



Press Release for immediate publication:

HCG declares war against cancer; launches “Sarva Cancer Chikitsa Yojana”

- ✓ **Dr. A. P. J. Abdul Kalam dedicates CyberKnife to nation**
- ✓ **HCG earmarks Rs 400 crore towards Capex, extending reach to 40 centres including 4 overseas**
- ✓ **Mulls translational research & strategic alliances for cancer drug /vaccine development**

Bangalore, August 28, 2009: HealthCare Global Enterprises Ltd. (HCG), south Asia’s largest cancer care network, in the presence of former President of India, **Dr. A P J Abdul Kalam** and Chief Minister of Karnataka, **Mr B S Yeddyurappa**, resolved to wage war against cancer. On this occasion HCG launched its ambitious “**Sarva Cancer Chikitsa Yojana**” with an agenda to conquer the disease by making early diagnosis an important tool and taking advanced modern cancer care treatment modalities to the masses, with its extensive network of 17 centers across India.

Realizing the magnitude of the fight, HCG is willing to explore the public private partnership (PPP) model both at the State and National level. The oncology major is talking to various State Governments and also non-Government organisations to make cancer treatment accessible to all segments of the society. Further HCG, which has implemented innovative financing options for cancer care on a trial basis, is all set to launch it on a national scale.

A pioneer in launching the hub & spoke model and bringing contemporary technology to treat cancer, HCG is looking at various options to expand its network to 40 centres within the next 3 years with presence in 4 overseas locations. On its radar are greenfield projects / merger & acquisition / franchisee model that would enable it to penetrate into tier II and tier III towns. It has earmarked Rs 400 crores for its expansion plans including Rs 50 crores overseas investments.

Hailing the initiatives of HCG, **Dr. A P J Abdul Kalam**, observed, “It is heartening to note that HCG has embarked on a mission that would help the masses to fight the burgeoning problem of cancer. Given the high incidence of cancer, and the new threat it poses, we have a humongous task and the need of the hour is a PPP model. Since the Government alone may not be able to take on this mammoth challenge, it should come together with organizations like HCG to achieve the goal”.

Dedicating CyberKnife (the world’s first and only whole body non-invasive robotic radiosurgery system), the former President said, “I understand this equipment offers patients new hope and this technology is a big step forward in conquering the disease. It is commendable that technological advances in high end cancer care are brought to the common through “Sarva Cancer Chikitsa Yojana” and innovative financing options mulled by HCG could play a pivotal role in making it affordable”.

Presiding over CyberKnife Centre inauguration, **Mr B S Yeddyurappa**, said, “It’s very commendable that HCG has mooted the “Sarva Cancer Chikitsa Yojana” and the PPP model to wage war against cancer. Our Government would support these initiatives and ensure timely good quality care reaches patients across all socio-economic strata of the society near their home towns. Hon’ble Minister for Medical Education, Karnataka, **Mr Ramachandra Gowda** and Hon’ble Energy Minister, Karnataka, **Mr K S Eshwarappa** were the guests of honour.

Commenting on the ambitious initiatives of HCG, **Dr. B S Ajai Kumar**, Chairman & CEO, HCG, said “As an oncology leader in south Asia we are committed to take the fight to its logical end in the region. War against cancer is the need of the hour as this disorder is threatening to become the number one killer by 2012. More People are dying of cancer than TB, diabetes, malaria, combined. At present we don’t have a strategy to face this challenge as a nation. The problem is only going to exacerbate, more so with over a billion population and changing lifestyles. “Sarva Cancer Chikitsa Yojana” is a response to this threat.”

Outlining HCG’s strategy Dr Ajai said, “We believe that an integrated approach, starting with early as well as proper diagnosis; staging; appropriate treatment leveraging the best technology; strategic alliances for cancer drug /vaccine development and basic /stem cell / translational research, would pave way for managing cancer in a personalised way for a better outcome and achieving our goal of “living with cancer” a reality.

Further, he added this strategy would be supported by our hub & spoke model that would ensure that affordable cancer treatment reaches out to masses in their neighbourhood, more so because cancer requires a prolonged treatment over many months or even years. Our Centres of Excellence in each region would serve as the nodal point, while the HCG Tumor Board consisting of specialists drawn from HCG’s network provides deep insight into treatment protocols on a case-to-case basis with telemedicine playing a key role. Our pan-India telemedicine centers will expand further to Bangladesh, Africa and Sri Lanka. This would be supported by our pioneering telephysics and teleimaging facilities.

About HCG:

HealthCare Global Enterprises Ltd. (HCG), South Asia’s largest cancer care network, currently owns & manages a network of 17 state-of-the-art cancer treatment centres across India. The oncology major 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. A physician led initiative, HCG was founded by Dr. B S Ajai Kumar along with a group of doctors who shared the vision to meet the great unmet demand in cancer care. Since inception HCG has been pioneering the hub & spoke model to reach the needy in their neighbourhood. HCG’s business model has been validated by PE & VC funds and a few of these entities have also invested in the company. For more details log on to www.hcgoncology.com

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