

BUILDING LEGACY



SHALBY
ORTHOPEDICS
CENTRE OF EXCELLENCE



Shalby at a Glance



15%

Market Share of Joint Replacement Surgeries in India

30+

Years of experience

500+

Doctors are sharing expertise

140000+

Joint Replacement surgeries till date

2600000+

Patients provided healthcare services till date

SHALBY SPECTRUM



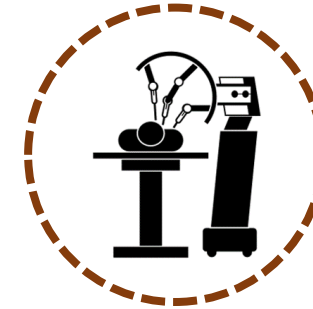
- ❖ 3 decades of Healthcare Expertise
- ❖ 10 Multispecialty Hospitals across India
- ❖ 4 Single Specialty Hospitals under Shalby Orthopedics Centre of Excellence
- ❖ 2200 total beds across the group
- ❖ 550+ doctors under Shalby spectrum
- ❖ 1,40,000 + Joint replacement surgeries done
- ❖ More than 40,000 students & professionals have been trained under Shalby Academy
- ❖ Nearly 1,00,000 patients have been served under Shalby Homecare
- ❖ 2,600,000 + patients are served healthcare services
- ❖ Awarded as Best Orthopaedic Hospital 2021 by ET.





ZERO Technique

Shalby Revolutionized the once dreaded Total Knee Replacement (TKR) surgery with own innovation of "0 TECHNIQUE" a surgical process that minimizes surgery time from hours to 8-10 minutes.



OS Needle

Shalby invented 'OS NEEDLE' which passes through the bone, now used by Orthopaedic doctors, all over



Cutting-edge Technology

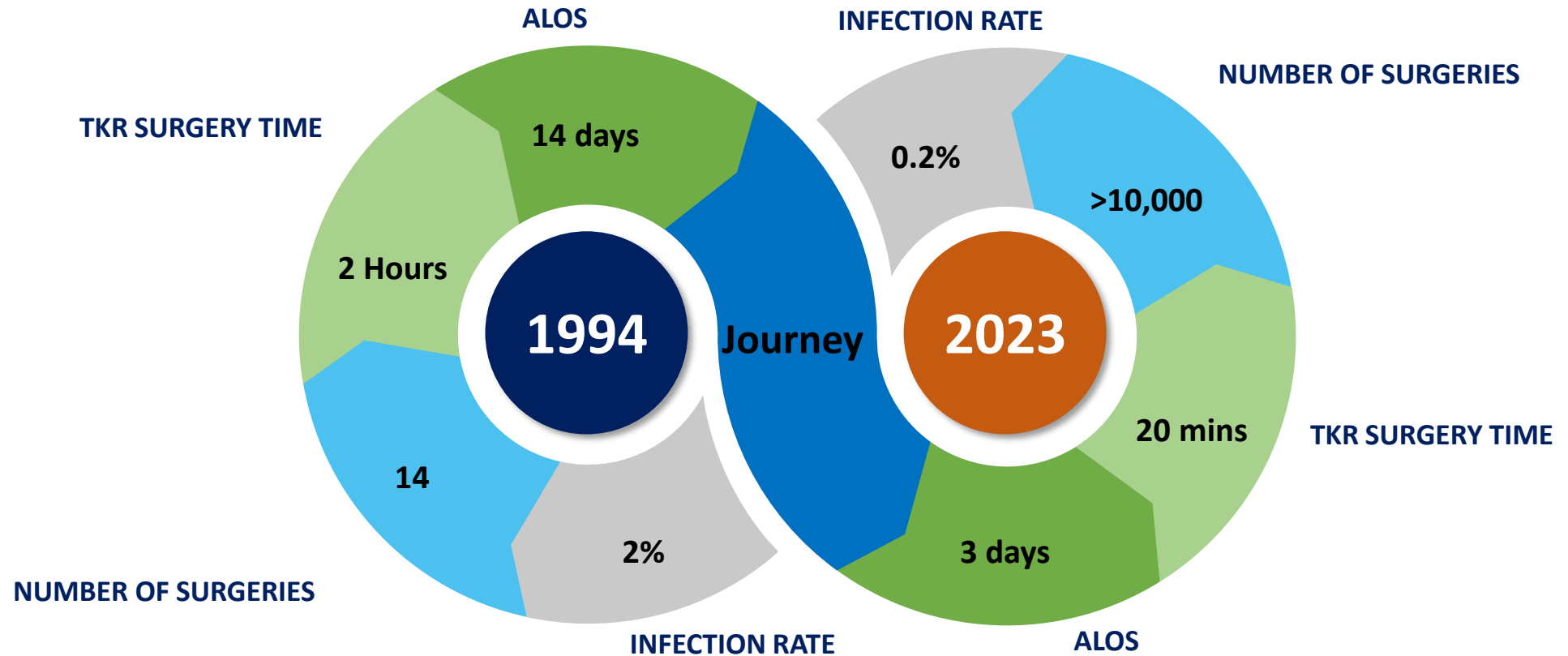
Shalby pioneered Class 100 Operation Theatres and Body Exhaust Suits for surgeons and played a vital role in transforming the surgical standards and treatment outcomes



Catering to Modern Healthcare Needs

Shalby redefined the concept of serving modern healthcare and established a chain of multi-specialty hospital in the tier-II & tier -III cities of India where the masses were deprived of such facilities for decades.

SHALBY'S CULTURE OF INNOVATION



ZERO



SHALBY CLINICAL EXCELLENCE

✓ Quality Accredited Hospitals

✓ Patients Centric Approach

✓ Caring Staff

✓ Fulltime Doctors

✓ Highly Trained Staff

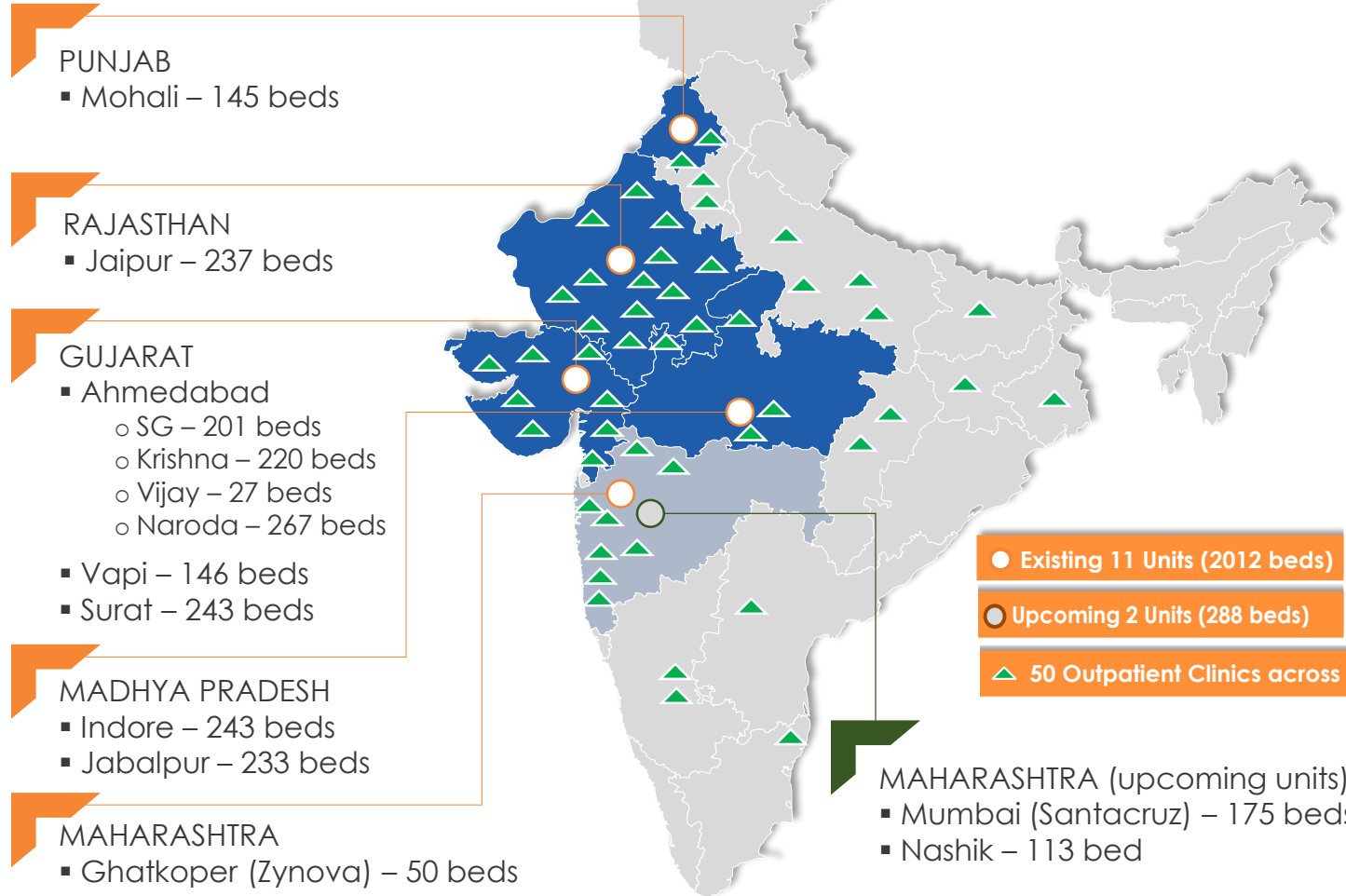
✓ Advanced IT System

SHALBY'S PRESENCE



Shalby has developed strong brand recognition in its core markets and is well positioned for further expansion

➤ National Presence



➤ International Presence (in Africa)





STANDALONE ORTHOPEDIC CENTRE

From Chairman's Desk



“ In Line with **Shalby’s Commitment** and **Dr. Vikram Shah’s vision**, Shalby is making its world renowned Orthopedic services even more accessible to patients by creating a network of Orthopedic centers that are operated and managed exactly like Shalby Hospitals.

Shalby Orthopedic Centre of Excellence or **SOCE** are envisioned as standalone Hospitals to provide world class orthopedic care services to patients ”

Dr. Vikram I Shah

Chairman & Managing Director, Shalby Limited



About

Shalby Orthopedic Centre of Excellence (SOCE)

SOCE is a state-of-the-art, full service, walk-in orthopedic centre for convenient and quality treatment of all orthopedic and sports medicine injuries for patients of all ages.

- Orthopedic services under one roof
- Team of Dedicated specialists
- Empanelled with all Leading insurance companies
- Comprehensive Services from Point of Entry to Recovery
- Continuum of Quality Care



Service offered @ **SOCE**

- **Arthroplasty**
 - Knee Replacement - TKR
 - Hip Replacement - THR
 - Revision and Re - do surgery
- **Arthroscopy Surgeries**
- **Sports Injury**
- **Spine Surgeries**
- **Orthopaedic Trauma Surgeries**
- **Pediatric Ortho Surgeries & Deformity Correction**
- **Other Procedures**
- **Consultation**
- **Diagnostics**
- **Physiotherapy**
- **Pharmacy**
- **Home care services**

SERVICE OFFERING @ SOCE CENTRES

1
Trauma

2
Joint Replacement
(Arthroplasty)

3
Arthroscopy
(Sports Injury)

4
Spine

5
Paediatric
Orthopedics &
Onco-
Orthopedics

“

As on today, largest part of the market is covered by trauma and joint replacement business.

”

Benefits of being a Corporate Hospital

Shalby's Brand Recognition

Become a brand from day one.

Orthopedic Excellence

Global Leader in Joint Replacement with diversification in other specialties

Centralized SCM Support

Shalby's Supply Chain Management(SCM) takes care of its all hospitals from one centralized system.

Proven SOP's Support

Standard Operating Procedures for your Hospitals.



SHALBY
LEVERAGING



Leap to Corporate Culture

Adaptation of a corporate culture to drive recognition and efficiencies.

Centralized Pharmacy Support

Centralised purchase, provides cost benefits in all surgical and pharmacy buying.

Dynamic Marketing Support

Shalby supports in formulation of marketing Planning, budgting and strategies for go to market.

In house IT Support

Integrated IT System allows smooth management of Finance, Inventory, Manpower, clinical and non clinical activities.

A Win-Win Investment / A Guaranteed Winvestment

Patients

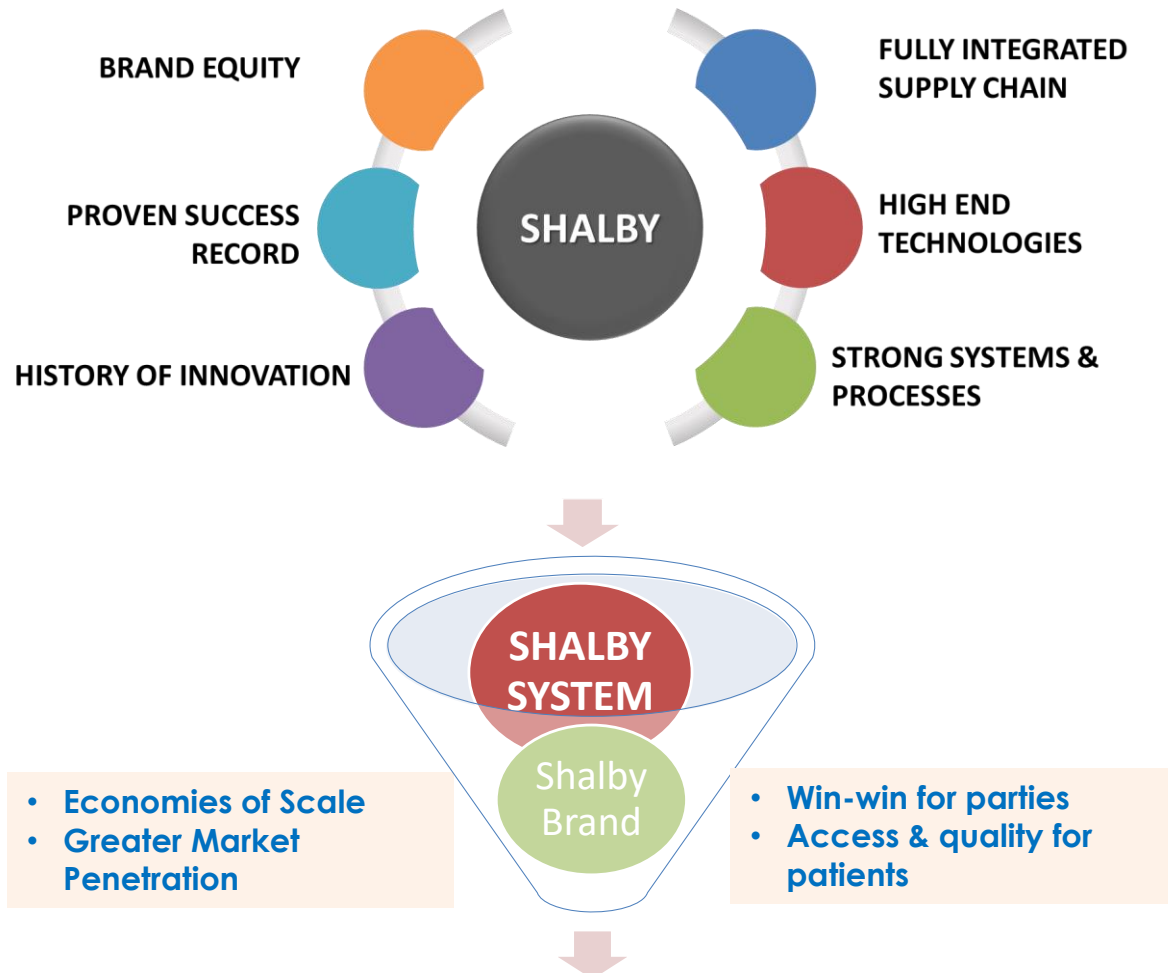
-  **One Stop for all Orthopedic Care**
-  **Easy Accessibility to World-Class Orthopedic Care**
-  **Save-Time, Energy & Money**
-  **Trusted Healthcare Brand**
-  **Experience the New Form of Rehabilitation Facility***



Franchisee

- Invest in Ready Business** 
- Brand Equity** 
- Strong Systems & Processes** 
- Fully Integrated Supply Chain** 
- High Return on Investment** 

SHALBY BENEFIT



Hospital Footprint

- Hospital to be branded **as Shalby**
- Part of chain of 14 hospitals in 11 cities
- Hospitals located in key catchment area.
- Focus on Single/Multispecialty as a specialty feature.

Operations

- Provide **Shalby systems** (HIS, procurement, manpower planning etc)
- All hospital operations supervised and governed **by Shalby SOP**
- The hospitals will be managed and operated **by Shalby Hospital.**

FRANCHISE MODEL EXPLAINED



Minimum Requirement

- Standalone Building with focus only on Orthopedics
- Carpet Area: Min. 15,000 sq. ft. and Max. 30,000 sq. ft.
- Bed Capacity: Min. 25 and Max. 50 beds
- Agreement period: 10 years
- Located in key catchment area
- Brownfield project



Potential Partners

- Businessmen
- Real Estate Owners
- Hospital Owners
- Doctors



Financial Model

- Revenue Sharing Model



Operations Model

- All employees at the franchisee will be trained in Shalby-system by Shalby's Learning & Development Team
- Shalby's Standard Operating Process for all Clinical / Non Clinical Process
- Shalby's L&D / HIS / LIS / Accounts implemented for uniform service delivery

SHALBY SYSTEM: It is a system of managing hospital operations that includes, operational, financial, marketing, supply-chain, biomedical and manpower management practices;

Gives the bearer the right to Shalby trademarks and business manuals; and other confidential business information, expertise and continuous upgradation that Shalby provides.

Shalby Operated

1. The franchise is responsible for setting up the centre and SHALBY will be responsible for running the day-to-day operations.
2. Investments for operational expenses and New medical Equipment by Shalby

Shalby Managed

1. Franchisee sets up SOCE Centre. The Operations are managed with a Shalby Appointed Unit Manager
2. Centre operated as per Shalby SOP wrt clinical / non-clinical / admin / Purchase / SCM
3. Investment for all Operational Expenses / New medical equipments by Franchisee.

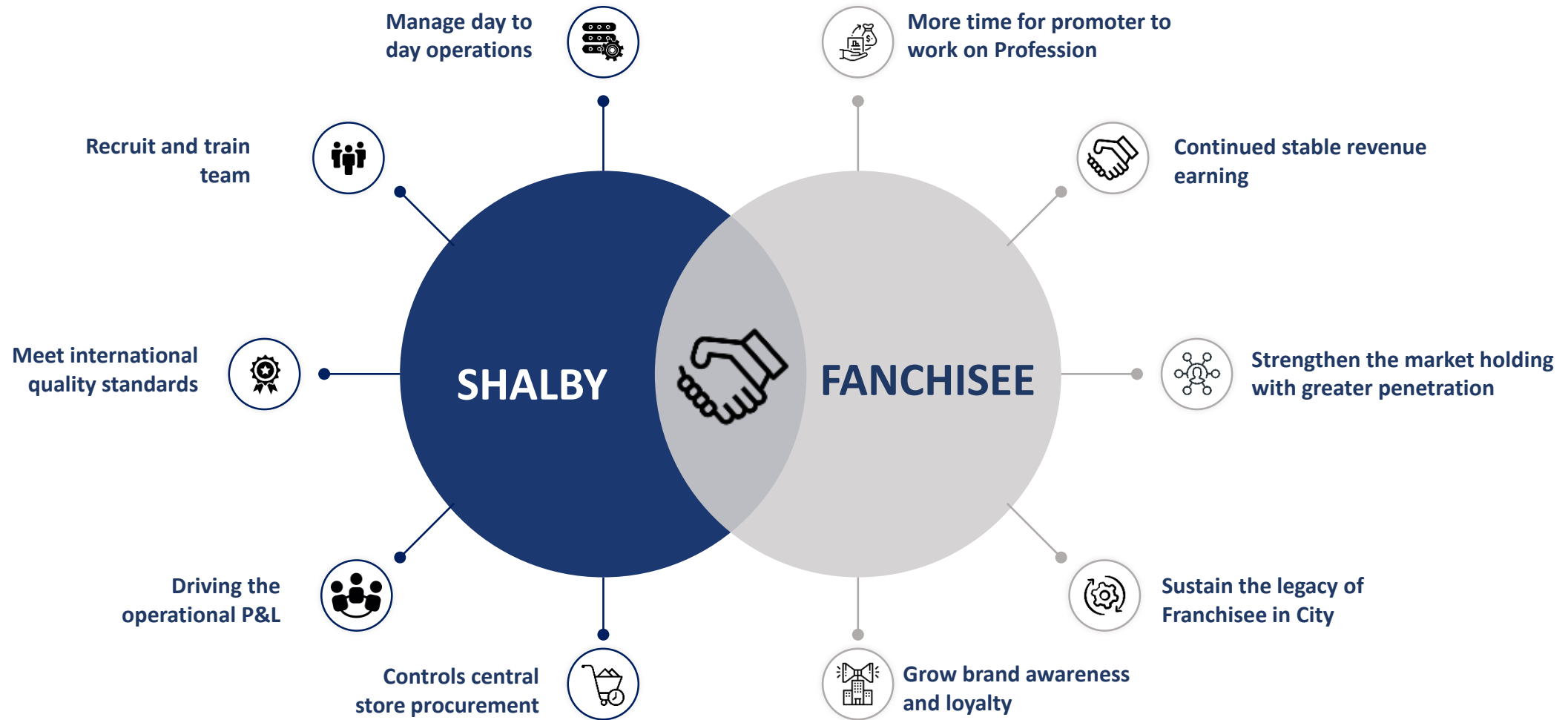
KEY SCOPE AREAS-FOSO MODEL

	Franchisor: Shalby	Franchisee: Hospital & Real-estate
INFRASTRUCTURE	<ul style="list-style-type: none"> ✓ Share Standard Design and interior as per Shalby standards ✓ New addition of medical equipment post handover of hospital operations ✓ Upkeep of property and assets ✓ AMC and CMC of deployed assets ✓ Repair of owner deployed assets, vehicle & equipment at hospital premise and handed over for operations 	<ul style="list-style-type: none"> ✓ Design and creation of premises as per Shalby Standards ✓ Land, building, licenses and its maintenance. ✓ Furniture and fixtures at the premises
BUSINESS OPERATIONS	<ul style="list-style-type: none"> ✓ Driving the units P&L ✓ All operating license to be procured under the name of operator ✓ Recruitment and training of staff ✓ O&M handling ✓ Minimum lock-in period- 5 years ✓ Start operation with no debts forward from date of handover 	
Financial Model	Franchisor: Shalby	Franchisee: Hospital & Real-estate
CAPEX	<ul style="list-style-type: none"> ✓ New medical equipment's 	<ul style="list-style-type: none"> ✓ Fixed assets
OPEX	<ul style="list-style-type: none"> ✓ Shalby Funded 	
REVENUE	<ul style="list-style-type: none"> ✓ Revenue share remittance- monthly basis . ✓ Decided %age of revenue share on a gross revenue to partner 	

KEY SCOPE AREAS-FOSM MODEL

	Franchisor: Shalby	Franchisee: Hospital & Real-estate
INFRASTRUCTURE	<ul style="list-style-type: none"> ✓ Share Standard Design and interior as per Shalby standards ✓ Share list of Equipment required for operations 	<ul style="list-style-type: none"> ✓ Business Franchisee Fees. ✓ Land, building, licenses and its maintenance. ✓ Furniture and Fixtures and repair, maintenance and replacement ✓ Design and creation of premises as per Shalby Standards ✓ Upkeep of property and assets
BUSINESS OPERATIONS	<ul style="list-style-type: none"> ✓ Driving the units P&L ✓ Recruitment and training of staff ✓ Establishment of Shalby SOP wrt SCM, Procurement, people. ✓ Hospital Information System / Lab Information System implementation 	<ul style="list-style-type: none"> ✓ All operating license to be procured under the name of operator ✓ Shalby Name to be included in the License / operations ✓ AMC and CMC of deployed assets ✓ Repair of owner deployed assets, vehicle & equipment at hospital premise and handed over for operations ✓ Start operation with no debts forward from date of handover
Financial Model	Franchisor: Shalby	Franchisee: Hospital & Real-estate
CAPEX		<ul style="list-style-type: none"> ✓ New medical equipment & fixed assets
OPEX		<ul style="list-style-type: none"> ✓ Funded by franchisee
REVENUE		<ul style="list-style-type: none"> ✓ Revenue share remittance- monthly basis . ✓ Decided %age of revenue share on a gross revenue to partner.

KEY DELIVERABLE / OUTCOME FROM THE ALLIANCE



VIJAY HOSPITAL

Navrangpura, Ahmedabad



UDAIPUR HOSPITAL

Madhuban, Udaipur



LUCKNOW HOSPITAL

IIM Road, Lucknow

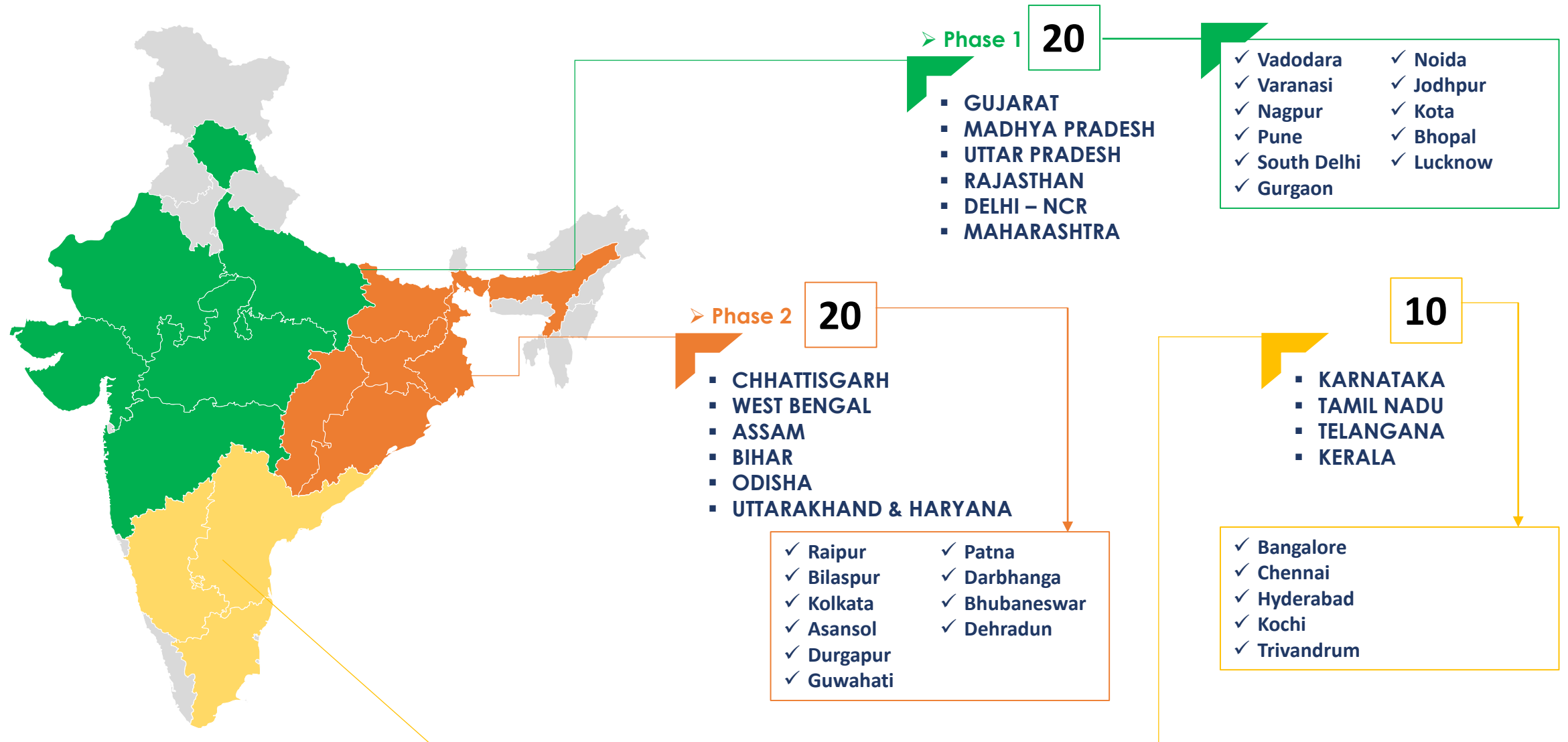


GWALIOR HOSPITAL

Kampoo, Gwalior



SOCE NETWORK IN NEXT 3 YEARS



Let's Get Moving Today

Call: 9512003960 | Email: franchise@shalby.in

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S.G. Highway, Ahmedabad-380015, Gujarat.

www.shalby.org

