



POWERFUL

DR BATRA'S[®] HEALTHCARE

TREADING THE NOBLE PATH

Soon after receiving his medical degree in homeopathy in the year 1972, Dr Mukesh Batra, Founder and Chairman Emeritus, Dr Batra's™ Group of Companies was offered the post of a lecturer in a medical college with a lucrative pay package. However, a first-generation entrepreneur & second-generation homeopath, Dr Batra found his true calling in working with the underprivileged at a charitable clinic. The man with a golden heart worked across the slums in Mumbai to

extend the healing touch of homeopathy to those who could not afford medical fees.

BUILDING THE BRAND

In 1982, when he finally decided to open his own clinic in Mumbai, many banks refused to give him a loan as homeopathy was considered a risky business to invest in back then due to its unorganized nature. However, that did not stop him, and in course of time he opened three clinics in Bangalore, Baroda & Mauritius. The rest is history! Today, the brand is spread over 225 clinics in 130 cities in India, London, UAE and Bangladesh, 350 doctors, over 1 million patients treated so far, personalized product brands (60 SKUs), over 76 franchisees, a media house that publishes India's first homeopathy and lifestyle magazine and a training academy for doctors. For his efforts in revolutionizing homeopathy across the world, Dr Batra has been honored by the President of India with



the Padma Shri, one of India's highest civilian Awards.

'Healing People, Changing Lives' is a philosophy that is lived by the Founder Chairman and all employees of this esteemed organization. To achieve this goal, two very important aspects are 'Reach' & 'Impact' – the key drivers of this medical institution. With a monthly reach of 3 lakh people through their products and services, they aim to grow it to 10 lakh in the next 2-3 years. Having treated over a million patients globally in the last 15 years, their larger vision consists of extending their healing touch to one crore patients by the year 2020. After all,



a healthy individual equates to a healthy family and ultimately a healthy society.

SERVING THE UNDERPRIVILEGED

Built on the premise "Together we can make the difference we wish to see", Dr Batra's™ Foundation, the CSR arm of Dr Batra's™ Group of companies, has positively impacted the lives of over 50,000 patients through free homeopathic treatment at 168 free clinics in 117 cities. The Foundation

touches many lives through its pledge to treat 1 lakh underprivileged people for free this year. Apart from healthcare, it also extends its support in the areas of nutrition & education. Last year, it reached out to over a lakh children through Annamrita's mid-day meal program under the initiative 'Feed a Child'.

Established in the year 2001, the foundation was a gift by the great visionary Dr Mukesh Batra to himself on his 50th birthday and through its ideal of 'Creating wealth to share wealth' the self-sufficient body sustains with 1% profits of the organization, and voluntary involvement of employees & vendors by contributing 1% of their earnings. The larger vision of the foundation in future is 'one for one treatment' i.e., for every patient who comes in for paid treatment, another one who cannot afford will be offered free treatment.

QUANTUM LEAPS

- Established world's first computerized homeopathic clinic 35 years ago
- Started blister packing of medicines 35 years ago
- Established world's first cyber clinic 21 years ago