



Press Release

HCG in association with Sanofi introduces unique 'Fun Center' for pediatric patients

July, 6th, 2011, Bangalore: HealthCare Global Enterprises Ltd, South Asia's largest cancer network, in association with Sanofi has also launched an exclusive Fun Center for pediatric patients, first in Karnataka.

The unique Fun Center was inaugurated by Mr. Nagabharna, Leading Kannada Film Director, and Master Snehith, Child Artist.

Dr. B S Ajaikumar, Chairman, HCG, said, "Despite there being a higher proportion of childhood cancer in India, it has not been a priority in healthcare. This fun centre will serve a great purpose for the pediatric patients as it will help children psychologically to cope up with the stress, while they undergo treatment."

Dr. Intezar Mehdi, Pediatric Oncologist, said, "Although cancer in children is on the rise due to various factors, most of them can be cured if treated early. While there have been great advances made in the treatment of childhood cancer and subsequent improvements in survival rates, it is unfortunate that this has not reached the majority of children diagnosed with cancer. This is largely due to lack of accessibility, facilities & awareness. Having a fun centre where pediatric patients are treated will definitely help in supplementing the efforts of the doctor to treat the patients. Leukemia is the most common childhood cancer in India with a relative proportion varying between 25 to 40%."

Mr. Pradeep Vaishnav, Senior Director, Human Resources, India & South Asia for Sanofi, said "Patients are at the heart of everything we do at Sanofi. It is our constant endeavor to listen, understand and respond to the needs of patients. Sanofi is committed to providing children around the world with a recreational area which can bring joy to their lives during their stay at the hospital. This is our third Fun Center in India and we hope to reach many more children across the country in the near future. We are happy to have a partner in HCG, who believe in this concept and are committed to taking it forward."

About HCG:

Health Care Global Enterprises Ltd, (HCG) headquartered in Bangalore and South Asia's Largest Cancer Care Network, with 22 centers. HCG has defined the future of cancer care in India by designing, building and managing cancer care Centers with a committed vision. HCG focuses on cancer care treatment, imaging and laboratory services, clinical trials and research services. The vision of HCG is to make high quality cancer care accessible by adopting global innovations to all segments of the society.

About Sanofi Fun Centers:

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. Sanofi has started 25 Fun Centers in collaboration with various hospitals in Brazil, Russia, Thailand, Vietnam, Philippines and India to benefit innumerable children.

About Sanofi:

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

Sanofi in India operates through four entities - Aventis Pharma Limited, Sanofi-Synthelabo (India) Limited, Sanofi Pasteur India Private Limited and Shantha Biotechnics. Sanofi-aventis and its 100% subsidiary Hoechst GmbH are the major shareholders of Aventis Pharma Limited and together hold 60.4% of its paid-up share capital. Sanofi-Synthelabo (India) Limited and Sanofi Pasteur are 100% subsidiaries of sanofi-aventis Group. 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, Metabolic Disorders, Thrombosis, Oncology, Central Nervous System disorders, Internal Medicine and Vaccines

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