

manipalhospitals
LIFE'S ON

MARKETING OBSERVATION



ABOUT

MANIPALHOSPITALS

Manipal Hospitals is one of India's foremost multi-specialty healthcare providers With a group of 37 hospitals spread over 19 cities,the second-largest hospital chain in India ,have different entities that ensure proper functioning, smooth operations and overall patient satisfaction.

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CORE VALUES

COMPASSION

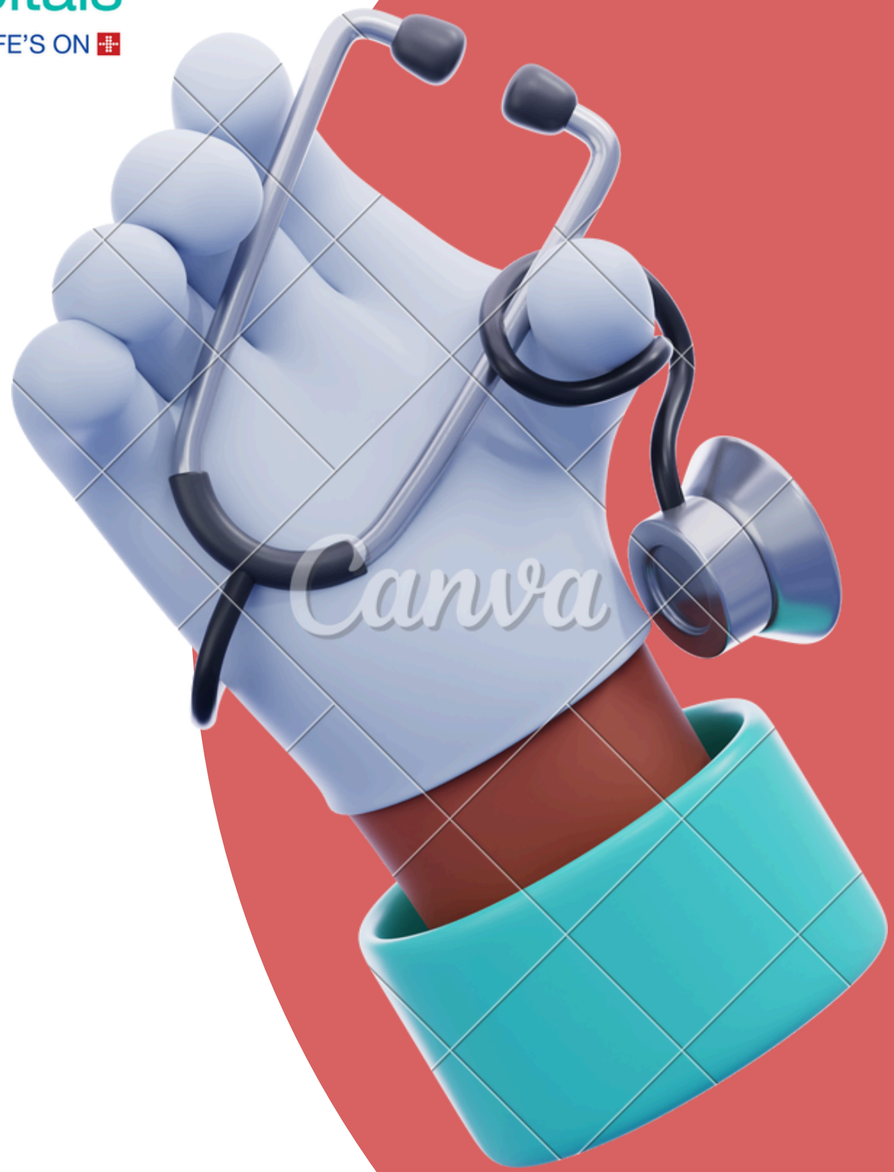
We approach every patient with empathy and understanding.

EXCELLENCE

We commit to the highest standards of medical practice.

INTEGRITY

We uphold the highest ethical standards.



MARKETING STRATEGIES !!

(Medanta Hospitals)

- **"Mannat: The Tree of Life"** was placed in Medanta's lobby as its foundation stone, representing the belief **"Har Ek Jaan Anmol"** (Every Life is Precious).



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Purpose : The "Tree of Life" draws from various spiritual philosophies, providing a space where people from all faiths can come, tie a sacred thread (a common practice in India for making wishes or seeking blessings), and wish for the well-being of their loved ones. This act is intended to generate hope, create a spiritual connection, and provide a feeling of being embraced.

Values : More than just a symbol, it showcases an organization that combines the latest modern Hospital with traditional values, culture, and ethics. It signifies a holistic approach to healthcare that acknowledges the emotional and spiritual well-being of patients and their families.

In **Conclusion** , It is a powerful representation And commitment to compassionate care and the sanctity of human life, offering a space for hope and spiritual solace within a modern healthcare setting.

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