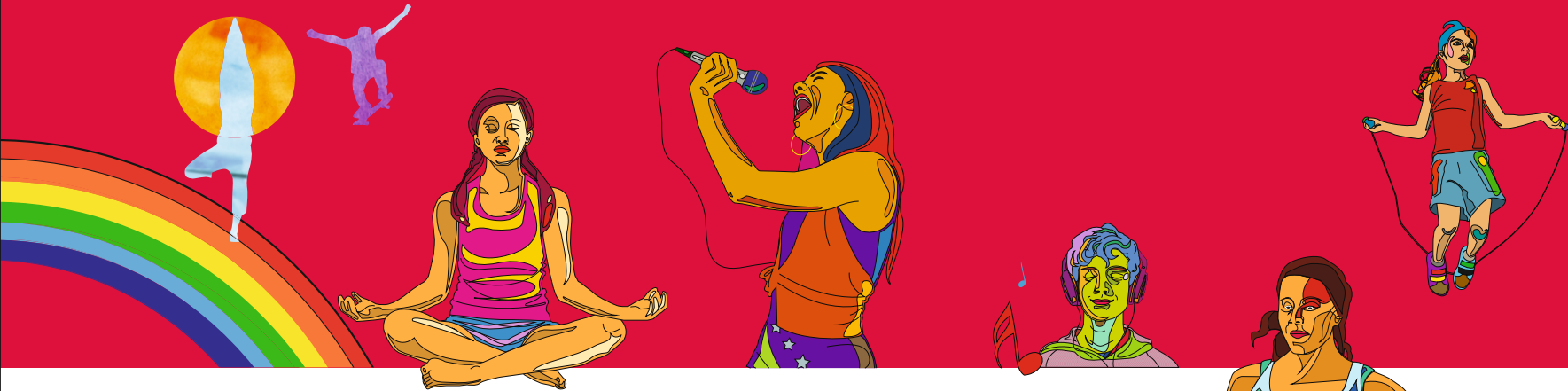


BILLION HEARTS BEATING

CAMPAIGN AGAINST HEART DISEASE



The trend was first observed among Indians in the late 50s. Over the ensuing years, heart disease has spread stealthily to become India's biggest killer. And more alarmingly, India has become the heart disease capital of the world. Unfortunately, not much has been done since then to reverse the trend.

It is estimated that Indians are nearly four times more susceptible to heart attacks than Caucasians. Among urban Indians, incidence of heart problems is 12%, while it's just 5% in the USA. (Wait a minute, isn't junk food more popular there?)

SOMEONE HAD TO TAKE THE LEAD; APOLLO HOSPITALS DID

Apollo Hospitals, which has been at the forefront on various medical innovations in healthcare, took the lead in drawing attention to the biggest health problem the country is facing. On the 28th of April 2010, we launched, Billion Hearts Beating; a long-term sustainable movement towards a heart-healthy India.

The Billion Hearts Beating Foundation actively promotes heart health across the country by creating awareness about heart disease and providing workable solutions to prevent and overcome it.

TAKE THE FIRST STEP, TAKE THE PLEDGE

We started by encouraging people to take a first step, making simple promises that would be relatively easier to keep, like delaying the first cigarette of the day, keeping one's cool in traffic, and playing more with the family pet. This resonated well with people, easing them into adopting heart health as a way of life.

These, in turn, evolved into the five pledges of heart health.

"The problem of heart disease in the country has reached epidemic proportions. This should never have happened, as the risks pertaining to heart disease can actually be

addressed. We don't deserve to be called the 'Heart Disease Capital of the World'. We will take the first step to fight the problem of heart disease in India."

Dr Prathap C Reddy
Chairman, Apollo Hospitals Group



THE SIMPLE 5 SOLUTION

Billion Hearts Beating addresses the risks associated with heart disease through the 'Simple 5 Solution':

- ♥ GET ACTIVE
- ♥ EAT HEALTHY
- ♥ BEAT STRESS
- ♥ QUIT SMOKING
- ♥ GET A REGULAR HEALTH CHECK

A GREAT START FOR THE HEART

On 28th April 2010, millions of readers of a popular newspaper in the country woke up to the launch of Billion Hearts Beating. Using a 360-degree approach (which included newspapers, billboards, television, radio, the internet and on-ground activation), we urged people to take the pledge at www.billionheartsbeating.com

The website championed the cause, providing the audience with an opportunity to act, not only in their own interest, but for their fellow citizens as well. It became a helpful tool for people to stay motivated on their personal journey towards a healthy heart. In a little over three years the campaign has become a huge success with over 3,50,000 Indians having pledged their hearts to a healthy lifestyle on the website.

AWARDS AND ASSOCIATIONS

BHB established an association with the Veena Foundation.

BHB won the EXCELLENCE Award in the Corporate Social Responsibility Project category of Hospital Management Awards 2013, Bangkok, Thailand.

BHB commemorated World Heart Day in association with Johnsons & Johnsons and organised the Happy Heart Fest. It was a nation wide celebration over 7 days with 5 celebrity crusaders.

BHB won the "Health Promotion Award" at the Asia Responsible Entrepreneurship Awards (AREA) 2012, hosted at Taj Palace, New Delhi.



THE WORLD HEART FEDERATION (WHF)

The World Heart Federation leads the global fight against heart disease and stroke, with a focus on low-and middle-income countries. BHB became an Associate National Member of this prestigious organization with the aim of uniting with the members of the Federation and fighting heart disease on a global level. This association helps us generate and exchange ideas, share best practices and advanced scientific knowledge with other members of WHF.

BILLION HEARTS BEATING & NCC

To celebrate World Heart Day in 2012, BHB along with Apollo Hospitals entered into a partnership with the National Cadet Corps (NCC). This initiative gave us the opportunity to reach out to the finest young people in the country - healthy, energetic,

eager and patriotic. The aim of this partnership is to make these cadets representatives of BHB who will help generate interest and spread awareness about heart health in the country.

As part of this initiative, cadets across the nation are being trained in necessary first aid skills, including Basic Life Support by Apollo's paramedic team. The one-year anniversary of this association was celebrated recently in Hyderabad.



BILLION HEARTS BEATING & AIESEC

For heart health to be successfully integrated into Indian culture and lifestyle, we must talk to the future of the country-the globally conscious college goers.

The best place to start was by associating with AIESEC, the world's largest youth-run organization. This significant step was taken with the intent to educate the youth of the country about the most important health hazard the nation is facing.

BHB @ WORK

A fun and interactive heart-healthy programme, BHB@Work was specially designed for working executives. The event featured experts from various fields delivering messages on our five action points. Employees who attended the programme were instilled with the need to amend their lifestyles to avert the potential risk of heart disease.

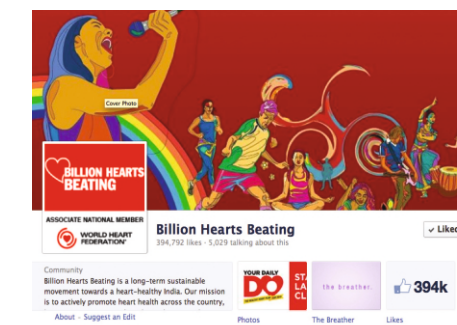
The pilot workshop was held in collaboration with United Colors of Benetton. Activities included a salad-making competition, trampolines and a push-up contest, among others. As a result, the employees of Benetton India

truly took home the message of heart-healthy living. Another significant landmark of this initiative was when VLCC came onboard with BHB as a Wellness Partner, exclusively for BHB@Work.

BILLION HEARTS BEATING @ FACEBOOK

On a daily basis we advise people on how they can make their hearts healthy by implementing the Simple Five Solutions; whether it's by giving them a healthy dessert recipe or by asking them to spend more time with their pets, we would like to believe that our presence on Facebook has made a difference to the 3,94,000 people who follow our page.

In addition to our regular posts, we celebrate important days in the year like Women's Day, Father's Day and World No Tobacco Day by developing strong campaigns that have garnered a lot of interest on our Facebook community.

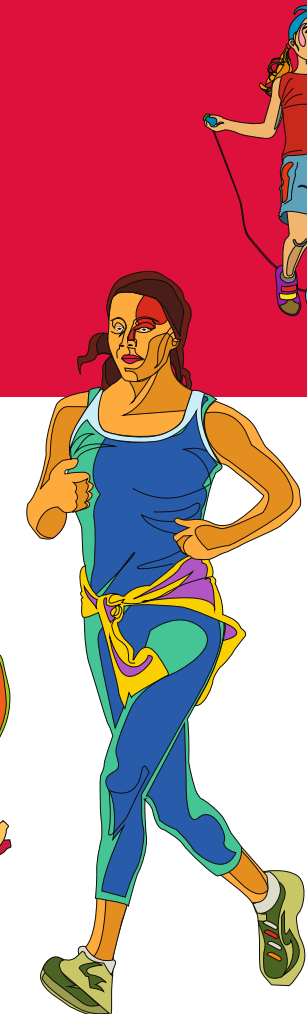


WE CAN'T DO IT ON OUR OWN

The fight against heart disease in India has only just begun. However, we can make it a winning battle.

Billion Hearts Beating has already given over 50,000 free Apollo health checks and has become a powerful, larger-than-life social movement that has genuinely made every attempt to help India win this fight. The bigness of the cause it is associated with, and the earnestness displayed in fulfilling its key purpose, is there for all to see.

However, like every cause, we need your support. We have some exciting plans for the heart healthy movement through which we can partner with like-minded people and organisations to ensure the message reaches everyone in this country. And every



one of them resolves to lead a healthier lifestyle.

What the fight against heart disease needs is not a one-off campaign, but a sustainable, long-term movement that educates and inspires positive action.

If you would like to be a part of the heart healthy movement in any way, be it donating funds, bringing the movement to your organisation or simply resolving to make you and your family heart healthy,

MAKE CONTACT

Visit us at:

www.billionheartsbeating.com

or email us at:

info@billionheartsbeating.com

