



# Investor Document Medica Diagnostic Center

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In association with

**FLOW**



# Diagnostic Market

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- + Growth rate 20%
- + 6000 Organized diagnostic centers in India
- + Diagnostic market 6 billion

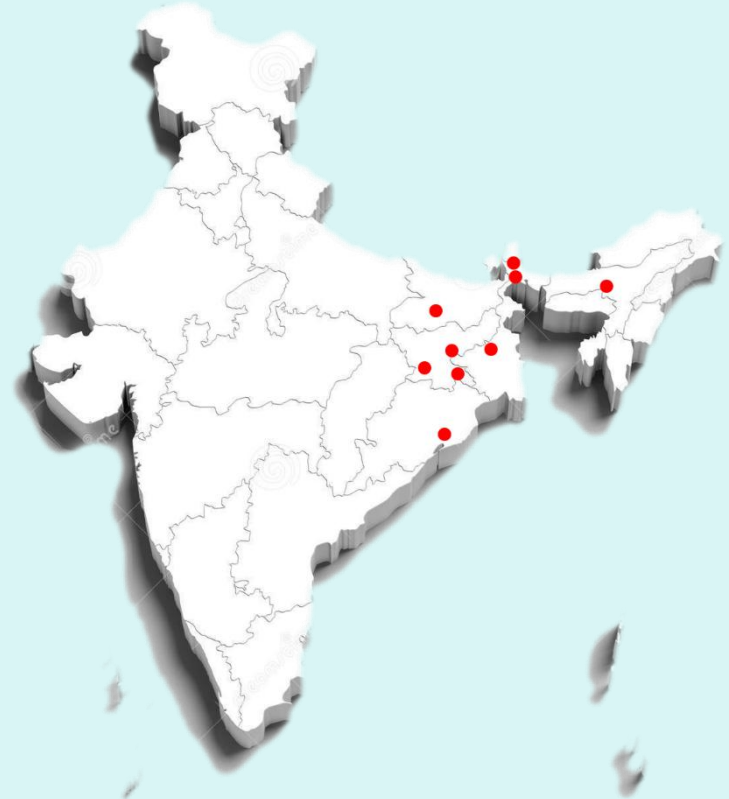


# Healthcare Background

⊕ The 500 Bed Medica Super specialty Hospital is one of the largest in eastern India, developed by Medica Synergie Pvt Ltd, a body of healthcare professionals providing integrated healthcare solutions along with various verticals – hospital architectural planning & building, managing hospitals, public health, quality accreditations & retail pharmacy.

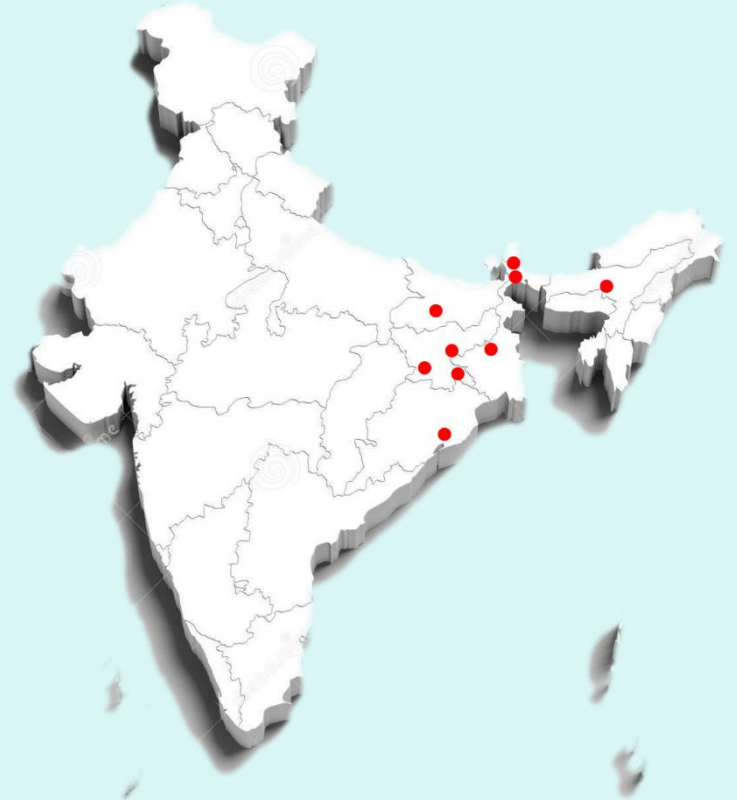
Medica has diversified in various part of eastern and north eastern India

⊕ The foot prints are in Cities like - Ranchi, Jamshedpur & Dhanbad (Jharkhand), Siliguri & Rangapani (North Bengal), Patna (Bihar), Burdwan (West Bengal), Kalinganagar (Orissa), and Tinsukia (Assam).



# Healthcare Background

⊕ Flow is involved with various healthcare projects which include Hospitals, Physiotherapy College , Nursing College, Diagnostic Centers, Specialty Healthcare Unit for Corporates as well as Govt like Nopany Foundation, RPG Enterprise , WBIDC Joint Venture , AMRI Hospital, Medica Hospital, Prasad Group, Zoom Developers etc.



# Business Model

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- ⊕ Flow consultants Pvt Ltd is in the business for last 15 years in project and Management Consulting and Marketing Services.
- ⊕ Flow has developed retail market for various organisation over the years.
- ⊕ Medica and Flow has decided to roll out diagnostic clinic across India. The phase 1 will start with Eastern India.
- ⊕ Medica and Flow will provide diagnostic solutions to set up and run it.
- ⊕ Project commissioning Period – 100 Days
- ⊕ Brand will be in the name of **Medica**



# Diagnostic Module

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- + Laboratory Consists of Pathology, Radiology and Pulmonology
- + Foot Care Clinic
- + Breast Clinic
- + Eye and Dental Clinic
- + Physiotherapy Unit
- + Diabetic Clinic
- + Pharmacy
- + OPD
- + CT SCAN AND MRI



# Diagnostic Module Highlights

## Special Programmes

Doctors' Get together, CME , Seminar etc

Health Camp/ Awareness programmes at different schools, Colleges to attract students, Teachers, Parents as well

Health Check up / Awareness programmes in different Social Clubs  
( focus on Ladies forum)

Paper Insertions in nearby locality to promote different specialty clinic / programmes time to time

Branding : Regular Advertorial , FM, Hoarding , Digital Media etc

Corporate awareness camp, talk show



# Differentiator

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- + State of the art equipments
- + One stop solution for all diagnostic needs
- + OPD by leading doctors
- + Already under the umbrella of an established brand





# Diagnostic Module Marketing

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## Marketing Approach

Metro / City and Nearby District

PSU, Corporate, Government Hospitals etc

Neighbourhood States – Bangladesh, Bhutan , Nepal, Tripura, North East etc

Penetrating various segments– RWA, Schools, Social Clubs , Different specialized forums etc

Health Card and Community Connect Program



# Center Progression

PLAN OF FIRST FIVE CENTERS	YR 1	
	Q1	Q2
STARTING OF NEW CENTERS	1	4
Q1 will be Nov 2017	-	-
Q2 will be Jan 2018	-	-



# Project Cost of Individual Diagnostic Center

in INR Lacs	
INTERIOR	120
EQUIPMENTS	160
WORKING CAPITAL	120
	400

**TOTAL COST – INR 400 LACS**

TOTAL SPACE REQUIREMENT – 4000 / 5000 Sqft to start with



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THANK YOU