

Re: Manilal Modi Memorial Medical Center, Genome Valley, Hyderabad

From: waseem@modiproperties.com (waseem@modiproperties.com)

To: shyama@sahamanthran.com

Cc: sohammodi@modiproperties.com; arjun.t@amtz.in; sanjib@sahamanthran.com; coo@sahamanthran.com; shiven.sahamanthran@gmail.com; financedirectoraha@gmail.com

Date: Friday, July 28, 2023 at 02:07 PM GMT+5:30

Dear Dr. Shyama,

Thank you for accepting our offer of Rs. 4 lacs (all inclusive) for conducting the required feasibility study for the proposed hospital shortly.

We will share consultant agreement shortly.

Regards,

Sayed Waseem Akhtar
Associate Vice President - Cluster Development
Innopolis | +91 93475 76914
www.innopolis-gv.com
Grade A Campus for Life Sciences companies @ Genome Valley.

On Thursday, July 27, 2023 at 10:34:18 PM GMT+5:30, Dr Shyama Nagarajan <shyama@sahamanthran.com> wrote:

Dear Waseem

Thanks for accepting the technical proposal.

We agreed to this quote only to honor Dr. Jitender's words.
Also the timeline is too short.

If you are not very categorical or fixed about the field survey for competition analysis and market assessment then we can do a dipstick and close the proposal with 4 lac inclusive within the tight timeline of 2 weeks without compromising the quality of the report.

Thanks & warm regards
Shyama

Dr Shyama Nagarajan | Managing Director, SahaManthran Pvt Ltd

**SahaManthran: Co-creating unique solutions to
vitalize healthcare**

Corporate Office: A 237, 2nd Flr | New Manglapuri | M. G. Road | Sultanpur | New Delhi-110030

Registered Office: Plot 73 | Sector 55 | Gurugram | Haryana | 122003

CIN No. U74999HR2016PTC066678

Ph: +91 98181 65861 | Mail: shyama@sahamanthran.com

Website: www.sahamanthran.com | www.allears.co.in | Skype: shyama.nagarajan1

On Thu, Jul 27, 2023 at 11:50 AM waseem@modiproperties.com <waseem@modiproperties.com> wrote:

Dear Dr. Shyama,

Thank you for sharing your proposal.

Please make it Rs. 4 lacs inclusive of taxes. Try to complete feasibility study in 2 weeks or asap.

Regards,

Sayed Waseem Akhtar

Associate Vice President - Cluster Development

Innopolis | +91 93475 76914

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On Wednesday, July 26, 2023 at 07:21:42 PM GMT+5:30, Dr Shyama Nagarajan <shyama@sahamanthran.com> wrote:

Dear Akhtar ji

PFA the proposal as discussed. It will be our pleasure to respond to any queries in this regard.

Looking forward to hearing from you.

Thanks & warm regards

Shyama

Dr Shyama Nagarajan | Managing Director, SahaManthran Pvt Ltd

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On Thu, Jul 20, 2023 at 8:23 PM Dr Shyama Nagarajan <shyama@sahamanthran.com> wrote:

Sure Akhtar Saheb

I will send it by tomorrow

Thanks and warm regards

Shyama

On Thu, 20 Jul 2023 at 6:29 PM, waseem@modiproperties.com <waseem@modiproperties.com> wrote:

Dear Dr. Shyama,

We are glad to get connected with you through Dr. Arjun of AMTZ, Visakhapatnam.

We would like to have a feasibility study conducted for the proposed hospital building named "Manilal Modi Memorial Medical Center", located at Genome Valley, Hyderabad. Please find attached file as the brochure.

Google Location of the building: <https://goo.gl/maps/DAP7fzngJ5zNaqbF7>

Please share us your fee proposal for conducting feasibility study for the proposed hospital building.

Share us your fee proposal on this name & address:

M.C. Modi Educational Trust
5-4-187/3 & 4, II Floor,
M.G. Road,
Secunderabad - 03.

Regards,

Sayed Waseem Akhtar
Associate Vice President - Cluster Development
Innopolis | +91 93475 76914
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Thanks & warm regards
Shyama

Dr Shyama Nagarajan | Managing Director, SahaManthran Pvt Ltd

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Techno-Commercial Proposal to Modi-Memorial Medical Centre for Market Feasibility of Hospital Project at Hyderabad, Andhra Pradesh, India



**SahaManthran
Pvt Ltd**
Co-creating unique solution
to vitalize healthcare

**ACADEMY OF
HOSPITAL
ADMINISTRATION**



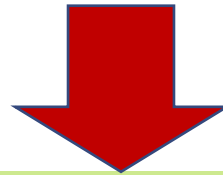


Section 1: Our Proposal

Why us?—We understand your needs....



- Manilal Modi Memorial Hospital Promoters
 - are interested in setting up a Hospital in the Genome Valley, Hyderabad
 - Have planned and designed a 70-80 bedded hospital, with 4 OTs, ICU, and other facilities
 - Are interested to capture significant market share in Hyderabad as a specialized healthcare service provider
- Therefore, there is a need to :
 - Evaluate the market feasibility for this proposed hospital with a perspective of the changing market dynamics and new realities (legal, disease burden, especially pandemic response)
 - Understanding the competition
 - Assess the financial viability of the hospital

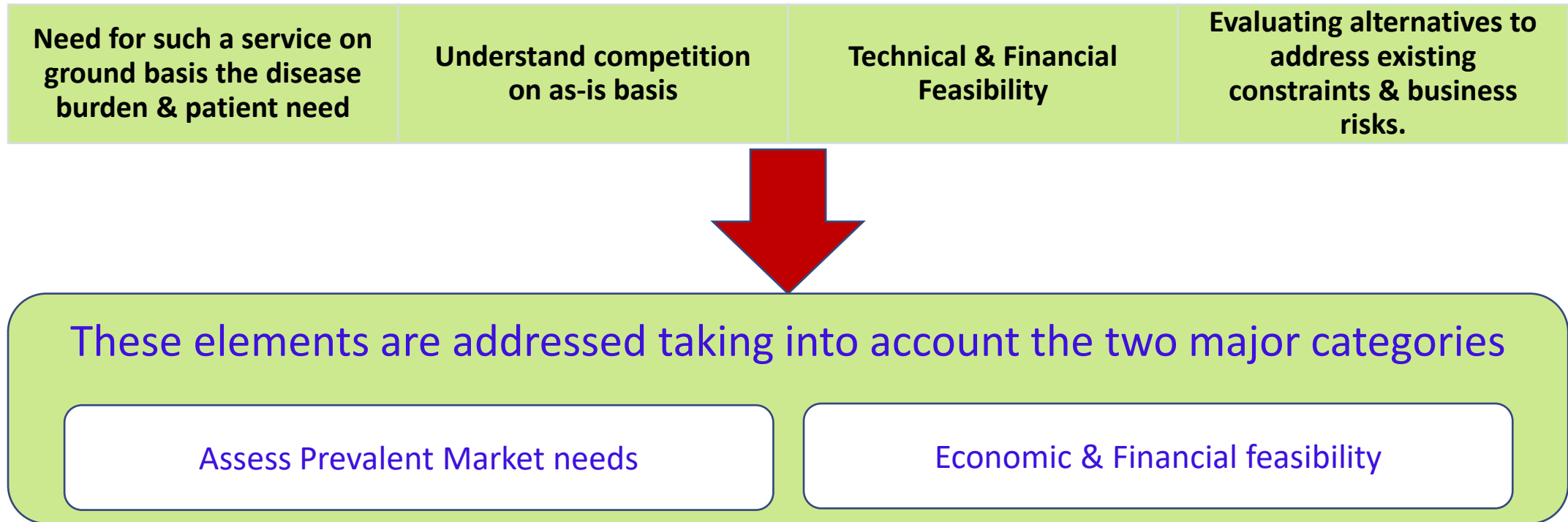


Being a conglomerate of well established hospital administrators, doctors, scientists, architects, engineers, finance, legal and management experts; we are suitably placed to evaluate your business and strategize the expansion.

Approach & Methodology for Feasibility study



To undertake feasibility of any service four critical elements should be adequately addressed. They are:



Scope of engagement for Feasibility Study



Part A: Undertake a **Market Feasibility** for the hospital in Hyderabad basis the disease burden and patient needs

Part B: Conduct a **business risk analysis**, and draw up options for **Operational Feasibility** and the **financial model**. Develop **Business Plan** for operationalizing chosen model.

Part C: Develop a **Detailed Project Report** with recommendations for different services and rollout plan for **Financial Feasibility**.

TOR : Market Feasibility



Define a catchment area and undertake a need assessment survey for requirements of healthcare facility (breadth & depth of service required) & disease burden around the said area.

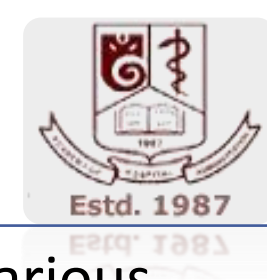
Conduct demand supply gap analysis for the proposed facility with specialty wise work load so as to be able to analyse on the service mix that may be clinched, understand the demographic and socio-economic patterns of the locality

Undertake analysis to profile competitors (hospitals and specialised centres) in the region to build the business roll out strategy

Undertake a survey to understand the end-user expectation, such as type of facility, paying capacity utilization patterns, morbidity pattern using primary as well as credible secondary source data to under the service mix, pricing strategy

Understand provider expectation to explore options, such as type of facility, requirement and problem faced by the population in catchment area.

TOR: Operational Feasibility



Determine the customised and tailored service offerings and facilities with various optional models

Estimate the productivity/ patient load vis-a-vis service offerings and facilities for the proposed hospital with effective and requisite strategies (long/short term)

Suggest an appropriate, comprehensive and compatible healthcare facility and services to be developed so as to offer a niche in the competitive market

Depending upon the analysis, suggest various models of healthcare viz a viz a broad financials and SWOT analysis.

Prepare a broad & comprehensive strategy and business plan (organizational, financial and operational) for suggested models.

TOR: Risk Analysis & Financial Modelling



Present the key functional considerations for the chosen model

Analyse the risks and alternatives and develop a mitigation plan

Detail out the cost elements for the infrastructure, human resources, supplies and engineering requirements for the chosen model

Detail out the medical equipment and services (in/outsourcing) required for the chosen model

Draft a business plan and financial modelling for the chosen model

Reference and Timelines for Feasibility



	Activities & Timelines in Days	D3	D6	D9	D12	D15	D18
1	Undertake a market feasibility						
a	Undertake a need assessment survey for the hospital						
b	Undertake a demand supply gap analysis for the proposed services						
c	Understand the demographic and socio-economic patterns in the locality						
d	Conduct primary survey to understand end-user expectation (people, doctors)						
e	Competition profiling and analysis in the region						
2	Draw a business plan and strategy for operationalizing a Hospital						
a	Based on the market assessment build a business strategy to address the market demand						
b	Analyse the business risk and explore alternatives to strategise risk mitigation						
c	Design the financial model for operationalizing Hospital						
3	Develop a detailed project report						
a	Recommmend on specialities required and market strategy to offer competitive advantage						
b	Draw a business plan for 10 years based on the risk mitigation strategy & financial model						

Sample TOC for the DPR & Business plan



INTRODUCTION Background Scope of Service Approach & Methodology Promoter Opinion Limitations of the Study SITUATIONAL ANALYSIS Indian Healthcare Landscape: An Overview Overall Indian Market Size Situation Analysis in Hyderabad, Telangana About Proposed Sites REGIONAL PROFILE AND MARKET POTENTIAL Catchment Area Analysis Hospitals in 100 km area Survey Discussions Means of Financing for Patients Health Insurance in Uttar Pradesh & Bihar BURDEN OF DISEASE AND WORKLOAD PREDICTION Morbidity Profile of Region Burden of Cancer, Diabetes, Cardiovascular, Neurological and Chronic kidney disease in UP including Trauma	PROFILE OF CLINICAL SERVICES PROPOSED Facility & Case-Mix of Departments and Centers Overall Concept of the Facility Type of rooms and Critical Care Facilities Clinical Services and Facility Mix BUILDING AND STRUCTURE Basic Construction Details Legal compliance & Land use PROJECT COST DETAILS Project Cost Summary Land & Land Development Cost Building & Civil Works MEP & Machinery Cost Non Medical Equipment (Furniture) Preliminary and Pre-operative Expenses Interest During Construction (IDC) Cost Project Cost Rationale Means of Finance O.P.D, I.P.D CAPACITY AND REVENUE Revenue Details, Capex Phasing	General Expenses Outsourced Services & Manpower Cost Total Expenses Depreciation Cash Flow and projected P&L Statement SWOT Analysis Risk and Mitigation SUMMARY AND CONCLUSION Project Scope, Market Assessment Land Building and Equipment Bed Distribution, Man Power Power and Water, Implementation Milestones ECONOMIC VIABILITY Key Financial Inferences Sensitivity Analyses Economic Viability – Conclusion ANNEXURES List of Medical Equipment with Indicative Cost List of Statutory Compliances Required Bibliography & Abbreviations
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Expectations from Manilal Modi Memorial Hospital



Formal work order to start the project

Share the details of proposed sites, and existing building with map/sketches

Share any available secondary research

Assign a point of contact for the project for regular interaction related to the project

Allow two presentation and interaction with client team members to align the report

Completion certificate on satisfactory completion of assignment



Section 2: Commercials

Commercials



S.No	Consulting activities	Professional fee
1.	Market Feasibility—Disease Burden, Patient expectation & Competition Analysis	1,00,000.00
2	Operational Feasibility—Business Risk Assessment	1,00,000.00
3	Financial Feasibility—Financial Model and DPR	2,00,000.00
Total Professional Fee Four Lacs Only		

- Taxes—additional as per rules
- Travel, boarding and lodging of two expert traveling if required, at site to be managed at actuals



Section 3: About AHA

About AHA



- Academy of Hospital Administration (AHA) is an autonomous professional organization consisting of highly qualified and experienced hospital & health systems operations management faculty and experts, public health and multispecialty facilities planning & architectural designing doyens, Quality management in health care delivery systems (NABH, NQAS & NABL) experts, public health strategists and review experts. AHA has a large panel of academia, experts in Bio-Medical Engineers, Health IT professionals, HTA, Telemedicine, Medical & Wellness tourism, Bio-Medical Waste Management, Lean & Six Sigma, and other allied fields in health related domains.
- AHA was established in 1987 under Societies Registration Act, 1860 at AIIMS, New Delhi and later moved to its own campus to AHA House, Sector 62, NOIDA (UP).
- In 1984, at Department of Hospital Administration, All India Institute of Medical Sciences, New Delhi, a group of highly dedicated visionaries, health systems academia decided to form an organization, which could carry out health system management development, training, conduct post graduate courses, professional consultancy, research and for exchange of knowledge conduct national & international conferences, be the think tank, act as an association of hospital, health systems and allied disciplines professionals, resource and advisory body to Ministry of Health & Family Welfare Central and State Governments on all matters pertaining to Hospital & Health Systems planning, policy making and operational management.

Scope of AHA



- Education– Hospital & Health Systems planning, operations management, material management, Facility Clinical, Supportive Services including Diagnostic Services, and Auxillary Services planning, Health IT.
- Training of doctors, hospitals administrators, Nurses, Paramedics– Hospital & Health Care Organizations Management Courses, Quality & Accreditation (NABH) for Hospitals & CHOs, 3 Day National Quality Assurance Standards (NQAS) course (For Public Health Facilities –DH,SDH,CHC (FRU) and, PHC , 5 Days NQAS Assessor Course . Few courses being conducted presently are - PGDHM, QM&AHO Courses, NQAS (PH Facility), Medical Record Management Course, Health & Law Course, MBA (HCM) in collaboration , Six Sigma & Lean System, Medial Record Technology, Medical Audit,
- Advisory- Hospital Planning, Designing & Operational Management, NABH Quality & Accreditation for Medical College Hospital, Detail College, Psychiatry Hospital, District Hosptial , CHC, PHC, Super Specialty Hospital, HCOs, Allopathic Clinics. AHA provides expert assistance in developing Vision Document, Concept Note, Inception Report, Strategic planning papers preparation. Operations improvement and NABH accreditation
- Medical Equipment Management – Surgery and assessment cost –District Hospital, CHC, PHC, Mutlispeciality Hospital
- Health Technology Assessment – HTA Project of Medical Equipments
- Health Systems Research – Unit Costing of Health System Procedures, Project Survey and Evaluation

38 years of journey of AHA



- We are a network of over 3000 members across country with headquarters in NCR and 13 regional chapters to provide local support for health service delivery
- We have over 19 institutional members including that of AIIMs, PGI, , NHSRC, AMTZ, JIPMER, IKM Lucknow, Nizam Institute and so on
- Until date over 1500 nurses and 500 doctors across states have been trained by AHA for serving at senior leadership positions under the management development program
- 40 students have done MBA in health management from AHA
- Trained over 300 participants on NABH, its recent advances
- Trained over 120 people of NQAS standards
- .Undertaken Consulting for over 15 institutes for various aspects of operations and quality assurance



Section 4: About SahaManthran

Established in December 2016 | 250 years of group experience | Unwavering commitment to Vitalise Healthcare in developing, rising and transition economies



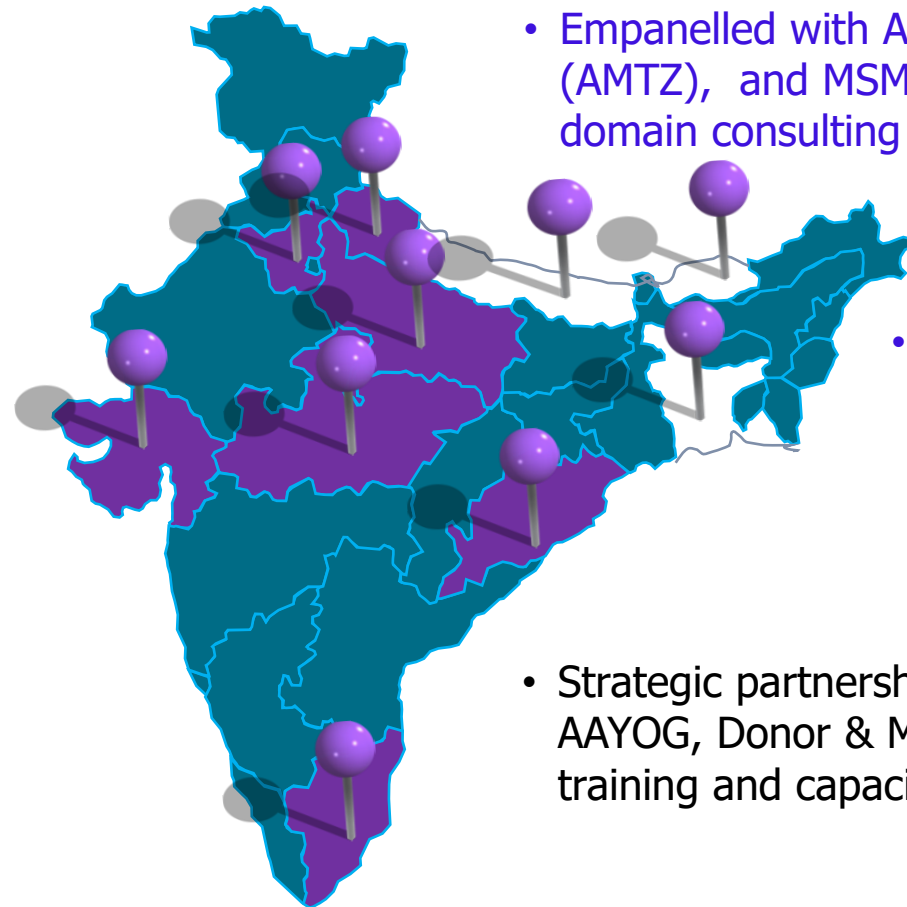
- ▶ **Multi-disciplinary team of relevant experts across sectoral linkages**—Doctors, Architects, Bio-Med Engineers, Legal and M&E experts, Social, WASH and Public health experts, Finance and Management experts
- ▶ **Deep Industry understanding across** Private & Public Sector | Life Sciences | WASH | Social | Hospitals | Medical Education | M&E | Program Management
- ▶ **Strong Domain knowledge partner** from policy making institutions of India (AIIMS, PGI, REC, AIMA, DU, ICA, IIP)* offering comprehensive stanchion to institutionalize ideas & investments
- ▶ **Strong national network** with government, industry, donor partners, multi-nationals, academia, hospital service providers, medical community, community mobilisers and civil society
- ▶ **Foster delivery of global knowledge based solutions with domain and country specific wisdom.**
- ▶ Build relationships based on trust, in complete involvement with clients, handholding through business life cycle
- ▶ Co-creating unique solutions to vitalize healthcare
- ▶ Integrity, ethical practice & unwavering commitment to quality

We see health in all we do in health, education and social sector.

*AIIMS : All India Institute of Medical Sciences | PGIMER: Post Graduate Institute of Medical Sciences & Research | REC: Regional Engineering College | DU: Delhi University | ICA: Institute of Corporate Affairs | AIMA: All India Management Association | IIP: Indian Institute of Planning.

Our relevant empanelment & partnerships

Toddler with 7 India offices | Working in 3 countries |



- Empanelled with Andhra Med Tech Zone (AMTZ), and MSME for providing domain consulting services

- We are empanelled with Indian Medical Association (IMA), and Association of Healthcare Providers of India (AHPI) for provision of NABH consulting

- Strategic partnerships with NITI AAYOG, Donor & MNCs for training and capacity building

- One of the very few agencies accredited by Quality Council of India (NABET) for NABH consulting

- Empanelled with Indian Health Systems Collaborative (IHSC*), a collaboration of Institute of Economic Growth, Access Health International, Faculty of Management Studies India; and funded by BMGF.

- Empanelled with National Productivity Council (NPC) of India as consultant for providing NABH accreditation consulting services

** IHSC has been created to build and provide an interdisciplinary platform for collaborative research to generate evidence for policy interventions on challenges confronting the country's health system within the national and global context and to strengthen capacity for health systems research.*

In short span of 4 yrs over >36 clients in >72 different assignments | 30% repeat clients.

Our relevant empanelment & partnerships



- One of the very few agencies accredited by Quality Council of India (NABET) for NABH consulting



- Empanelled with Andhra Med Tech Zone (AMTZ), and MSME for providing domain consulting services

Associate Member NATHEALTH



Association of
Healthcare Providers (India)
"Educating & Advocating for Well Being of Common Man"

- We are empanelled with Indian Medical Association (IMA), and Association of Healthcare Providers of India (AHPI) for provision of NABH consulting



IMA Hospital Board of India



- Strategic partnerships with NATHEALTH for healthcare advisory services



Empanelled with National Productivity Council (NPC) of India as consultant for providing NABH accreditation consulting services



**INDIA HEALTH
SYSTEMS
COLLABORATIVE**

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The partners we work with





Thanks for being with *Us*



Discuss



Deliberate



Deliver

Contact Details:

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Sanjib@sahamanthran.com