

## **Ujjivan Financial Services Partners with Piramal Swasthya to Launch Mobile Primary Healthcare Programme in Maharashtra**

- A unique free Primary Healthcare Programme launched specifically for unserved and under-served Community, to provide:
  - Screening, diagnosis, treatment and referral for non-communicable & communicable diseases, and minor ailments
  - Awareness, education and counselling on healthy practices, lifestyle modifications, non-communicable disease management, etc.
- Mobile Medical Vans will operate in Pune, Mumbai and Nashik, 5 days a week, from 10:00am to 6:00pm

**Pune, March 21, 2018:** Ujjivan Financial Services in partnership with Piramal Swasthya, an initiative under the aegis of Piramal Foundation today announced the launch of Mobile Primary Healthcare Programme in **Pune, Mumbai and Nashik**. The Programme targets the unserved and under-served, and endeavors to make quality primary healthcare services available, accessible and affordable for all.

In India, basic healthcare is a critical challenge for the unserved and underserved populace, due to lack of resources, lack of adequate medical centres and steep costs of treatments. Maharashtra has made significant progress in providing healthcare facilities to the residents over the last few decades. However, despite the progress, the State has a long way to go in achieving the desired health goals. The infant mortality rate of 24 per 100 live births and maternal mortality of 68 per 1 lakh live births (source – National Family Health Survey 4 and NITI Aayog) are significantly high. Inequity in access to healthcare services, as evidenced by health outcomes in Maharashtra, makes it imperative to come up with supportive programmes to provide available, accessible and affordable healthcare to the underprivileged communities.

Commenting on the initiative, **Ms. Sudha Suresh, MD & CEO, Ujjivan Financial Services** said, “Ujjivan has always conducted self-sustained social development programmes for the benefit of the community at large and believed in its CSR well before it was made mandatory under the Companies Act, 2013. This financial year amongst other CSR initiatives, Ujjivan has partnered with Piramal Foundation for executing various CSR Programs on behalf of Ujjivan and in collaboration with Piramal Swasthya endeavors to provide technology enabled health services to the community at large, specifically the unserved and underserved.”

**Mr. Vishal Phanse, CEO, Piramal Swasthya** said, “Piramal Swasthya envisions transforming the health ecosystem of India through high impact solutions, thought leadership and partnerships. This collaborative initiative of providing healthcare services to underserved communities is a high impact solution, with specific focus on availability of accessible and affordable healthcare services. Ujjivan Financial Services has been one of our proactive partners, and our partnership would definitely help in positively improving the state’s health outcomes.”

**About Ujjivan Financial Services:**

Ujjivan Financial Services Ltd. is registered as an NBFC-Non-Deposit-taking Systemically Important - Core Investment Company – (NBFC-ND-SI-CIC) with RBI and is the holding company and promoter of its 100% subsidiary “Ujjivan Small Finance Bank”, which is a small finance bank and licensed under Section 22 (1) of the Banking Regulation Act, 1949 to carry on the business of small finance bank in India. Ujjivan Small Finance Bank Ltd. is also included in the Second Schedule to the Reserve Bank of India Act, 1934. Ujjivan Small Finance Bank serves over 37.13 lakh active customers through 441 branches and 10,881 employees spread across 209 districts and 24 states in India. Its Gross Loan Book stands at ₹7,095.28 crore. It has over 121 full-service banking branches with a deposit base of ₹2,437 crore as of December 31, 2017.

**About Piramal Swasthya:**

Piramal Swasthya endeavours to bridge the last mile gap in primary healthcare service delivery through its innovative solutions. It is one of the largest implementer of Public Private Partnerships (PPP) programmes in India and has a presence across 13 states with a 3,600+ strong workforce that comprises 450+ Doctors and specialists. The existing collaboration with various corporates and public sector organisations is increasing the reach and deepening the traction within communities, thereby impacting beneficiaries on a large scale. Such collaborations enable Piramal Swasthya to complement and supplement the government’s healthcare delivery efforts while empowering communities. The team believes in the highest standards of ethical conduct in dealing with partners, stakeholders and influencers. The solutions provided mitigate issues of accessibility, availability and affordability in remote areas, and also serve as a platform through which IT-enabled quality healthcare services can be rendered and customised to fulfil specific needs of the society.

**About Piramal Foundation:**

Piramal Foundation is the philanthropic arm of the Piramal Group. It develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. The Group's core values of Knowledge, Action Care and Impact guide the organisation in carrying out its responsibilities towards society. It believes that considerable positive change can occur when we collaborate with like-minded partners and nurture projects that are scalable, ensuring a long-term impact. In line with the Strategic Development Goals, we are focused on universal primary education, empowering women, reducing child mortality rates, improving maternal health and improving access to safe drinking water.

The Foundation currently works across 21 states and has impacted over 89 million lives, mostly in partnership with state governments. It has developed innovative approaches and programmes in every vertical and has built strong partnerships with governments, technology partners and international organisations, including with Michael & Susan Dell Foundation, Harvard Graduate School of Education and World Diabetes Foundation. The projects are implemented through Piramal Swasthya, Piramal Sarvajal and Piramal Foundation of Education Leadership.

**For more information:****Piramal Corporate Communications**

Dimple Kapur / Niyati Vora

Contact: +91 22 3351 4269 / 4124

Email: [dimple.kapur@piramal.com](mailto:dimple.kapur@piramal.com) / [niyati.vora@piramal.com](mailto:niyati.vora@piramal.com)

**Ujjivan Corporate Communications**

Asha Gopal | PR & Corporate Communications

Contact: +91 80 40712121