

PROJECT FOR MOTHER AND CHILD HOSPITAL IN KOLKATA

Prepared by
Unicus Health Care Pvt Ltd

EXECUTIVE SUMMARY

Objective :

Unicus Health is desirous of setting up a **300-bed Mother & Paed – Sub speciality hospital** that will cater quality healthcare services to the populace in the region.

Observations from the study

- Dearth of tertiary care Paed sub-specialty hospitals in Kolkata.
- Polyclinics and nursing homes present in plenty, but not capable of providing tertiary super speciality services to the said age group.
- Children care is grossly neglected – a. Lack of infrastructure, b. Trained and expert manpower and c. Proper supervision.

Healthcare Market Growth Drivers in Rajarhat, Kolkata

- ❖ Increasing need for high-end specialized care in the city to keep pace with quality healthcare.
- ❖ Diverse economic base & environment for industrial growth by responsive local administration.
- ❖ Growth in the area at high rate – Population and Immigration creating a huge market potential.

Data Collection Tool:

- Questionnaires and Interviews with administrators, corporate HR managers and consumers.
- VED (Vital, Essential & Desirable) analysis of parameters in the questionnaire.
- Director of Census of India, Environmental Status Report, Economic Survey of West Bengal
- Directorate of Health Services
- Other group database

INTRODUCTION

Promoter:

Unicus Health Care Pvt Ltd

Promoters' & Associates Portfolio

- 1) **Dr. Pinaki Bandyopadhyay : MBBS/MHA/PGDMLE/PGDBF/MA(Economics)/EPHM from IIM-B,
Director, Unicus Health Care Pvt Ltd**
- 2) **Kankana Bhattacharyya: B.A. (English), Director, Unicus Health Care Pvt Ltd**
- 3) **Dr. Rahul Jha: BHMS, Director, Unicus Health Care Pvt Ltd**
- 4) **Dr. Bichitra Bhanu Sarkar : Pediatric Intensive Care Specialist**
- 5) **Dr. Rajiv Sinha : Pediatric Nephrology**
- 6) **Dr. Bhaswati Acharya : Pediatric Gastroenterology**
- 7) **Dr. Dhritabrata Das : Paed – Cardiology**
- 8) **Dr. Suvasish Saha : Paed – Surgeon for MAS and Urology**
- 9) **Dr. Anindya Chatterjee : Paed – Surgeon**
- 10) **Dr. Sudeshna Mitra Pal : Paed – Emergency**
- 11) **Dr. Ashok Das : Gynae & Obs**
- 12) **Dr. Dipankar Bhattacharyya : Gynae & Obs**

PROPOSED PROJECT - AN OVERVIEW

Unicus Health Care Pvt Ltd is desirous of setting up a 300-bed **Paed sub specialty hospital** that will cater quality healthcare services to the populace in the region.

The hospital for the purpose of the said project will have :

- Approximately minimum 33 cottahs of land & constructed building .
- Area containing floor space of 1,50,000 sq. ft. (approx).
- Location: Near Saltlake / New Town in Kolkata.

Survey conducted by Promoter Group on:

- Healthcare survey in proposed locality and catchment areas to move forward.
- Need and Gap requirement for Super-specialty tertiary care hospital.
- Assess the healthcare delivery systems of competitors.
- Review of all stake holders on the lacunae & strengths.
- Financial Feasibility Report – Project Cost, Probable means of Finance, Income – expense estimates, P&L statement and Balance Sheet derivations.

HEALTHCARE MARKET AND GROWTH TREND IN INDIA

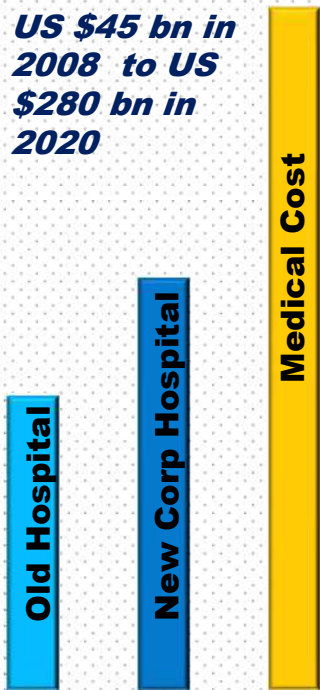
Registered growth 9.3%
between 2000 - 2009

CAGR 15.4% per annum



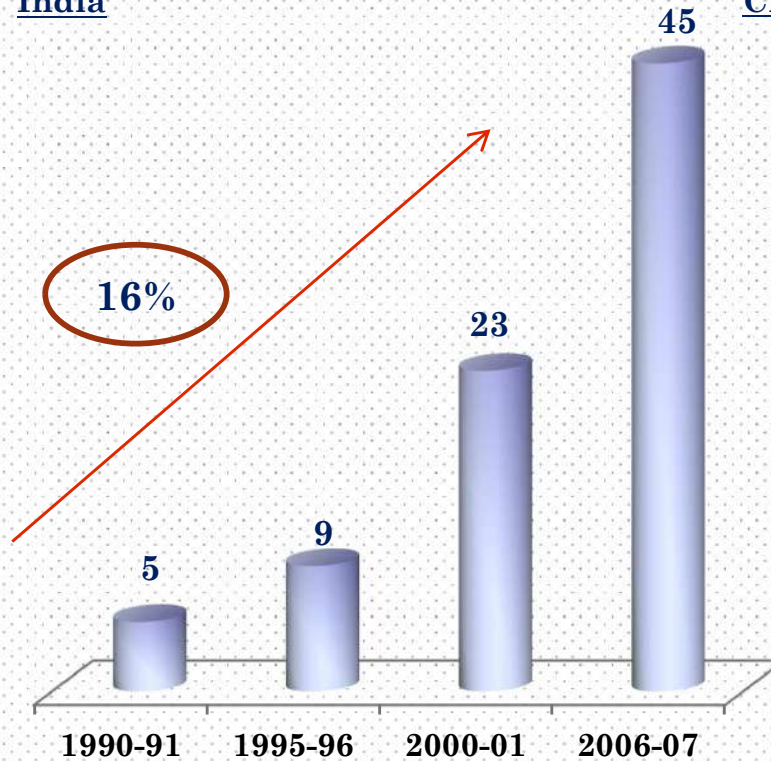
Year 2017 - \$160 bn
Year 2021 - \$ 280 bn

**US \$45 bn in
2008 to US
\$280 bn in
2020**

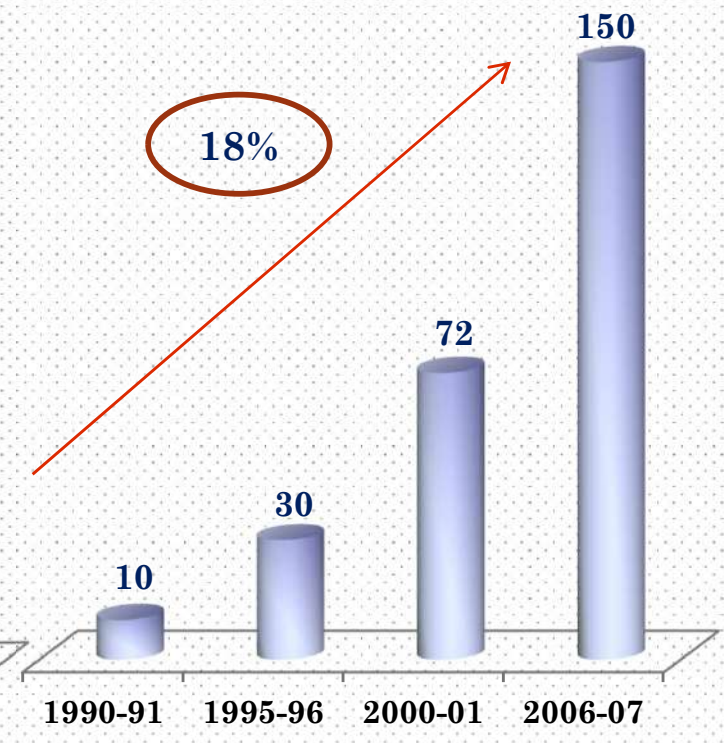


**Hospitals account for
71% of total healthcare
revenues in the country.**

Evolution of Healthcare spending in
India



Evolution of Healthcare spending in
China



India & China has healthcare spend doubling every 5 years

The Indian healthcare industry size is expected to touch US \$ 160 bn by 2017 and US \$280 bn by 2020.

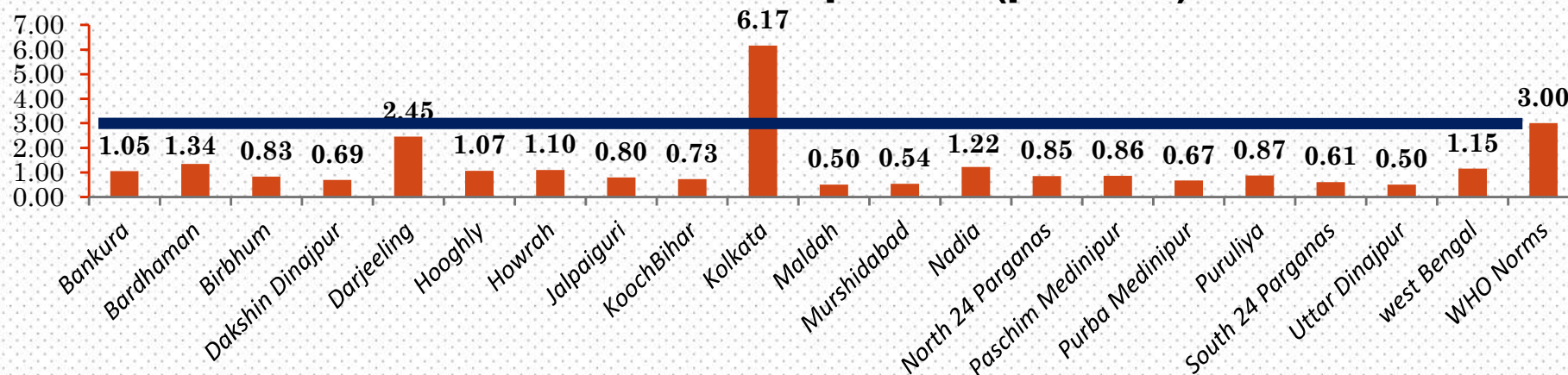
HEALTHCARE MARKET & SCENARIO IN WEST BENGAL

West Bengal Health Scenario in Brief and its comparison with other states

Vital Health Statistics	India	West Bengal	Kerala	Tamil Nadu	Maharashtra
Birth Rate	22.8	17.5	14.6	16	17.9
Death Rate	7.4	6.2	6.6	7.4	6.6
Infant Mortality Rate	53	35	12	31	33

Bed population Ratio in districts of West Bengal

Current Bed Ratio with Population (per 1000)



There is a serious shortage in infrastructure especially hospital beds in different districts of West Bengal

Condition in rural areas is far worse in the districts are much below WHO norms

Uttar Dinajpur (117%) | Malda (6%) | Murshidabad (18%) | South 24 pgs (20.3%)

SWOT ANALYSIS OF KOLKATA

STRENGTHS:

- Good quality services at optimum cost.
- Large supply of qualified doctors and NRI clinicians.
- Medical Tourism – Kolkata is the center of healthcare for WB, Nepal and Bangladesh.
- Doctor's reputation on international front is very high.

WEAKNESSES:

- Delivering qualitative healthcare is costly.
- Tertiary specialty care
- Normal middle class cannot afford specialty healthcare in pvt hospitals.
- Healthcare specialty like Paed – Neuro, Gastro, Psycho has not yet developed in Kolkata

OPPORTUNITIES:

- Healthcare industries have good support from government.
- Major pharma companies choose Kolkata as preferred hub for their global R&D and manufacturing operations.
- The growth of middle class has resulted in fast changing lifestyles in urban and some rural centers.
- Level of affordability has increased.
- No paed sub-speciality hospitals in Kolkata with tertiary care.

THREATS:

- Primary health infrastructure is the responsibility of government.
- Cost of delivering new drugs is very high.
- Healthcare market in Kolkata is not yet competent in comparison to Chennai, Bangalore & Mumbai.

COMPETITOR ANALYSIS – POSITIONING AND GAP

Its is quite obvious that there is no presence in east for any paed sub specialty hospital. But almost all hospitals are doing mother and child but dedicatedly upto neonates. So the market is fertile and virgin.

Hospital Name	Specialty	Overview	Avg footfall/month	Bed Strength	Avg Revenue/Bed per day	Positioning	Gap
DESUN Hospital & Heart Institute	Multi specialty	Private sector multi specialty	7500	250	25 – 30k	For elite category	Middle class & APL cant afford
The Calcutta Medical Research Institute	Multi specialty	Private sector Trust	18000	550	16 – 24k	For both affordable and middle class	Location deprives certain bigger section
Apollo Gleneagles Hospital	Multi specialty	Private Sector Hospital	24000	550	30 – 35k	For affordable class	Middle class and APL cannot afford
Advanced Medicare & Research Institute	Multi specialty	Private Sector Hospital	9000	400+	25 – 27k	For affordable class only	Approachable by certain section
BM Birla Heart Research Centre	Multi specialty	Private Sector Hospital	6000	150	26 – 30k	For affordable class only	Approachable by certain section
RN Tagore Inst. Of Cardiac Sciences	Multi specialty	Private Sector Hospital	10500	300+	20 – 25k	For both middle and affordable class	Location deprives certain bigger section
Fortis	Multi specialty	Private Sector Hospital	10000	300+	30 – 35k	For affordable class	Approachable by certain section

PROPOSED PROJECT OUTLINE

PROPOSED BED MIX-UP

The Bed-mix for the proposed facility is ...

- ❖ Consultants that were interviewed suggested that 150 beds would be most feasible for the proposed facility
- ❖ The bed – mix for the proposed facility has been prepared considering the emerging trends in healthcare market
- ❖ There will be some nominal percentage of subsidised bed in twin sharing and below category (also ICU/NICU)
- ❖ The suite category bed charges will be pegged at Rs.11000/- and twin sharing at Rs.2500/-

Bed Type	Count
Suite/Single	58
Twin Sharing	36
Ward /Day Care/Triage	116
NICU/PICU/ICU	90
Total	300

TOTAL PROJECT COST
ESTIMATED CAPEX IN 1ST YEAR OF SET UP

Particulars	[Rs. Lakh]
Building (Interior)	4000
Land Purchase	27900
Medical Equipment	7500
Plant & Machinery	1500
Office Equipment	500
Furniture & Fixture	4000
Computers and Software	350
Vehicles	10
License and Misc	2
Contingency & Working cap	4500
Total	50262

THANK YOU