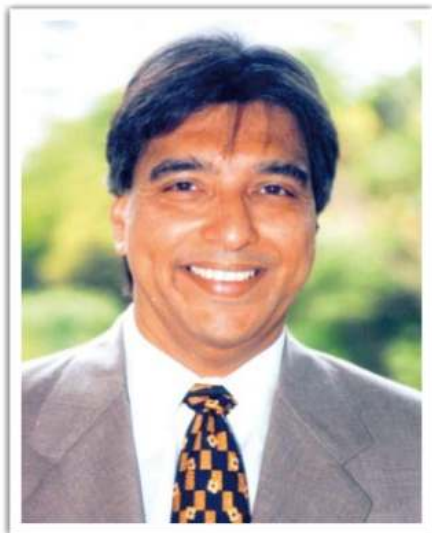


# METROPOLIS

EXCELLENCE IN DIAGNOSTICS

for your health, nothing less will do



**Director** : Dr. Sushil Shah, Ms. Ameera Shah

**Established** : 1981

**Product:** Metropolis offers 4500 plus routine, specialized and highly specialized investigations that use over 100 different technologies including Biochip and DNA sequencing.

**History:** Established as a purely Mumbai based laboratory. Metropolis processes over 15 million tests a year, catering more than 10000 laboratories, hospitals, nursing homes and 50000 consultants. Metropolis has also earned a reputation of being India's only multinational chain of diagnostic centres with presence in Sri Lanka, UAE and Africa.



**Achievements:** eHealth World Expo 2011 awarded Metropolis Healthcare Ltd "Best Jury Award" for ICT enabled diagnostic service provider for the project IT integration of customer service management. Metropolis was bestowed with the Frost & Sullivan India Excellence in Healthcare awards for the Diagnostic Services Company of the Year 2010. Metropolis is accredited by CAP & NABL. The laboratory is approved by FDA, Delhi for clinical trials and bio-equivalence study of drugs. One of the first to introduce Radio Immunoassay technique (a branch of nuclear medicine) in India for the Test of malignancy, infertility, pregnancy problems etc. which was unavailable in India earlier.

**Market:** 10000 Cr. Industry with only 3 to 4 organised players which command 20% of the market share. Marker segments tapped by Metropolis includes Clinical Pathology, Corporate Health check-ups, Clinical research trail (Pharma Clients), Hospital Lab Management, Home Health Service.





**Recent Developments:** Metropolis has launched seven Greenfield and Brownfield labs at Mumbai, Raipur, Mehsana, Indore, Hyderabad, Jalandar and Chandigarh. Introduced new test named TB Genotype for Tuberculosis. New test being launched for Neurology such as Oligoclonal band, NMO, etc.

**Brand Visibility:** Based on a perception study, the Metropolis brand has been transformed and re-positioned with the objective of establishing our leadership position in the industry. This helps in creating significant recall and to capture the mind space of the end user and re-emphasizing on the importance of customer service and satisfaction. Customer Loyalty Schemes (a first in diagnostics), Disease Management Programs, SMS alerts on test status and stat tests, Web Reporting, Painless Blood Collection etc, are some of the novel ideas introduced by Metropolis.

**Facilities for staff:** Metropolis organises various employee engagement activities such as monthly events, birthday celebrations, wedding gifts, long service rewards, picnic and outings. We also reward the best performer for the quarter. A special HR team is allocated for handling employee problems and grievances, if any. Overall the environment in office is professional yet fun-filled.

**Future Plans:** To come up with 15 more labs out of which 7 labs have already been launched (Greenfield and Brownfield).

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www.metropolisindia.com

Desai **METROPOLIS** EXCELLENCE IN DIAGNOSTICS

**Corporate Social Responsibility:** As part of our CSR initiatives, Metropolis has been instrumental for several health awareness programs and screening activities across the country for various under privileged communities (Adivasi women, taxi drivers, truck drivers, auto rickshaw drivers etc) and communities like the police, who serve society. Metropolis believes in empowerment of women and is actively supporting organizations like Kishori (NGO for adolescent girls in Dharavi) and Banyan (NGO for destitute women in Chennai). Metropolis has also partnered with the traffic police in Mumbai and Chennai as part of their “Don’t drink and drive” initiative, wherein the message was communicated through Metropolis report envelopes.

**Mantra to become a successful entrepreneur:** To be a successful entrepreneur the first attribute that is required is ambition. The next is vision, the third is ability to execute the vision and last but not the least is the capability to make a team which can convert this vision into reality. No one person can ever make a successful venture. It is always a chosen team guided by the entrepreneur which brings about success.

**Salient Features:** Metropolis has also been instrumental in introducing new concepts and services in the organization keeping pace with the changing times. New services include Clinical Trial Management Services, Remote Pathology Testing Services, Standardized & Branded Home health services, Wellness Solutions etc. New concepts include Pre-Marital Health Screens, Pre-Conception Health Screens, several interesting genetic tests like DNA Paternity Tests, Safe Roots – Genetic Hair Loss Test etc.

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