple vessels performed for the first time in Andhra Pradesh

Emergency Heart Care

- ◆ 24X7 Cardiology Care
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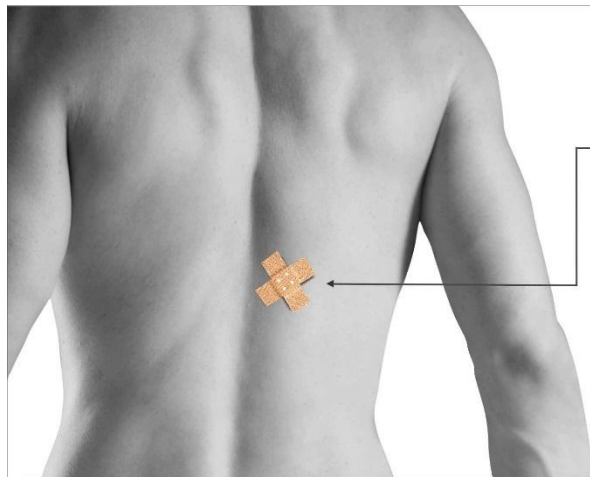


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Spine Campaign



INTRODUCING

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- ◆ Discharge within 24 hrs
- ◆ Back to normal life in less than 2 days*

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*Subject to clinical correlation



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Whether
to go for a
Spine Surgery
is a big
question mark.





Lighter school bags for a healthy spine

Large and heavy backpacks, if not carried using the correct technique, can cause spinal problems in children at a later stage. Here are a few tips to keep in mind while choosing and carrying a school bag.



Size of the pack should be proportionate to your body frame.



Exercises help to strengthen the muscles in the back and neck thereby protecting you from injury.

- Make sure the pack has two thick, padded straps along with a waist strap for added lumbar support.
- It's important to make sure the backpack feels comfortable to you and the straps can be adjusted for a tight fit.
- Everything is too much. Remember, to pack only what is needed.
- Always use both straps and adjust them snugly on your shoulders.
- Organize the pack so that the heavy items are closest to your back. Use smaller compartments to help store loose items and distribute the weight evenly.
- If you feel any pain in the back or the neck, see a specialist immediately.
- Ask for a second set of books – one set for home and the other to be left at school. Another cost effective option is to make photocopies of the week's chapters at the library.

Healthy diet for a good spine

- ♦ Milk and dairy products ♦ Green leafy vegetables ♦ Cod liver oil
- ♦ Egg yolks ♦ Liver ♦ Fish ♦ Calcium and Vitamin D supplements

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Resolve to take care of your spine today.



Early Prevention

As a youngster, your day is packed with a whole lot of activities. But it's vital that you keep in mind certain basic spine care tips, that will help you stay active and healthy forever. These include the right postures for your day to day activities.

Taking Stand

Let's resolve to prevent Spine-related problems by maintaining the right posture.



Stretching

Instead of stretching to reach for things kept in high places, use a stool or ask an elder.



Lifting Objects

Hold the object close to your body. Ask for help if the object is too heavy.



Sitting

In the classroom, sit straight and closer to the back of your chair. Ensure that your hips are at a lower position than your knees which will support your lower back.



Carrying

Distribute the weight in both hands. Avoid carrying more than 5 kg at a time.



Sleeping

When you sleep half of your body weight is transferred on your spinal column. Place a firm pillow under your knees while sleeping flat out and place a firm pillow between your knees while lying on your side so that the weight is distributed.

Standing

Keep one foot a little forward and knees slightly bent, which will reduce the pressure on your lower back.

Healthy diet for a good Spine

- Milk and dairy products • Green leafy vegetables • Cod liver oil
- Egg yolks • Liver • Fish • Calcium and Vitamin D supplements

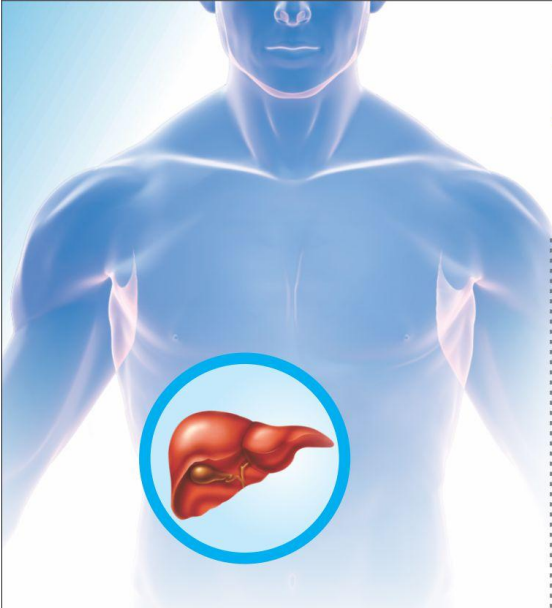
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Liver Campaign



Don't neglect your liver.

Several factors can affect your liver.
Understand these factors and protect your liver.

A healthy liver leads to a healthy body. The liver performs hundreds of functions that are required to maintain a good health. So, it's very important that you take good care of the liver. The first step towards better liver care is understanding the many habits and viruses that could affect it. Viral infections, lifestyles and habits, could cause irreversible harm to the liver.

- ◆ Hepatitis B & C are viral infections that can cause Liver Cirrhosis.
- ◆ Excessive alcohol leads to Liver Cirrhosis.
- ◆ Uncontrolled Diabetes can cause fatty liver condition.
- ◆ Excessive junk food and a sedentary lifestyle can also cause fatty liver.

- ◆ Self medication can permanently damage the liver

Never neglect the signs of liver disease -

- ◆ Yellow eyes
- ◆ Swollen feet
- ◆ Bleeding in the digestive system
- ◆ Bleeding nose and gums

In case you notice any of the above symptoms, go for an immediate liver checkup.

A healthy lifestyle and timely vaccinations against Hepatitis will go a long way in better liver health. Routine liver checkups is the best way to combat liver diseases.

Get your liver checked today. **Call: 80087 61000**

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Press Conference

A **LIVER** UPDATE



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- ◆ First centre in India with Liver Dialysis facility
- ◆ Largest Liver Unit in the country having qualified Liver Surgeons and Hepatologists
- ◆ Liver Anaesthetists and Liver Intensivists
- ◆ Global is one of the largest centres to perform complex Liver Surgeries
- ◆ For the first time in India, Global Liver Transplant Team performed Cadaver Liver Transplant Surgery for Metastatic Liver Disease
- ◆ For the first time in India, a dedicated centre for Cancers of Liver & Pancreas



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**A LIVER
UPDATE**



Bariatric Campaign

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01/01/2008

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Hepatitis



But are you safe from HEPATITIS?



Today is World Hepatitis Day, yet another reminder to protect yourself and your family from Hepatitis virus. It's a virus that you can't afford to ignore. Hepatitis can cause acute and chronic infection and inflammation of the liver, leading to cirrhosis and liver cancer. But there's hope, you can protect yourself from Hepatitis and its ill effects by getting vaccinated. Yes, that's all it takes.

For a Hepatitis screening and vaccination, call: 98787 65443



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World's most comprehensive centre for Liver & Pancreas Diseases and Transplantation.

As World Hepatitis Day approaches on 28 July 2011, communities across the globe, spearheaded by the World Health Organization and World Hepatitis Alliance, are being called to arms to encourage the prevention, diagnosis and treatment of Hepatitis.

A Silent Threat

Hepatitis is the inflammation of the liver, resulting in liver cell damage and destruction. **After tobacco, Hepatitis is the second most preventable cause of cancer. Approximately 2 billion people worldwide are affected by the disease with the majority being in the developing world, primarily in Asia.** The tragedy is that the symptoms of Hepatitis are only seen at a later stage, usually when it is too late to successfully intervene and treat.

HEPATITIS...

- Affects 2 billion people worldwide
- Kills 1.5 million people every year
- Kills 100,000 Indians every year



Dr. K. Ravindranath
MS, FRCS (Edin), FRCS (Glasgow)
Chairman and Managing Director, Global Hospitals Group

Targeting the Youth

Infants and young children are most prone to the disease, which spreads easily through contact with blood or body fluids and is

Understand Hepatitis.

Save your liver. Save your life.

50 to 100 times more infectious than HIV. In industrialised countries, transmission mainly occurs amongst the adult population via contaminated needles and unprotected sexual contact. However, in developing countries such as India, Hepatitis is transmitted primarily from mother to child through pregnancy and nursing or from child to child through cuts and scratches.

Children affected by Hepatitis are more likely to develop chronic diseases such as cirrhosis or liver cancer. Hepatitis is acute when it lasts less than six months and chronic when it persists longer.

Approximately 1.5 million people die from Hepatitis every year. In India, it is estimated that 100,000 people die annually due to illnesses resulting from the Hepatitis virus, specifically Hepatitis B.

“Hepatitis constitutes a major global health risk with over 2 billion people affected worldwide.”

Identifying Hepatitis

Although many different viruses can inflame the liver, this is generally a secondary



Immunization is the best way to prevent Hepatitis.

symptom. When doctors speak of viral Hepatitis, they are referring to the disease caused by specific viruses which primarily target and inflame the liver. When the liver is inflamed, it cannot perform its detoxifying functions well, which results in the problems associated with Hepatitis, most notably nausea and queasiness.

There are several Hepatitis viruses distinguished by types A, B, C, D and E. As knowledge of Hepatitis viruses grows, it is likely that this list will continue to grow. The most common Hepatitis viruses are types A, B, and C. **All types of Hepatitis are manageable, if not completely curable, with early detection and proper treatment.** Unusual symptoms which may seem unimportant in the beginning could be a strong case for Hepatitis. If uncertain, check with your doctor.

The Way Forward

The World Health Organization recommends routine immunisation of children. Over 100 countries have adopted a policy of immunising all infants with Hepatitis B vaccine with



A nutritious diet helps in the treatment.

positive results across the globe. It is believed that the Hepatitis B vaccine provides indefinite protection with only a single booster vaccination required after 5 years.

Early treatment and vaccination can protect you and your family from this deadly virus and its ill effects.

QUESTIONS & ANSWERS

What are the symptoms of Hepatitis?

Some people affected with Hepatitis show no visible symptoms of the disease. For others, the most common signs of early onset Hepatitis are mild fever, headaches, muscle aches, fatigue, loss of appetite, nausea and diarrhea. Symptoms occurring at later stages of Hepatitis include dark-coloured urine, pale bowel movements, stomach aches and jaundice.

What do the different types of Hepatitis mean?

- Hepatitis A (attributed to a virus called HAV) is caused by the intake of contaminated food or



Infected mother passes the virus to the baby during delivery.

water. While it causes inflammation of the liver, it does not lead to a chronic illness and most affected people have a full recovery.

- Hepatitis B (HBV) is spread by contact with an affected person's blood or bodily fluid. Hepatitis B also inflames the liver. However, the effects may last much longer resulting in chronic illness and possibly cancer.



Prof. Mohamed Rela
MBBS, MS, FRCS Edin, UK
Head, HPB and Liver Transplant Surgery, Global Hospitals Group.

“All types of Hepatitis are manageable, if not completely curable, with early detection and proper treatment.”

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Why is the liver important?

The liver is responsible for purifying the blood by converting harmful chemicals into chemicals which are easily utilised or excreted by the body. The liver also provides storage for sugars, fats and vitamins until they are needed elsewhere in the body. To remind you of its importance, World Liver Day is held annually on 19 April.

Is Hepatitis preventable or curable?

Yes, Hepatitis is preventable with the appropriate vaccines and awareness of its transmission. It is curable if detected early and properly treated. If uncertain, check with your doctor.

EXPERTS SAY DON'T NEGLECT YOUR LIVER!

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Advertorial

Healthier Heart Campaign

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Day Challenge!
for a healthier heart 

**21 days of practicing healthy habits
and getting rid of bad ones
get you closer to a healthier heart.**

29th September is **World Heart Day**
Begin your journey towards a healthy heart.



CHALLENGE

21

You can do it!

21 days of healthy living

Healthy heart begins with doing little healthy things everyday. Doing simple things will make a big difference to your heart. It's been proven that a 21-day period is all you need to get rid of a bad habit or get used to a good one. Take the 21 day challenge. And get a healthier heart.

- 👉 21 days of no smoking
- 👉 21 days of eating greens
- 👉 21 days of low salt diet
- 👉 21 days of walking every morning
- 👉 21 days of 5 helpings of fruits
- 👉 21 days of stress-free living

Yes, begin your 21-day journey today.

29th September is **World Heart Day**
Begin your journey towards a healthy heart.



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Global Hospitals, renowned for its cutting edge and high-end work in the area of Cardiology & Cardio Thoracic surgery, is working towards spreading awareness about a healthy heart. As the World Heart Day approaches, Global Hospitals reinstates the need for an active lifestyle and a healthy diet for a good heart.

So, let this World Heart Day on the 29th of September, be a reminder for all to prioritize, what really matters – Our Heart. Let's take a silent oath to keep our hearts healthy. And work towards a healthier heart everyday. Just a few lifestyle changes, will go a long way. This together with regular heart checkup, is the way towards a healthier heart. Let's start this healthy journey.

-  21 days of no smoking
-  21 days of eating greens
-  21 days of low salt diet
-  21 days of walking every morning
-  21 days of 5 helpings of fruits
-  21 days of stress-free living

29th September is **World Heart Day**
Begin your journey towards a healthy heart.



Yes, begin your 21-day journey today.



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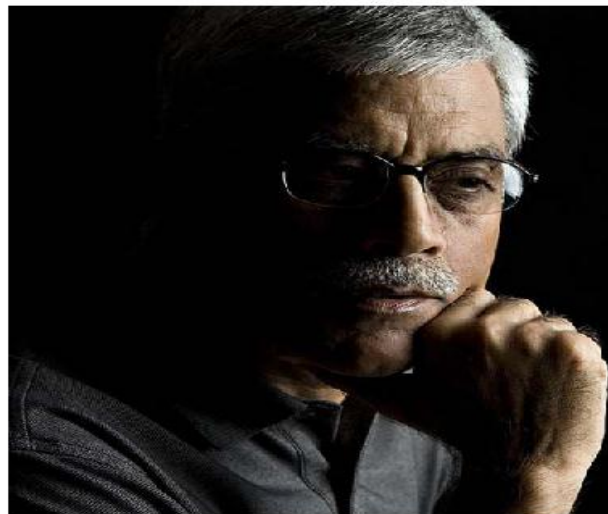


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Option 2

Size A3

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पश्चिम प्रदेश का मुख्यालय चित्तौड़गढ़ में, 38 मरीजों को हैजा होने की पुष्टि की गई है।

कालरा के 6 प्रकरण मिले

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HEALTH CHECK

Cholera	14	79	118
Diarrhoea	4,449	6,024	4,863
Typhoid	593	600	344
Other diseases	2,226	3,427	1,579

Waterborne diseases on rise; roadside food could do you in

5 test positive for cholera in Shimla

According to the West Punjab, State Surveillance Officer for Integrated Disease Control, Shimla, 5 test positive for cholera in Shimla.

सोलापुरात का

300 जगाना लामा

53 diarrhoea cases ring alarm bells

Threat of epidemic looms large in flood-hit villages

Cholera exists everywhere.

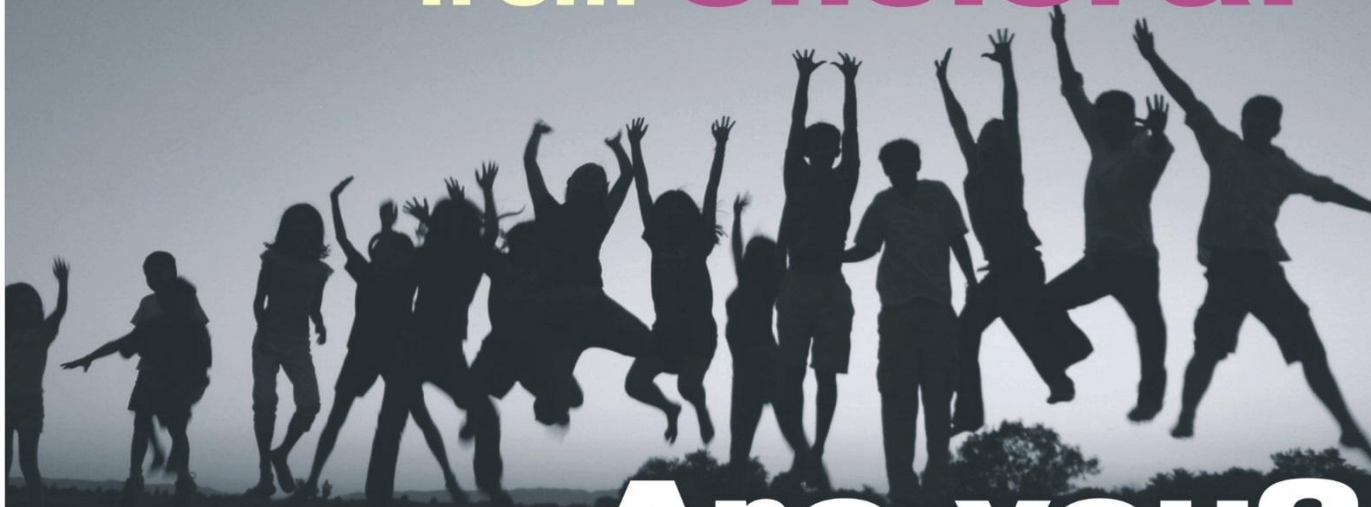
Prevention of cholera is possible through an oral vaccine.

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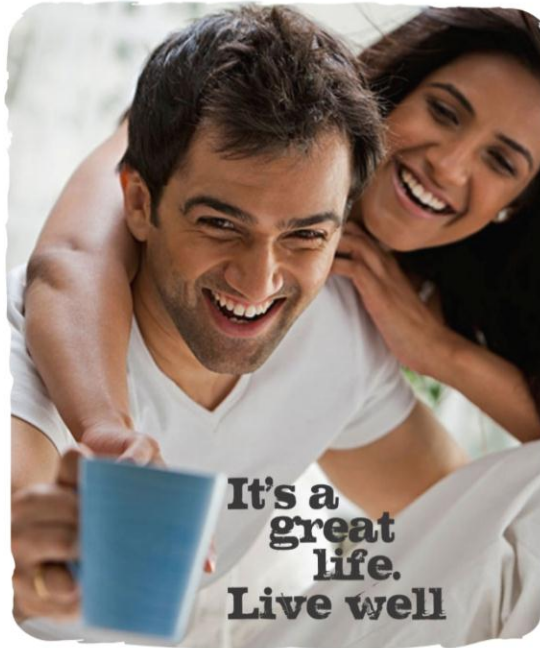
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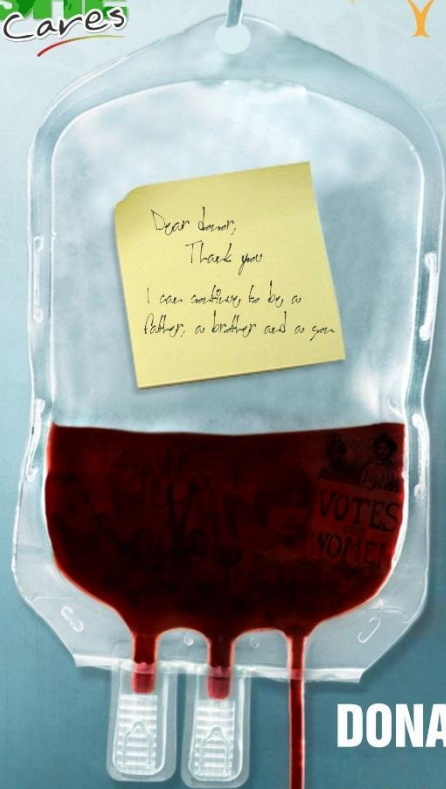
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