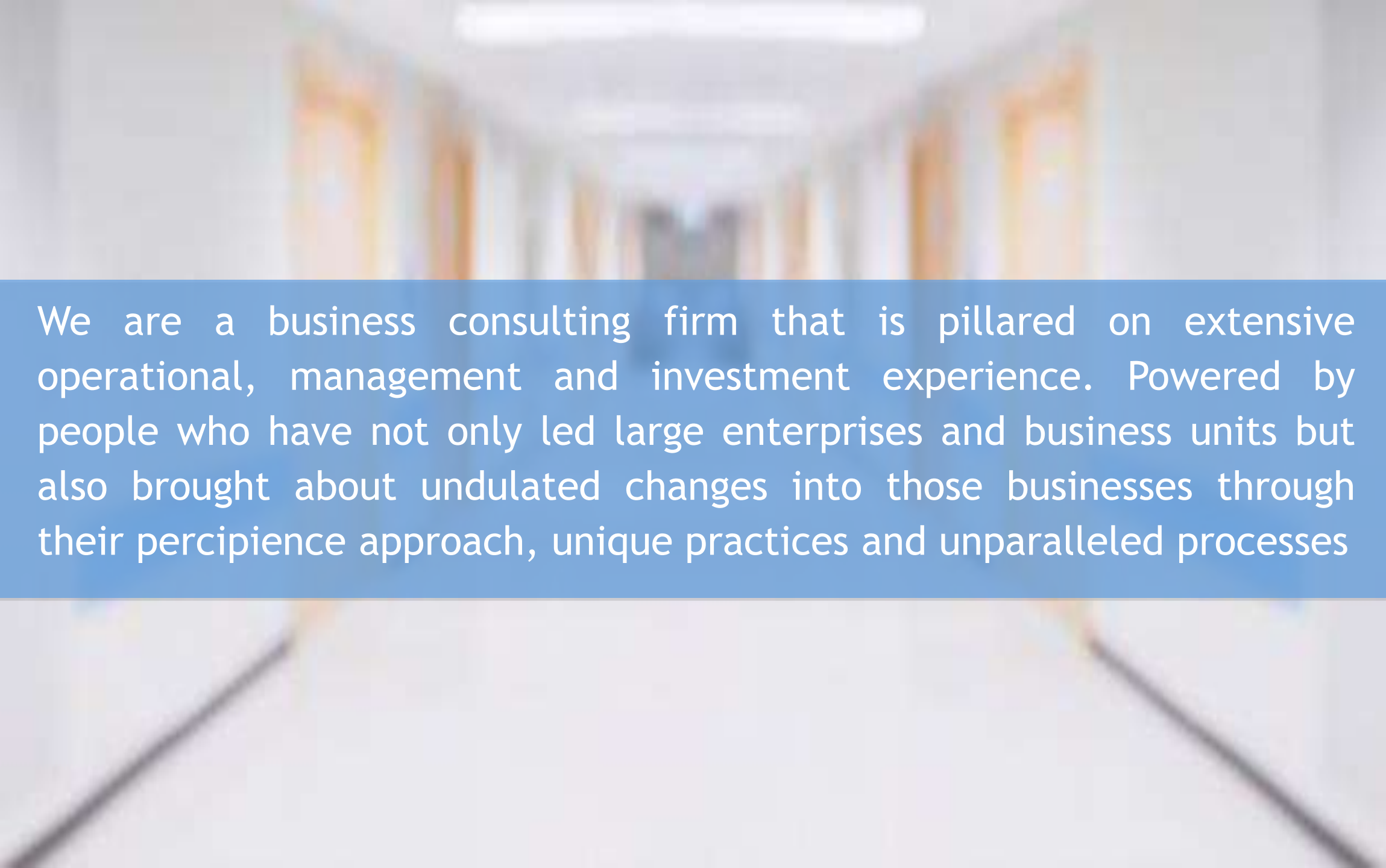


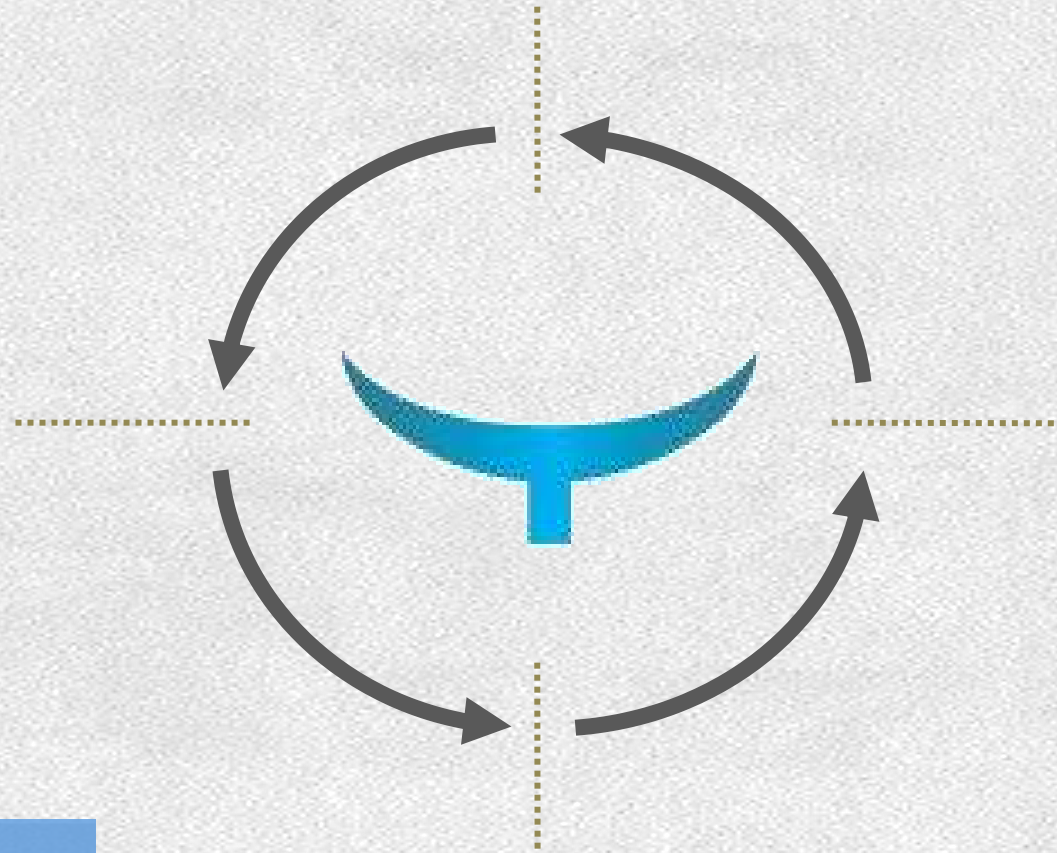
HEALTHCARE PRACTICE



THINK CAPITAL MANAGEMENT CONSULTANCY LLP



We are a business consulting firm that is pillared on extensive operational, management and investment experience. Powered by people who have not only led large enterprises and business units but also brought about undulated changes into those businesses through their percipience approach, unique practices and unparalleled processes



Our Vision

To assist dynamic and result-oriented entrepreneurs and business leaders, by devising robust strategies and interventions that are well aligned with their short and long term objectives and that cuts across functions, processes, systems and culture of any organization. To facilitate a 360-degree support and act as a catalyst in Business Transformation, Value Creation, Succession Planning and Diversification all encapsulated into a journey of creating “successful and scalable business venture” for our clients in Healthcare, Healthcare Delivery and Healthcare Technologies.

Changing Healthcare Dynamics

Consolidation

Healthcare is going through a consolidation phase. More regional hospitals are becoming part of national players and hospital management platforms have come to fore.



Specialty Healthcare

Moving from Eye Care and Dental Care; Cancer Care; Geriatrics Care, Renal Care and Transplantations are becoming focus areas



Health Insurance and Schemes

More impetus are being provided for healthcare schemes and insurance penetration has been increasing



Outreach

Large opportunities in the outreach programs with technology & connectivity being possible to the rural most population. Emergence of Ambulatory services for primary care



Digitization

Digital Healthcare, Consumer connectivity, Lifestyle programs, smart devices and predictive diagnosis / prognosis, AI driven analytics has been taking center stage for VCs



Quality Care

Larger impetus on cost, quality care, patient safety and hygiene, accreditations, etc. Certain parameters like PQI, IQI, PSI, JCI and PDI, ESG are being increasingly adopted.



Emerging Healthcare Services



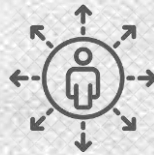
Where is the Gap



You have a brilliant idea in the healthcare domain, but you do not know how to go about implementing it



Your organisation has not grown to your satisfaction in scale, top line and bottom line



You are not being able to exploit the opportunity being presented by the business environment related to your core competencies



You are not being able to organise your operations for lack of experienced people or exposure to best practices in the industry



You are short of funding for what you think are viable projects, big or small,



You need your key management to align objectively with your vision and goals and need external facilitation to do so.



You are not at par or better than your competitors in your approach to market and thus are consistently losing market share



You are not being able to hire best clinical talents and names to grow your spectrum and business



You are not keeping pace with contemporary quality standards leading to undesirable feedbacks on clinical and paramedical fronts



You are losing out in your purchases in your organisation for the lack of knowledge of competitive pricing, and the processes to negotiate them



You are not being able to contain the losses and leakages in your system



You simply want the best-in-industry systems and practices in your organisation, with multi-functional performance parameters and review mechanisms

What is required

A holistic approach towards the healthcare practice is required to ensure sustainable growth, long term impact, better value creation and guaranteed scale. Assistance through strategy, operational assistance, introducing global processes and developing of performance indicators including introducing departmental expertise is critical for any organisational growth



Strong Business Model

A business model that is scalable, profitable, adoptable and with a focused approach to solve either a specific healthcare problem of a region or of a specific demography or of a specialised character is required to become a successful, fundable and a replicable business model



Adopting new tie-ups & technologies

The company should be receptive to adopt global standards either through tie ups, technologies or accreditations. Creating niche through newer trends and operations will help attracting customers, ensure scale and better throughput



Optimizing existing set up

Cash burn, discounting, higher customer acquisition cost, higher marketing and outreach programs have become a trend to achieve month on month growth on revenue and customers. However optimisation of existing set up through talent, process and unit optimisation is necessary for a long term growth



Revenue maximization & cost optimization

Better visibility on unit economics for each department, proper sourcing plan, better revenue mix, dynamic incentive and revenue structure for doctors and specialists, performance matrix and KPIs for each department. Further revenue maximisation through proper marketing, outreach programs and doctors CME programs and cost optimisation through better utilisation of existing resources have become necessary



Brand Building

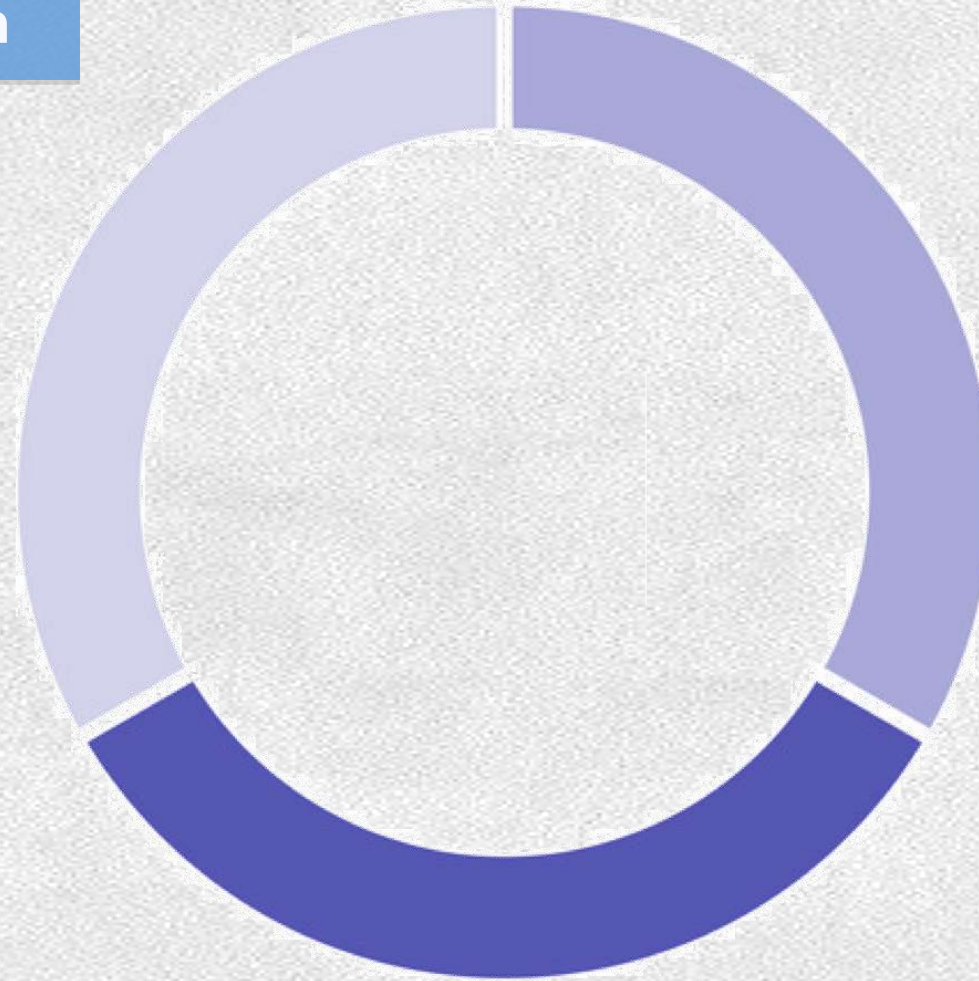
Brand building is an essential part of any organization if it needs to be known for its specialty or regional supremacy or even from the point of view of attracting talent, financial institutions, and investors. Brand building enables the organization to project itself to the world for its specialties, contribution, the impact that it has created in the particular region or field, etc., which ultimately helps improving equity value

Where do we come in

Intervention

We contribute to the organization and the business model through our interventions:

- Strategy
- Product portfolio
- Marketing and Branding
- Operational Efficiencies
- Roadmap to profitability
 - Talent optimisation
- Supply chain management
- Quality and Accreditations
- Technology Management
- Human Resource Management
- Infrastructure and Project Management



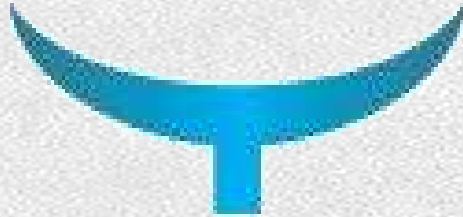
Performance

- We contribute through performance mapping in the form of periodic and scientific review system that eliminates human intervention and that can be used for back testing the objectives, the vision and the business model of the company.
- The performance mapping will cover finance, HR, operations, qualitative, quantitative and clinical data analysis, etc.

Financing

We contribute in the financing activity and assist in creating investment interest into the business model and organization. Through our interventions and performance matrix we ensure better value, visibility and investment attractiveness into the company and the project

Who we are



100+

Years of operating
experience

25+

Hospitals
Supported

15+

Global &
Technical Tie ups

~10 mn+

Customers
Addressed

10000+

Hospital Beds
managed

~USD 2 bn

Funds syndicated
and advised

We are a business consulting outfit that is pillared on collective experience of more than 100 years of top management professionals who have not only advised but also have managed leading hospitals, healthcare enterprises, pharmaceuticals and medical devices company. We take pride in being associated with Fortune 500 Global firms across varied sectors and functions

The team comes with a unique blend of operational, strategic, financial and managerial capabilities in the healthcare sector and have thus created profitable, scalable, replicable and innovative business ventures that have today become the country's leading brands from the point of view of Hospitals, Specialty Clinics, Diagnostic Centers, Medical Devices Company, Health Technology Company, etc.

Further, the team comes with sound investment background and funding experience and has worked closely with Private Equity Funds, Institutions, Investment Banks and Market Research Organizations

Due to our unique blend, we practice what we preach and thus are responsible to deliver what we have promised and we partake in the peak and troughs of the business life cycle and not just take consultant responsibility

We do not believe on working in Silos, thus through our efforts we bring in the length, breadth and depth of what it means to create a sustainable Business Model and a leading Healthcare brand

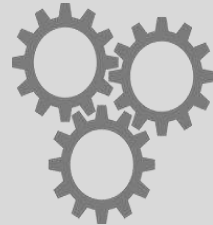
What do we do

Ideation



- Assit from ideation stage
- Help in business model evolution and validation
- Bring in experience, wisdom and network into the business
- Assit from designing aspects that goes well with the business model, culture, demography and brand essence
- Simulate business plan and projections for the project and work on financial planning for the project

Intervention and Performance Participation



- Bring in best operational practices and best technologies
- Optimize the existing team and identify best talents in the industry
- Assistance in sourcing, designing, marketing, digital campaign, go to market strategy, etc.
- Bring in world best SOPs, systems and protocols
- Optimise sales per unit, ALOS, ARPOB, Bed Utilisation rate, other performance parameters, etc.
- Bring best accreditation practices on infrasturcture, processes, etc.

Strategic Alliance



- Forge global partnership and alliances
- Devise JVs with global technologies pracices
- Strategic Investment strategies directly impacting value maximisation or cost reduction
- Formulate a long term business plan focusing on brand value creation, capital needs,unit economics, etc.
- Formulate Data Analytics, MIS strategies, and critical data points that will ensure efficiency

Big Bang Scale Up



- Assist in raising requisite capital (primary and working capital)
- Develop KPIs and KRAs
- Develop targets and scorecards
- Intiate strategic M&As, Divestiture, Hive offs on timely basis for better value creation

We understand and contribute through the length and breadth of consulting

Our Service Offerings

Business Development

- New product strategy
- New business channel
- Right product, talent and technology Sourcing
- New process development (revenue maximization)

Team Optimization

- Team building
- Team Training
- Talent identification
- Deriving efficiency and value maximization
- Package derivation at top level

Product Development

- Defining the existing product basket
- New product development (Value Added Products and Services)
- Vertical / Horizontal integration, etc.

Alliance on Strategy

- Business Insights basis the catchment
- Corporate structuring (long term plan)
- Growth strategy
- Joint Ventures and Strategic Tie-ups

Supply Chain Management

- Vertical Expansion
- Inventory management
- Better throughput
- Controlled costs on customer acquisition, etc.

Investment Banking

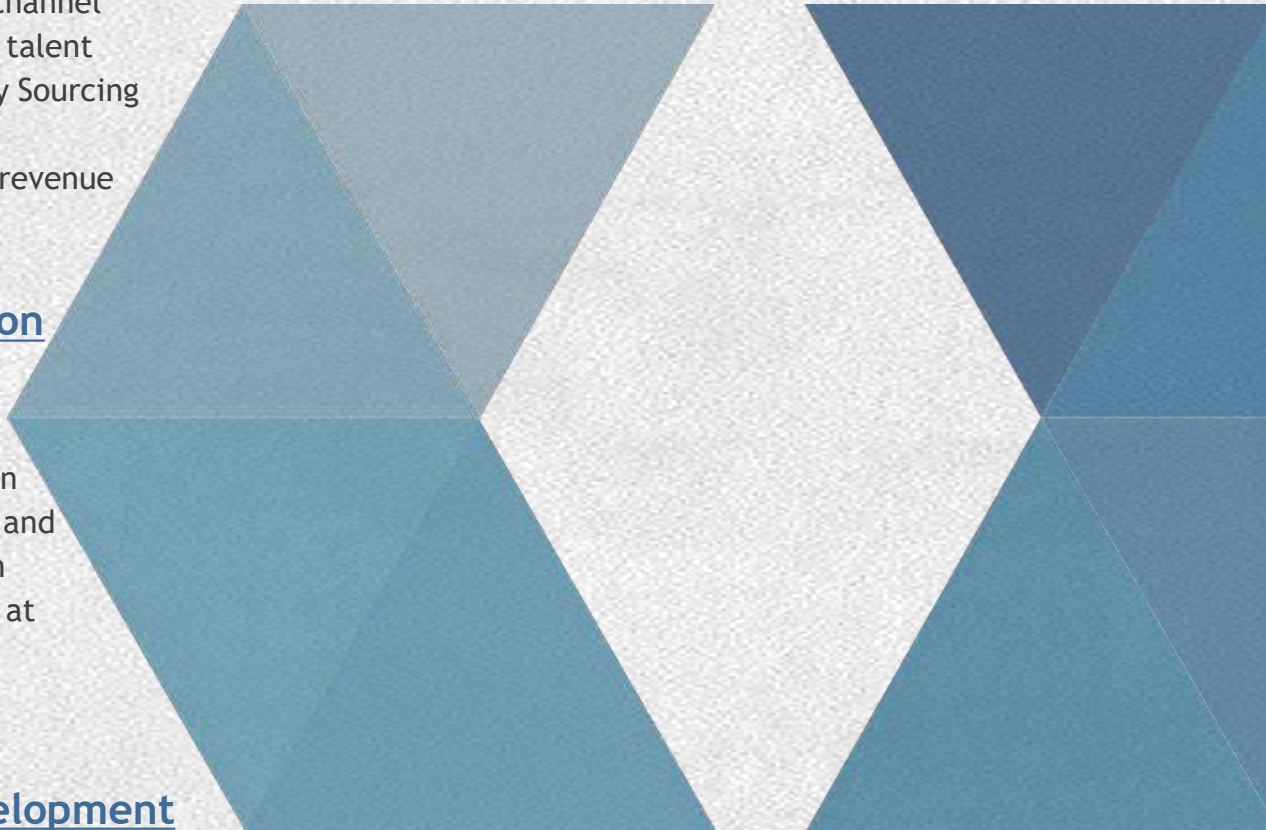
- Mergers & Acquisition
- Business Valuation
- Fund Raising
- Sale / Divestiture

Quality and Accreditation

- Best international practices and processes
- Customer loyalty through quality
- Talent acquisition and retention

P&L Management

- Cost optimization
- Revenue and profit maximization
- Sustainable debt and gearing





Team Profile

We boast of the best of industry and business experts who have not only created healthcare enterprises but also have supported fortune 500 companies.

We have been responsible for launching various healthcare units and enterprises.

We believe in operations and performance thus we are not consultants who provide roadmaps and strategy but we are a team that brings in more than 100 years of operational and management expertise.

Finally we believe in value creation, thus we do not overcharge. We strongly believe in the idea of your benefit is our gain. Thus the team brings in that virtue which acts as a partnership for the companies



**ANUPAM
VERMA**

Anupam is a veteran with over 25 years of experience in Healthcare delivery industry and has been instrumental in the transition of Private Healthcare from pre 21st century 'not-for-profit, highly unorganised' tag to 'progressive, financially viable, investor friendly, corporatized' growth engine of economy in 2020.

Anupam was a prime mover in transforming the iconic Hinduja Hospital in Mumbai as the best managed healthcare entity, and to cultivate it to be at the helm of clinical excellence. He moved on to bring in the interest of International healthcare groups in India and create world class institutions with private equity investments as the CEO of Aster DM Healthcare

Apart from conceptualising and creating one of the largest and finest healthcare institution Aster Medcity in Kochi, Anupam has laid the foundation for consolidation of non-metro hospitals into corporate entities. A turn-around specialist, Anupam has infused life in many under performing and stressed assets of Wockhardt Hospitals, and also achieved exemplary painless exits from non-viable units

Anupam has introduced innovative and out-of-box solutions for various functions of healthcare management which has become the reference points of industry practices.

MILESTONES

- Key role in raising and managing \$135 million for DM Healthcare
- Conceptualisation and creation of Aster Medcity in Kochi
- Acquisition and mergers for non-metro Hospitals for Aster DM Healthcare
- Turnaround of underperforming units of Wockhardt Hospitals.
- Turn-around of loss making Hinduja Hospital



**NARESH
HOSANGADY**

Naresh has more than 28 years experience in running businesses and has turned around and transformed companies.

He has been:

Country Head 3M Health Care India

Managing Director, Roche Diagnostics, South Asia

Managing Director, Diebold Systems, South Asia

CEO, Vaatsalya Health Care Solution (network of 8 hospitals)

He is a graduate of IIT Mumbai in Chemical Engineering, with post graduate qualifications and executive management from Washington University and Carlson School of Management, USA.

MILESTONES

- Launched more than 200 products from scratch to leading market positions across more than 200 cities and towns.
- High penetration and coverage of more than 800 hospitals and nursing homes.
- Turned around and transformed Diebold Systems with managed services across more than 500 cities and towns.
- Transformed the hospital network in tier 2 cities with higher occupancy, high clinical standards and profitability.



**SUMEDHA
SAHANI**

Sumedha is an eminent medical doctor and lab medicine expert with over 25 years of professional experience in Pathology & Laboratory Medicine. She has her domain expertise in Microbiology and Infectious Diseases; Hospital and Community Infection Control.

She was instrumental in setting up and leading the Reference Lab and Clinical Trials operations of SRL Ranbaxy and headed it as a Chief of Operations. Sumedha has been responsible in developing and leading Accreditation-compliant Quality systems and processes, meeting International Quality Standards of JCIA, CAP, ISO 15189, CLSI, ILAC, & local regulations - HAAD

She was also the Director for Quality and Head of Satellite Clinics & Outreach Centres at Welcare World Health Systems, Dubai and Medical & Administrative Lab Director for Johns Hopkins International at Tawam Hospital, UAE.

Sumedha through her experience has spearheaded the multi-disciplinary adoption of Evidence Based Medicine, has worked in mapping the community needs for esoteric diagnostic investigations, including genetic, metabolic, toxicological and special needs support.

She has designed and set up comprehensive and integrated multi-disciplinary Ambulatory Care & Outpatient services, including Day Care Surgeries, etc. Presently, Sumedha serves as a Director Medical Affairs for Becton Dickinson, overseeing Africa, GCC, Russia, Turkey and Eastern Europe

MILESTONES

- Sumedha is a recipient of Arab Health Award for excellence in Health Care
- Institutionalizing best practices and creating efficiency in operations so as to deliver significant competitive advantage
- Has served as effective member of hospital A-teams to co-create world class healthcare facility-wide systems, optimizing patient centric care and community outreach initiatives
- Integrating technical, commercial / business and marketing skills in creating successful business entities
- Conducting Continuing Medical Education sessions; Medical and Paramedical Training programs in Quality and other diverse topics covering Lab Medicine, Lean Sigma, High Performance Organization principles, Leadership / Managerial skills, etc.



**HUZEFA
SITABKHAN**

Huzefa is an experienced corporate finance professional and investment banker with nearly 20 years of professional experience in corporate advisory, fund raisings, private equity, M&As and restructurings. He has advised and assisted in the growth strategies of various companies across varied industries and sectors.

Huzefa is a qualified Chartered Accountant and Insolvency Professional. At Think Capital Management Consultancy, he provides the strategic inputs in ideating and developing implementable business models, mapping the future growth strategy of companies taking into consideration the macro-economic factors, fund raisings, strategic mergers and acquisitions, and international tie-ups. He works extensively with the banking and investor communities, both globally and in the domestic markets and has inherent knowledge and understanding of the psyche of the investors, which plays a crucial role in creating investor friendly scalable business models.

Huzefa specializes in sectors like Healthcare and Pharma, Agriculture and food processing, Steel and Infrastructure, Renewable Energy to name a few. Huzefa is an avid reader and loves to travel in his free time.

MILESTONES

- Has led fund raising in various industries and sectors with special emphasis on healthcare and pharma
- Assisted in developing India's first geriatric care assisted living facility which has the potential to become the most effective business model in the segment
- Assisted many healthcare professionals with the concept of corporatization and institutionalization of their healthcare practices to make them ready for fund raise
- Helped in stressed assets and assisted many distressed enterprises turnaround through timely acquisition and fund raise
- Ability to guide and nurture clients on a sustained basis for long periods of time to enable the businesses to grow manifold times and benefit from the expertise



**BALAJI
BALARAMAN**

Balaji is a seasoned Investment Banker and a management consultant having worked with lot of growth and start up companies through their businesses, scale up strategies, fund raising and strategic tie-ups. He has significant experience in incubating start ups and guiding them through multiple rounds of fund raising and strategic tie-ups. He has been responsible for spotting quite a few companies that have grown from scratch to more than Rs.100 Crore on revenue today and have outgrown on brand and business valuation

Bala is a qualified Chartered Accountant and Chartered Financial Analyst and has a decade long experience in fund raising and advisory services, Bala in Think Capital Management Consultancy specializes in business model validation, future growth mapping in sync with industry and fund market, strategic insights, fund raising and working capital assistance, strategic mergers and acquisitions, international tie ups, MIS's and projected analysis and valuation. He is a deep thinker who brings in the financial perspective to the team from conceptualizing of business model to final business valuation

Bala specializes in sectors like Healthcare and Pharma, Retail & Consumer brand, Agriculture and food processing to name a few. Bala likes to groove to music, sports, reading and travelling in his free time.

MILESTONES

- Has led fund raising in multiple formats of healthcare, i.e., Hospitals, Diagnostics, Health-tech, Clinical Trails, etc.
- First to bring in social impact retailing concept and working on Water, Handloom, Healthcare and Organic Foods
- Assisted in developing India's best affordable healthcare hospital which has become the most evolved business model in the tertiary healthcare segment
- First to bring in the concept of Private Equity in the North East part of India at the private institution level
- Helped in stressed asset and assisted many distressed enterprises turnaround through timely acquisition and fund raise
- Capacity to handhold clients for a longer tenure with few associated for more than 10 years and have grown over 200% through this association and timely interventions

Our Strategic Tie-ups

FROST & SULLIVAN

Leading Market
Research Company

ALMT Legal 
ADVOCATES AND SOLICITORS

Legal Counsel


KPMG

Finance Partners


47 Billion

Product Development &
Technology Company


ADFACTORS PR
Knowledge-driven communications

Leading Advertising and
PR Agency



ASSIDUUS
Distribution Pvt. Ltd.

Digital Partners



Our Experience



P. D. HINDUJA HOSPITAL
& MEDICAL RESEARCH CENTRE



Why Us

Extensive operating experience

Our strength lies in the operations, we have been at the helm of affairs and have grown businesses from scratch, thus we know exactly what it take to build a large business. Thus we not only advice but also participate in the operations

Better Outreach

We have our network penetration pan India and abroad, thus are able to work with clientele of varied geography, businesses and culture and thus are able to provide niche but targeted advisory services

Holistic Focus

We do not believe on working in silos, business consulting must be holistic and needs to derive maximum value for the cost incurred

Experienced and Coherent team

Our team has people who have wide experience in consulting and have been in leadership positions in the past. This enables the team to not only deliver the desired objectives but also deliver the same to the utmost satisfaction and needs of the clients

Proven Track record

Our team has been responsible for developing more than 5 national healthcare brands, supported more than 25 hospitals and healthcare companies, managed more than 10,000 hospital beds and addressed more than 10 Mn satisfied customers. This speaks a lot about our legacy

Our Sector Focus

Primary Sectors



Hospitals - Multi Specialty



Super Specialty Hospital



Diagnostics and Clinics



Day Care Centres

Allied Sectors



Pharmacy and Implants



Medical Devices



Preventive Care



HealthTech and Big Data

Peripheral Sectors



Telemedicine Program



SAAS Program (ERP)



Team Optimization (HRMS)



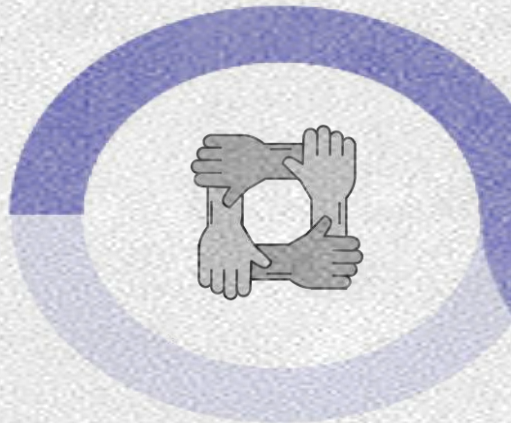
Supply Chain

Our Proposal

We do not believe in having transactional relationship and thus would like to execute what we have envisioned for the company in association with the promoters and management team

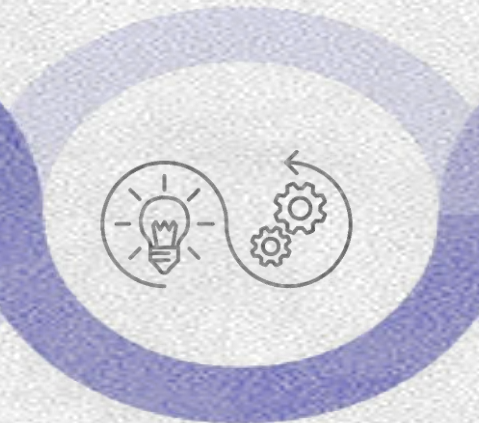
Transform to become one of the leading healthcare brand in the country, leading name for its specialty and a leading name for its contribution to the society, healthcare and human resource

Participate



We would like to participate in the vision, mission and the objective of the company and where do the promoters see the company growing and achieving in the long run

Execute



We would like to co-own and share the responsibilities. Thus we truly stay with the organisation in their peak and troughs. Through our contribution we would like to transform the business enterprise

Co-own



Transform



Commercial Understanding

We believe in a long term association and thus work on a retainership, milestone and sweat equity (incentive) model. Further, we strongly believe in value creation, thus do not overcharge. We follow the principles of “your benefit is our gain”. Thus the team brings in that virtue which acts as a partnership for the companies.

Think Capital Management Consultancy LLP - Think we should meet?

To sum up, we, at Think Capital Management Consultancy LLP, are dedicated to navigating you successfully through operational and financial challenges and opportunities, offering not just the expertise but also the unparalleled dedication and personalized service you would need to conquer today's complex and fast-moving business world. We value relationships over transactions and thus put your interests ahead of our own. So much so that we would not hesitate to advise against an opportunity if it appears not to serve your long-term interests.

That's Think Capital Management Consultancy for you.

To know more about us, give us a call. We would be more than glad to hear from you.

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