

## AMRI MUKUNDAPUR LAUNCHES WOMEN PRIVILEGE CARD “*Sreemoyee*” IN OBSERVANCE OF INTERNATIONAL WOMEN’S DAY

- **Dr. Shashi Panja, Honourable Minister for Women & Child Development and Social Welfare, GoWB unveils the AMRI “Sreemoyee” Privilege Card**
- **Sreemoyee to offer various privileges and substantial discounts to women patients on various medical services available at the Mukundapur unit of the AMRI Hospitals**

**Kolkata, March 07, 2015: AMRI Mukundapur**, the women and child care unit of the **AMRI Hospitals Ltd**, the largest chain of hospitals in Eastern India, observed the **International Women’s Day** on a grand note over a day long function within the hospital premises, today.

On this occasion, **Dr. Shashi Panja, the Honourable Minister of State (Independent Charge), Department of Women & Child Development and Social Welfare, Government of West Bengal** and **Mr. Rupak Barua, CEO, AMRI Hospitals Ltd** unveiled the **AMRI “Sreemoyee” privilege card** for women. The AMRI *Sreemoyee* Privilege Card will be free of cost and empower applicant women patients coming for treatment to AMRI Mukundapur to avail various privileges and discounts on the medical services offered at the hospital.

The unveiling programme was followed by an interactive panel discussion participated by the Minister and various women achievers from different walks of life like renowned danseuse and reformist **Ms. Alkananda Roy**; artist **Ms. Elena Banik**; fashion designer **Ms. Sharbari Dutta**; **Ms. Supriya Roy**, entrepreneur and owner of Sugar & Spice chain of confectionaries; **Ms. Gargi Roy Chowdhury**, actor; and, **Ms. Churni Ganguly**, actor. During this interactive session the eclectic panel deliberated on the issue of women’s health and on the **“Importance & maintenance of healthy life for a woman leader to deal with her busy professional lifestyle”**.

### Salient Features of *AMRI “Sreemoyee” Privilege Card*

- ❖ 15 % discount on bed charges
- ❖ 15 % discount on investigations
- ❖ 5% discount on medicine bought from Hospital Outlet only
- ❖ Priority Admission during emergency
- ❖ Free Ambulance Pick Up & Drop during admission
- ❖ Once in a year Free complementary “Special Well Woman Health Check-up Package” that would include diagnostic tests like Sugar Test ( Fasting) , ECG etc along with Gynaecological consultation
- ❖ Card is valid for self and is non-transferable
- ❖ Card is valid at AMRI Hospital, Mukundapur unit only
- ❖ Validity of the card would be for one year



Prior to this, AMRI Mukundapur had organised a day long **free health check - up camp** for a group of underprivileged women from a Kolkata based NGO. A series of tests viz. Random Blood Sugar, BMI Check, ECG (on doctor's advice), Eye Check Up, ENT Check Up, Gynaecology Check Up, Dental Check Up, and Physician Check Up were undertaken today at the camp.

Hailing the initiatives taken, **Dr. Shashi Panja, the Honourable Minister of State (Independent Charge), Department of Women & Child Development and Social Welfare, Government of West Bengal** said that "Our government has put special priority on women's health and working successfully with short and long term initiatives. Today's programme is a befitting and meaningful initiative taken on the occasion of International Women's Day and I would like to congratulate the organisers for this".

**Mr. Rupak Barua, CEO, AMRI Hospitals Ltd** said that, "AMRI Mukundapur is a super speciality hospital with a dedicated focus on the health of women & child. Hence, on the occasion of the International Women's Day, a special privilege card to our women patients seemed to us as the best gift that we could offer them to avail the best of healthcare at a discounted price. We also received very encouraging response at our day long free health check-up camp and the other programmes organised."

This event was co-branded by Sananda Magazine and supported MCCI-LF (Merchant Chamber of Commerce - Ladies Wing) Kolkata.

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#### **About AMRI Hospitals Ltd**

AMRI Hospitals, a multi-speciality healthcare facility in Eastern India with specialization in Oncology, Neuro Sciences, Cardiac Sciences, Orthopaedics, Emergency & Trauma care, Gynecology & Childcare is the largest player in private sector with its existing strength of around 1000 beds. With its state-of-the-art equipment and modern facilities, AMRI is ensuring that people from Eastern India are provided affordable high quality medical care in the region, so that patients need not travel to other parts of the country for medical treatment. Capacity expansion is also underway at AMRI for additional beds in its existing facilities in Kolkata. A 400 bedded state-of-the art super-speciality hospital has recently become operational in Bhubaneswar. AMRI Hospitals will soon be setting up a new 400 bedded facility in West Bengal with an investment of Rs.500 crs. The Group is committed to serve the people of Eastern India and has plans to add another 600-700 beds in the next 3-4 years.

AMRI Hospitals is part of Emami Group of Companies.

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