



## **HCG to extend its novel hub & spoke cancer care network model across eastern region, plans foray into Bangladesh**

### ***Mulls franchising and M & A route to extend reach across tier I & tier II cities***

**Kolkata , March 6, 2009:** HealthCare Global Enterprises Ltd . (HCG), south Asia's largest cancer care network, has chalked out an ambitious growth strategy to reach the neighbourhood of cancer patients across the eastern region through its unique hub and spoke cancer care network model. Also it plans to foray into Bangladesh through partnership with local hospital groups.

HCG mulls various options - including green field projects, merger & acquisition and franchising route - to extend its reach across tier I & II cities in the eastern region. It has earmarked around Rs 50 crores to fuel its geographical expansion plan and equip these centres with state-of-the-art-equipment including Image Guided Radiation Therapy [IGRT] equipment with CT-on-RAILS [ARTISTE] , linear accelerators and digital mammography, for comprehensive cancer care .

Addressing media here today **Dr. B S Ajai Kumar** , Chairman & CEO, HCG, said, "HCG's vision is to take comprehensive cancer treatment to the doorstep of patients on a pan-India basis through our novel "Hub and Spoke" model and make cancer treatment accessible to all segments of the society. Foraying into eastern region by setting up a string of dedicated oncology centres would revolutionize the way cancer care is provided in this region".

According to him HCG is keen to make Kolkata its eastern regional hub with its Centre of Excellence located here. We are in advanced stage of negotiations with potential partners and would ink an agreement very soon. Likewise, he said HCG has identified partners in Siliguri and Guwahati and after due diligence would appoint these entities as dedicated franchise partners .

Dr. Ajai also announced that HCG would **foray into Bangladesh through strategic alliance** with a local hospital group. The alliance would enable HCG to offer comprehensive oncology services its local partners' patients in Bangladesh and also bring them to India for providing high end oncology treatment at its Centre of Excellence in India. All oncology related services at Bangladesh would be offered under the HCG brand .

HCG has recently brought to India the world's first whole body robotic radiosurgery system - **CyberKnife** . It will offer this facility at its headquarters at Bangalore, and has special **packages for the people of West Bengal** who wish to avail the most advanced radiation therapy available in the world today. Patients can get more details by writing to us at [info@cyberknifeindia.com](mailto:info@cyberknifeindia.com) or calling 1800 425 6626.

**Dr. Somorat Bhattacharjee** , Head-Medical Services, HCG Group, said, “ Taking inclusive cancer care to the hinterlands is high on our agenda and the fact that we have 16 centres spread across the country reflects our commitment. HCG is keen to penetrate the eastern region and provide quality ethical treatment at an affordable cost. ”

Besides expanding geographically, HCG would strive to install state-of-the-art equipment at these centres that would facilitate patients to get specialized treatment under the supervision of highly qualified & experienced doctors. Also he added given the complexity of cancer treatment patients could pick & choose the bouquet of cancer care available at HCG network centres based on their condition & geographical location.

#### **About HCG:**

HealthCare Global Enterprises Ltd. (HCG), South Asia's largest cancer care network, currently owns & manages a network of 16 state-of-the-art cancer treatment centres across India. HCG focuses on the entire value chain in cancer care from diagnostics to high end imaging services to cutting edge research and clinical trials. It has a vision to provide high quality, affordable and comprehensive cancer care to all segments of the society. HCG's business model has been validated by PE & VC funds and a few of these entities have also invested in the company. Bangalore Institute of Oncology (BIO), the flagship of HCG, was set up almost two decades ago by Dr. B S Ajai Kumar who had then just moved back from the US and was the first dedicated comprehensive cancer centre in the private space. For more details log on to [www.hcgoncology.com](http://www.hcgoncology.com)

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