



क्योंकि, आपको स्वस्थ देखना चाहते हैं हम...

India's Most Trusted and Quality Certified Pathlab

FRANCHISE GUIDE



क्योंकि, आपको स्वस्थ देखना चाहते हैं हम...

India's Most Trusted and Quality Certified Pathlab

REDDYS PRESENTING

INTRODUCTION TO FRANCHISEE MODULE

STEP TOWARDS A PROSPEROUS PARTNERSHIP

SUPPORT@REDDYSMEDICARE.COM

WWW.REDDYSMEDICARE.COM



Why Healthcare?

In India, the medical diagnostic industry accounts for almost 10% of healthcare sectors' revenues.

With the growth in income and health insurance coverage, there is an increasing demand for better healthcare services among the growing population of the country. The sector's growth will be driven by the country's growing middle-class, which can afford quality healthcare. Healthcare diagnostics is growing at the rate of 15-20 per cent per annum. The major driver is the growing population burden and the dual burden of chronic lifestyle disease along with the earlier communicable disease and dependency on diagnostic for all treatments.

Due to this pandemic, the most crises are testing of the virus. It's creating a huge demand for diagnostic centres in our areas. If we can involve ourselves in this business, we can achieve our goals easily.



In India, the majority (70-80%) of medical treatments are based on laboratory diagnostic tests, thus making it one of the most promising sectors in the healthcare industry.



Why Reddys Medicare?

For several years, Reddys Medicare has been a trusted name in the medical community and among patients. We have the technology to back millions of tests on an annual basis. These tests range from basic examination to complex diagnoses of diseases. The medical services market is extremely competitive and within this surging market, Reddys Medicare is a recognisable name when it comes to developing and implementing lab diagnostic technologies. We have world-class laboratories in Jharkhand and our franchise is available for purchase.



Mission , Vission & Core Value

Our Mission

The patient's needs are our foremost priority, and we aim to offer them high-quality pathology services, meanwhile building a relationship of trust with them. We strive to become one of the leading diagnostic pathology centres in the country.

- To provide the best and most affordable diagnostic services to our patients.
 - To make preventive and predictive diagnostic services available to everyone.
 - To deliver accurate and precise reports and expand our reach.
- It is our mission to offer high-quality pathology services with patients' needs as our foremost priority whilst building and maintaining trust with them.

Vission

We strive to become one of the leading pathology centres in the area and the goal to expand our services in some very significant ways puts us at the bleeding edge of diagnostics.









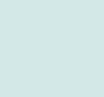

Core Values

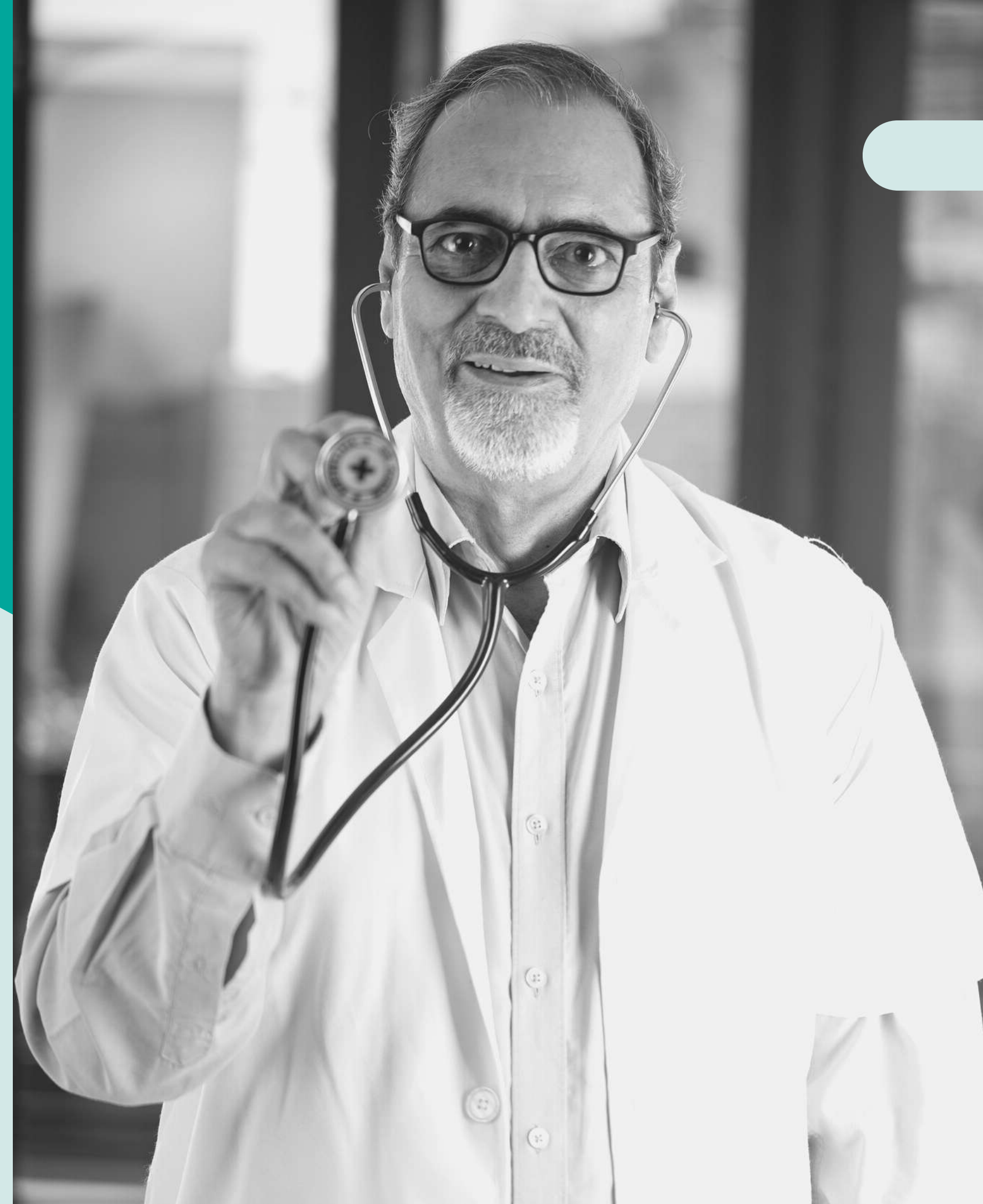
SOLIDARITY - Working together with patients and building relationships based on cooperation and understanding.

INTEGRITY - Maintaining honesty and transparency and implementing best practices.

EXCELLENCE - Achieving the highest standards of quality in the services we offer and in our day-to-day functioning

Our Credibility

-  16 years of experience
-  25 million + accurate test reports
-  35+ centres in 9 cities
-  Online consultation over the call
-  Free home service
-  Great team of a qualified and experienced team members.
-  State-of-the-art Laboratory equipment
-  NABL & CAP-accredited labs.



TAMIL NADU

- Nilgris Ooty Road, Charing Cross Ooty, Zip-643001
- Villupuram Trichy Main Road, Near Anand Hospital, Zip-625012

ANDHRA PRADESH

- Rajmundary Near Shree Krishna Clinic, Prakasam Nagar, Rajamundry. Zip-533103
- Chittor Near CMC Vellore, Tiwari Ramapuram Chittor Road, Zip-51002

HYDERABAD

- Auragaaad City Centre, Near Inox Tapadia. Zip-431003

MAHARASHTRA

- Kolapur Near Ove Bakery, Collector Office, Nagala Park, Zip-416003

MADHYA PRADESH

- Indore Near Bombay Square Hospital Zip-452010
- Bhopal Near Rajshree Hospital, MP Nagar, Zone-ii

CHHATISGARH

- Raipur Rishav Complex, Ground Hoor, Malviya Road, Zip-492001
- Durg Near Jindatt Automobiles Rajendra Park, Zip-491001
- Near Jabalpur Hospital, Old Bastar Road. Zip-494001

BIHAR

- Siwan Ear Ram Centre, Pal Nagar, Zip-841226
- Madhubani Shankar Chowk, Ward no-4, Zip-847211
- Saanvi Health Care, Madhopur Bazar, Deoghar-
Chakai Road, Madhopur Zip-811303

BANGALORE

- 563, 464, 465/2 A Sri Vinayaka HBCS, LYT,
Nagarbhavi, Zip- 560072

JHARKHAND

- Godda Adani Power, Motia, Zip - 814133
- Near Sadar Hospital, Deoghar - 814112
- Deoghar Near Purandha Pool, Zip - 814112
- Near New Bustand, Deoghar - 814112
- Opp. Near Care Hospital, Kumharpara, Dumka - 814101

- Deoghar Rita Kunj, Shiv Bihar Colony, Tiwari Chowk Zip - 814112
- Godda Mahavir Nagar, Hospital Road Near Sadar hospital, Zip - 814133
- Near Orchid Hospital, H.B road, Lalpur, Ranchi-834001
- 4th Floor Anand Complex, H.B road, Lalpur, Ranchi-834001

Our Partnership Module

Our FOFO model for Master satellite lab is available only for those, who are:-

- Enthusiastic
- Courageous
- Goal oriented
- From strong financial background
- Experienced in healthcare industry
- Interested in contributing in the growth of healthcare facilities in Region

Business Model

FOFO:
Franchise Owned
Franchise Operated

Franchise is the owner of the business

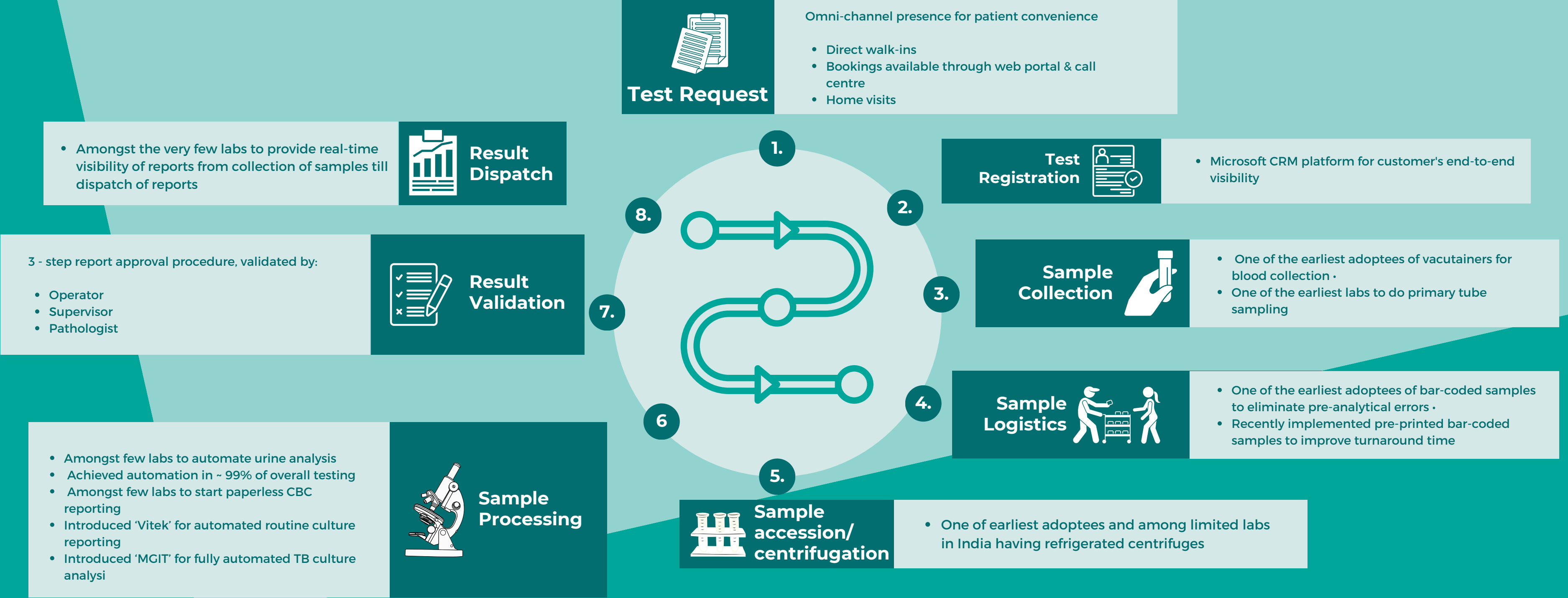
The franchise invests in setting up a standard centre.

The franchise employs the staff.

The franchise is required to be involved in the operations of the centers.

Reddys Medicare provides all technical, marketing and sales support.

Processes created to attain accurate Diagnosis



Our Satelite Lab

Our mother laboratory consists all the departments:

Pathology-

- Hematology
- Biochemistry
- Clinical pathology
- Serology
- Immunology
- Microbiology
- Molecular Microbiology
- Cytology

Radiology-

- Sonography
- Mammography
- Cardiac scan
- Endoscopy
- AUDIOMETRY
- PFT



Our preferred equipment to meet our quality standard services



AutoDELFIA
(Dual, Triple & Quadruple Markers)



ARCHITECT ci8200 - Abbott
(Fully Automated Biochemistry
& Immunoassay Analyser)



Phadia 250 - Thermo Fisher
(Allergy)



Sebia Minicap Flex piercing
(For Protein Electrophoresis
& Immunotyping)



EVOLIS Twin Plus - Bio-Rad
(Automated ELISA)



BD SurePath -
Liquid Based Cytology
(Cervical Cancer Detection)



Cryostat Microtome -
Medimeas
(Histopathology)

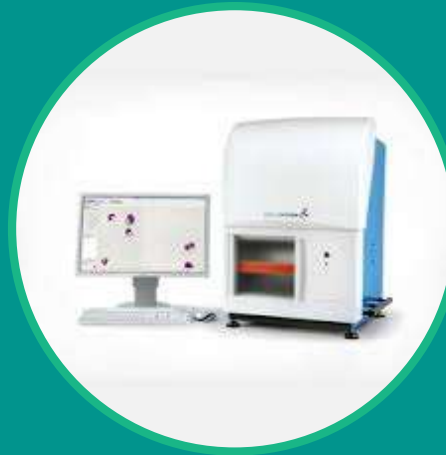


Linear Multi Slide
Autostainer - Medimeas
(Histopathology)

Our preferred equipment to meet our quality standard services



DxFLEX - Beckman Coulter
(Flowcytometry)



CellaVision DM1200
(Automated Hematology System)



Ortho AutoVue - J & J
(Automation in Blood Grouping,
DCT & ICT)



ACL Elite Pro - Coagulation



Bactec MGIT - BD
(Gold Standard for TB Diagnosis)



Bact/Alert 3D - BioMérieux
(Blood Culture)



**Vitek - 2 - Bacterial
identification & antibiotic
sensitivity - BioMérieux**



COBAS 8000 - Roche
(Fully Automated Integrated
Biochemistry &
Immunoassay Analyzer)

Our preferred equipment to meet our quality standard services



Affinity - Philips
(Sonography)



Mammomat 3000
- Siemens
(Mammography)



Variant II Turbo - Bio-Rad
HPLC (Gold Standard for HbA1C
& Hb Electrophoresis)



QuantStudio 5
(RT-PCR Analyser)



Lunar Prodigy - GE
(BMD)



CFX 96 - Bio-Rad
(RT-PCR Analyser)



ECG machines
- Philips & GE



UF 5000 - Sysmex
(Urine Automated Analyzer)



COBAS TaqMan
Analyzer - Roche
Molecular Diagnostics (Gold Standard
for HIV, HBV & HCV Viral Load Testing)

Our preferred equipment to meet our quality standard services



Vitros 5600



Vitross 4600



Beckman coulter Au480



**Beckman coulter
Au760**



**Beckman coulter
DXi 600**



**Beckman coulter
DXi 800**



BIORAD D10



TOSHO AIA360

-
- A hand points to a hexagonal grid of icons representing Industry 4.0 concepts. The icons include a cloud, gears, a lightbulb, a Wi-Fi signal, crossed wrench and screwdriver, silhouettes of people, a factory, a microchip, a head with gears, an '@' symbol, a person on a bicycle, a truck, and a lightbulb. The text '4.0' is prominently displayed in the center, and the word 'Service' is written on one of the hexagons. The background features a faint, stylized network diagram.



25M+ tests were conducted with utmost professionalism.



4M patients served with complete care.



44 centres across India.



3,500+ test are offered in pathology including All departments.

Talent + Technology = Precise Diagnosis



53

PATHOLOGIST



27

RADIOLOGISTS



29

CARDIOLOGISTS
PHYSICIANS



736

PHLEBOTOMIST



4-6M

ANNUAL
CUSTOMER
WALKING



1500

HEALTHCARE
PROFESSIONALS



790+

LABS AND
PARTNERED
HOSPITALS



3089

TOTAL STAFF



NABL

ACCREDITATIONS



36500+

MONTHLY
HOME VISIT

Best testing platforms from:



Our Corporate Business Clients :



Health ki Guarantee



VIVANTA



adani



Brand-Building & Lead Generation



Newspaper Insert

Local Supplements and newspaper inserts



Outdoor Media

Hording and Banners



Brand Activation

Camps at residential societies and corporate offices.



PR

Event based Activity



Direct

SMS Campaigns, Email marketing



Lead generation

Google, Social Media, Website & Application.



Others

Sponsoring B2B or B2C events, advertising on apps and cross promotional tie ups with various media houses.

brand



Marketing support by Reddys Medicare



- Opening shortly banners.
- LBL (leave behind literature) for doctors, patient educative material (leaflets & brochures)
- Newspaper inserts (50,000 qty.)
- Or branded gift vouchers for doctors and other healthcare professionals.]
- Marketing material (banners, standees, leaflets etc.) for society camps.
- Promotional support for society camps.
- Introductory gift hampers for doctors at the time of launch to aid relationship building.
- Visiting cards (creative only)
- Creative for all brand and marketing campaigns.

NOTE : We are very much focused on traditional sources of laboratory business as well as we are concerned about our corporate activities and clients for a great business.

Operational Responsibilities



FRANCHISEE

- Rent of premise
- Staff salary
- Admin expenses like, electricity, water and internet.
- Lead generation- B2C (business to customer and B2D (business to Doctors)
- Maintenance of the centre.
- Over all maintenance as per reddys medicare standard format.



REDDYS MEDICARE

- Call centre & customer support.
- Technical Support- Medical and IT.
- Hiring and Training of Staff.
- Doctors supports.
- Document supports.
- Supply of clinical material for phlebotomy.
- Stationery like report paper, SRS, RCS, TRF, reference pads etc.
- Logistic movement of samples
- Sales Support- Doctor visit with franchisee & technical discussion.
- Doctor connect programs like QCM/CME etc.
- Government compliance
- Contracting of biomedical waste clearing agency.



We assure our business partners to reach the break-even-point in approx 3 to 4 years and make the investment 3x in just 7 years.



Customer Accessibility:



E-Mail

SUPPORT@REDDYSMEDICARE.COM



Phone

8448441006



Contact for enquires & operations.

1. Mrs. Soni Jaiswal
HR & Operations Manager [Eastern Zone]

☎ 8235454971

2. N Bharti

Director, Ranchi Zone

☎ 8252382524





क्योंकि, आपको स्वस्थ देखना चाहते हैं हम...

India's Most Trusted and Quality Certified Pathlab

Thank You

Thanks & Regards,
Team Reddys Medicare