

## Apollo & Group sanofi-aventis launch second 'Fun Center' for kids

*Sanofi-aventis extends its globally successful exclusive 'Fun Center' concept in India*

**Chennai, February 15, 2010:** Apollo Hospitals in partnership with Aventis Pharma Limited (Group sanofi-aventis) have launched the second 'Fun Center' for all children admitted at the Apollo Children's Hospital in Chennai. The 'Fun Center' was inaugurated by Dr. Prathap C. Reddy, Chairman, Apollo Group of Hospitals and Dr. Shailesh Ayyangar, Managing Director, Aventis Pharma Limited (Group sanofi-aventis). The first Fun Center was successfully launched at Indraprastha Apollo Hospitals New Delhi in April 2009. The Chennai 'Fun Center' is the 12<sup>th</sup> one to be launched by Group sanofi-aventis in partnership with carefully selected local hospital partners.

The Fun Center is an innovative concept for children who are admitted into hospitals for long durations. The 'Fun Center', as the name indicates, is a recreational area integrated with a pediatric unit. In this child-friendly decorated playroom, children can take their minds off their treatment regimen to enjoy and have fun times, with a host of recreational activities, such as playing with toys, reading comic books, or novels, quiz / riddle books, or playing board games. The Fun Center is also equipped with a Play Station and DVD player for them to watch children's movies and cartoons. The Fun Centers have benefited innumerable children around the world since the concept was first launched. Aventis Pharma Limited (Group sanofi-aventis) hopes to reach out to many more children across Indian cities in the near future.

The **Apollo Children's Hospital** in Chennai is a cutting edge health facility for children that provide specialized health care services under one roof for all children between 0 to 16 years. With the aim to 'Touch a billion lives' and its many incredible achievements, this partnership truly reflects the mutual attempt to help bring a smile to children who must stay for long durations in hospitals.

Speaking at the inauguration of the 'Fun Center' Dr. Prathap C. Reddy, Chairman, Apollo Hospitals Group said, "Apollo has always pioneered innovative treatment therapies. With the best standards of care and cutting edge technology, Apollo takes that extra step to ensure maximum patient comfort through tender loving care across all age groups. The Fun Center is one such initiative towards this direction. I thank sanofi-aventis for extending their support to launch their second 'Fun Center' in India with the Apollo Hospitals Group."

Also, speaking on the occasion Dr Shailesh Ayyangar, Managing Director, Aventis Pharma Limited (Group sanofi-aventis) said "Sanofi-aventis is privileged to be partnering with the Apollo Children's Hospital in Chennai, to create a 'Fun Center' for children who have to undergo long stay in hospitals. The Apollo Group is a great partner, as besides providing world class treatment, they believe in providing holistic patient care with love and warmth." Present at the occasion was Preetha Reddy, Managing Director, Apollo Hospitals Group, Sindhoori Reddy, Vice President, Apollo Children's Hospital and senior doctors and colleagues from the hospital.

**About Sanofi-Aventis Fun Centers:** Sanofi-Aventis has started 12 Fun Centers in collaboration with various hospitals in Brazil, Russia, Thailand and more recently, in India, to benefit innumerable children. The 'Fun Center' started 10 years ago, is an exclusive concept of sanofi-aventis. In India, sanofi-aventis has partnered with Apollo Hospitals to launch both the Fun Centers.

**About sanofi-aventis group:** Sanofi-aventis, a leading global pharmaceutical company, discovers, develops and distributes therapeutic solutions to improve the lives of everyone. Sanofi-aventis is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

***Sanofi-aventis in India*** operates through three entities - Aventis Pharma Limited, Sanofi-Synthelabo (India) Limited and Sanofi Pasteur India Private Limited – the vaccines division of Group sanofi-aventis. Sanofi-aventis and its 100% subsidiary Hoechst GmbH are the major shareholders of Aventis Pharma Limited and together hold 50.12% of its paid-up share capital. Sanofi-Synthelabo (India) Limited and Sanofi Pasteur are 100% subsidiaries of Sanofi-aventis Group. The Global affiliate recently acquired a controlling stake in Shantha Biotechnics in India. Aventis Pharma Limited is listed on the Bombay Stock Exchange and the National Stock Exchange. The Company focuses its activities on seven major therapeutic areas namely – Cardiovascular diseases, Thrombosis, Oncology, Central Nervous System disorders, Metabolic Disorders, Internal Medicine and Vaccines.

**About Apollo Hospitals:**

It was in 1983, that Dr. Prathap C. Reddy made a pioneering Endeavour by launching the first corporate hospital in India. An integrated healthcare company, the group has around 10,000 beds across 45 hospitals, over 750 pharmacies and 100 diagnostic clinics, medical business process outsourcing services, health insurance services, and clinical research divisions with a focus on epidemiological studies, stem cell research and genetic research. To develop talent for the burgeoning need of superior healthcare delivery, the group has 10 nursing & hospital management colleges. An accomplishment that has earned Apollo the encomium of Centre of Excellence from the Government of India, recognition from JCI, the international healthcare accreditation body with accreditation of seven hospitals and appreciation in the form of associations and collaborations from global leaders.

# # #

**For more Information, please contact:**

**Aventis Pharma Limited (Group sanofi-aventis )**

Aparna THOMAS

**Director - Communications**

**Email:** [aparna.thomas@sanofi-aventis.com](mailto:aparna.thomas@sanofi-aventis.com)

(o) : +91 22 2827 8169

Rishi TANNA

**Manager – Marketing Communications**

**Email:** [rishi.tanna@sanofi-aventis.com](mailto:rishi.tanna@sanofi-aventis.com)

(o) : +91 22 2827 8572

**Apollo Hospitals**

Suganthi

**Apollo Children's Hospital**

**Email:**

(o) : +91 98417 14433