



Press Note:

Godrej HIT partners with Apollo Hospitals to launch India's 1st online 'PLATELET DONOR COMMUNITY' to save lives of dengue patients

- **011-26825565:** The 24x7 platelet helpline that will help dengue patients get platelets
- Register as a **platelet donor** on www.godrejhit.com/trackthebite or on HIT Track The Bite mobile app

NEW DELHI, JULY 11th: Godrej HIT and the Apollo Hospitals Group announced its partnership to build India's first online Platelet Donor Community for dengue patients. HIT is a well-known household insecticide brand trusted by millions of household in India when it comes to eliminating dangerous insects and pests from their homes. Brand HIT has been liberating people from the anxiety of pests and has been championing the cause and educating masses about prevention of mosquito borne diseases. In this crusade, both HIT & Apollo Hospitals - India's largest healthcare and hospital group, have been leading multiple community outreach programs. Over the last many years both have been educating masses about mosquito borne diseases and its preventive measures.

INDIA'S FIRST ONLINE
PLATELET
DONOR COMMUNITY FOR
DENGUE
PATIENTS.



In India, dengue has emerged as one of the biggest threats to public health. Last year, more than 1 lakh dengue cases were reported in India with 245 unfortunate dengue deaths. Dengue is an acute viral disease, which is caused by a mosquito bite. It is growing rapidly and continues to take lives of innocent people unabatedly because dengue has no cure and has to be treated symptomatically. While people are aware of the cause of dengue, there is a lack of awareness on how dengue can be cured. Absence of a cure coupled with lack of awareness leads to a lot of anxiety, driving patients to get admitted the moment they are diagnosed positive.

The dengue virus causes a sharp drop in the platelet count of the patient's blood, triggering internal bleeding and other complications. In rare cases, when the platelet count drops below 20,000/cu.mm, the patient may require an urgent transfusion of platelets. A recent survey carried out by Godrej HIT Nielsen states that **94% of citizens** are unaware about the critical level of platelet count below which platelet transfusion is required.

In such a situation, ready availability of a platelet donor becomes critical, as unlike blood, platelets cannot be stored for more than 5 days. However, the Godrej HIT Nielsen report also informed that **80% of the citizens** are not aware of this important fact.

Understanding the gravity of the situation, Godrej HIT and Apollo Hospitals has taken this bold initiative to educate citizens and build India's first online nation-wide platelet donor community. As part of the initiative, Apollo Hospitals will be providing platelets to critical dengue patients and will manage the 24x7 helpline.



Sunil Kataria, Business Head-India and SAARC, Godrej Consumer Products Limited (GCPL) said *“Dengue has emerged as a serious threat to public health in India. While people are aware that mosquito bites causes dengue they are unaware of the curative measures, especially about platelets. Our Godrej HIT-Nielsen research reveals that 90% citizens are aware that platelets are blood components but a startling 66% believe that platelets are a cure for dengue and 80% believe that platelets can be stored like blood, both of which are factually incorrect! This lack of awareness leads to lot of anxiety among citizens. Hence Godrej HIT has partnered with Apollo Hospitals to build India’s first online nation-wide platelet donor community for dengue patients”.*

He further added “Through this initiative we urge citizens to register as a platelet donor on www.godrejhith.com/trackthebite or on Hit Track the Bite app and help save lives of critical dengue patients. The registration response has been overwhelming and in less than 2 weeks, more than 20,000 citizens have registered as platelet donors. Dengue patients can call on a city-specific 24x7 platelet helpline number across 5 key metros to get platelets. For Delhi NCR, the platelet helpline number is 011-26825565.”

On the occasion, **Ms. Sangita Reddy, Joint Managing Director, Apollo Hospitals Group** said, *“Vector borne diseases like dengue are emerging as a threat to public health in India. To address this issue, we at Apollo Hospitals, have tied-up with Godrej HIT to build a platelet donor community. Through this initiative, we are trying to bridge the disparity in awareness and provide ready resources to manage diseases like dengue. Apollo Hospitals has set-up and will manage a 24x7 helpline for patients suffering from dengue. At the same time, we will be building a donor community that can help fellow citizens who fall victim to vector borne disease through this initiative. With Apollo’s wide reach, our clinical outcomes and the expertise our doctors we are confident that we will help significantly address the challenge posed by dengue and related fevers.”*

Godrej HIT’s association with Apollo Hospitals is a multi-channel awareness program. This initiative will drive citizen awareness in 5 key metros to start with.

About Godrej Consumer Products Limited:

Godrej Consumer Products is a leading emerging markets company. As part of the 119-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations. Today, our Group enjoys the patronage of 1.1 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care).

We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of African descent, the number one player in hair colour in India and Sub-Saharan Africa, and



among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. 24 per cent of the holding company of our Group is held in a trust that invests in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high performance culture. We are also deeply committed to recognising and valuing diversity across our teams.

Read more at <http://www.godrejcp.com/>

ABOUT APOLLO HOSPITALS

It was in 1983, that Dr. Prathap Reddy made a pioneering endeavour by launching India's first corporate hospital - Apollo Hospitals in Chennai. Over the years Apollo Hospitals has established itself as home to the largest cardiac practice in India with over 160,000 cardiac surgeries. Apollo Hospitals is also the world's largest private cancer care provider and runs the world's leading solid organ transplant program.

As Asia's largest and most trusted healthcare group, its presence includes 9,215 beds across 64 Hospitals, 2,500 Pharmacies, over 90 Primary Care and Diagnostic Clinics, 110 plus Telemedicine Centres and 80 plus Apollo Munich Insurance branches spanning the length and breadth of the Country.

As an integrated healthcare service provider with Health Insurance services, Global Projects Consultancy capability, over 15 medical education centres and a Research Foundation with a focus on global Clinical Trials, epidemiological studies, stem cell & genetic research Apollo Hospitals has been at the forefront of new medical breakthroughs with the most recent investment being that of commissioning the first Proton Therapy Center across Asia, Africa and Australia in Chennai, India. Every four days, the Apollo Hospitals Group touches a million lives, in its mission to bring healthcare of International standards within the reach of every individual.

In a rare honour, the Government of India issued a commemorative stamp in recognition of Apollo's contribution, the first for a healthcare organization. Apollo Hospitals Chairman, Dr. Prathap C Reddy, was conferred with the prestigious Padma Vibhushan in 2010. For more than 30 years, the Apollo Hospitals Group has continuously excelled and maintained leadership in medical innovation, world-class clinical services and cutting-edge technology. Our hospitals are consistently ranked amongst the best hospitals globally for advanced medical services and research.

--

For further information, please contact:

Ms. Aasiya Shaikh, Adfactors PR: +91 9833183595 aasiya.shaikh@adfactorspr.com

Ms. Kusum Sahijpal +91 99999 73090 kusum_s@apollohospitaldelhi.com