



## Max India Limited – An Introduction

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Max India is a multi-business corporate, driven by the spirit of enterprise and focused on people and service oriented businesses. The Company's vision is to be one of India's most admired corporates for Service Excellence. ([www.maxindia.com](http://www.maxindia.com))

Max India is in the 'Business of Life'. It 'Protects Life' through its Life Insurance subsidiary Max New York Life, a joint venture between Max India and Mitsui Sumitomo, Japan<sup>1</sup>, 'Cares for Life' through its Healthcare company, Max Healthcare, a joint venture between Max India and Life Healthcare, South Africa, 'Enhances Life' through its Health Insurance company, Max Bupa Health Insurance, a joint venture between Max India and Bupa Finance Plc., UK and 'Improves Life' through its Clinical Research business, Max Neeman, a fully owned subsidiary of Max India. From its past, Max India continues its interest in manufacture of Speciality Products for the packaging industry.

These businesses are high growth yet under penetrated sectors, which will continue to benefit from India's demographic dividend and increasing purchasing power. Max India's financial performance reflects this potential. The Group earned consolidated revenue of Rs. 80 billion in 2011.

Supported by nearly 5 million strong customer base, each business has developed strong brands and a commanding presence in its respective sector. The Group has 500 offices across India and people strength of 54,000 persons.

Max India is a publically listed company. It is listed on both national exchanges in India, The Bombay Stock Exchange and The National Stock Exchange. The largest shareholding is of the owner sponsors, led by Mr. Anajit Singh at over 37%. Other significant shareholders include some of world's best Institutional Investors such as Goldman Sachs, International Finance Corporation, Washington (IFC), Temasek Holdings and Fidelity.

Since the last few years, the Max India Group has set itself to achieve a high benchmark in the area of Governance. Today, the Company and all its subsidiaries have highly active and effective Governing Boards, with Board Members who are locally and internationally acclaimed as domain experts in their area of expertise. As a Board Governed company, this is a shift from only an eminence, to eminent and specific expertise representation of Board Members at the Board level.

Over its 25 years of existence, Max India has had a history of forging and nurturing strong and successful joint venture with leading global companies such as Hutchinson Telecommunications, Motorola, Schering AG, Avent Inc., Gist Brocades(GB), The Upjohn Company, Comsat International Ventures, Atotech BV. Today, the Company shares excellent relationships with its Joint Venture partners in the Life Insurance and Health Insurance space, namely New York Life Insurance Company and BUPA Plc. Not only have these partnerships stood the test of time, they have consistently grown, developed and matured into strong relationships.

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<sup>1</sup> JV is subject to regulatory clearances



### **Max India Subsidiaries**

**Max New York Life Insurance Company Ltd. (MNYL)** ([www.maxnewyorklife.com](http://www.maxnewyorklife.com)) - Established with a vision to be the most admired life insurance Company in India, Max New York Life Insurance was incorporated in the year 2000 in partnership with New York Life, a Fortune 100 company. Today, Max New York Life Insurance, a US\$1.3 Billion company stands proud as its efforts in this direction are acknowledged in its achievements in this short journey of 11 years. Max New York Life has emerged as the largest non bank private life insurance company life Insurance and the 4<sup>th</sup> largest private life insurance company in India. As a part of global strategic alignment across the globe, New York Life has decided to step out of the MNYL, subject to regulatory approvals, and Max India has partnered with the World's 7<sup>th</sup> largest & Japan's largest insurance group, MS&AD, led by Mitsui Sumitomo Insurance Company Ltd to drive the company's into the future.

Max New York Life Insurance is in the business of protecting lives & ensuring dignity of families. It is this larger cause that has driven this company to secure around 3.4 million lives with a sum assured in excess of Rs 1500 billion. With the customer at its core, solvency margin of 539%, more than 3 times stipulated levels, Assets Under Management of over Rs. 17,000 crores, the company's quality business model has come to be recognized and admired by its industry peers, regulator & policyholders. The Business Excellence Journey of this company has been commended by CII-EXIM Bank Quality Award, three years in a row. Max New York Life's multi-channel distribution with agency distribution at its core has built strengths in need based selling processes for long term saving & protection solutions.

Max New York Life Insurance is today recognized as a Superbrand. It has been ranked amongst the best places to work for, by BT-Mercer, Gallup and Business World and its investment performance has been rated in top quartile by Outlook Money. As the company enters the second decade of its existence, a stable management team is guiding the company to even higher customer-centricity, people-orientation and quality focus.

**Max Healthcare Institute Ltd. (MHC)** ([www.maxhealthcare.in](http://www.maxhealthcare.in)) Max Healthcare is the country's leading comprehensive provider of standardized, seamless and international-class healthcare services. It is committed to the highest standards of medical and service excellence, patient care, scientific and medical education. Max Healthcare operates nine facilities in Delhi & NCR, offering services in over 30 medical disciplines. Max Healthcare has an out-patient facility, Max Medcentre and a Speciality centre focused on Eye and Dental care at Panchsheel Park, secondary care hospitals at Pitampura Noida and Gurgaon & state-of-the-art tertiary care facilities at Saket, Patparganj & Shalimar Bagh in Delhi.

The tertiary care hospitals at Saket include Max Super Speciality Hospital (East Block), which is a centre of excellence for Cardiac Care, Minimal Access, Metabolic & Bariatric Surgery and Cancer Care and Max Super Speciality Hospital (West Block), a super speciality facility in Orthopaedics & Joint Replacement, Neurosciences, Paediatrics, Obstetrics & Gynaecology, Aesthetic & Reconstructive Plastic Surgery and Internal Medicine. In addition, it offers services in the



disciplines of Urology, ENT, Gastroenterology, Nephrology, Dermatology, Mental Health & Behavioural Sciences amongst others.

Max Healthcare significantly expanded its capacity recently with commissioning of two super speciality hospitals in Mohali and Bathinda, Punjab through a public-partnership model with the Government of Punjab. A super speciality hospital is also set to open shortly in Dehradun, Uttarakhand.

Max Healthcare has a base of over 1700 leading doctors, 4200 employees and 12,00,000 patients, with number of beds growing to over 1900 by the end of Year 2012.

**Max Bupa Health Insurance Company Ltd.** ([www.maxbupa.com](http://www.maxbupa.com)) is a Joint Venture between Max India Limited and Bupa, a leading international healthcare provider with over 60 years of healthcare knowledge. Max Bupa brings together a combination of Bupa's global health insurance expertise and customer service expertise with Max India's understanding and experience of the Indian health and insurance sectors. Max Bupa is one of the three standalone health insurance companies in India. Driven by a philosophy that promotes 'Your Health First', the Company started operations in March 2010 with the mission to help customers' live healthier and more successful lives. Max Bupa recently achieved the distinction of surpassing 2,00,000 customers inside two years of its operations. The Company's vision is to become India's most admired health insurer with consumer centricity being the key to delivering high quality and consistent service experience.

Max Bupa has a direct working relationship with a strong network of nearly 1200 top quality hospitals and healthcare providers. The Company services its customers directly, through an in-house team of over 850 and also has a 24/7 health line for easy and friendly access to health advice through network of offices across eleven major Indian cities - Delhi, Mumbai, Hyderabad, Chennai, Bangalore, Pune, Ludhiana, Jaipur and Surat, Kochi and Kolkata.

Max Bupa offers individual and family oriented health insurance policies for Indians across all age groups and has set new benchmarks in the Indian health insurance industry by incorporating innovative customer centric features such as Maternity benefits, insurance cover for new born baby, covering all 'Day Care' procedures, providing health check-ups etc. Max Bupa has a target of covering over a million lives by 2015.

**Max Neeman Medical International (MNMI)** ([www.neeman-medical.com](http://www.neeman-medical.com)) is a leading provider of clinical research services across the entire value chain of new drug development to global pharmaceutical, biotech and devices companies, both in India and abroad. The Company operates through a dual-shoring model, with marketing based in USA and clinical trial operations in India with 6 regional offices and access to hospitals and health care facilities across India.

An ISO 9001:2008, 27001, 14155 firm, Max Neeman has been awarded 268 trials for global sponsors across wide range of therapeutic areas and has successfully completed 5 US FDA GCP Audits for highest enrollment globally. MNMI operates in seven specialization areas and conducts



Phase II, III, IV of clinical trial studies at 240 sites across 43 cities in India with access to over 1350 ICH-GCP trained investigators.

**Max Speciality Films (MSF)** ([www.maxspecialityfilms.com](http://www.maxspecialityfilms.com)) is a Strategic Business Unit of Max India. It is the only manufacturing business that Max India continues to operate after its reinvention and shift to service oriented businesses in 2000.

MSF is a Leader in manufacture of wide range of Bi-axially Oriented Polypropylene (BOPP) and other sophisticated Barrier and Packaging Films. The Product range covers plain, pigmented, ultra high barrier films & Leather Finishing Foils. The business has continuously strived to be a specialized film producer and has expanded into value added films viz metalized, and coated films for thermal lamination. MSF Offers superior packaging solutions for a wide range of consumer products like tea, tobacco, confectionery, labels, cigarette overwrap, decorative uses; some industrial uses like cable insulations, CD & textile grade & publishing industry. MSF currently has a fully integrated manufacturing facility in Railmajra, Punjab with capacity of 52,000 tpa.

MSF is the first BOPP manufacturing unit to sign the MSG CII – Code for Ecologically Sustainable Business Growth, run by the premier Indian industry association, CII. It has voluntarily committed to reduce the consumption of energy, water and waste to increase use of recyclables, incorporate life cycle assessment & adopt green purchase policy. MSF was recently awarded with the prestigious Golden Peacock Award 2011, India Star 2010 award and World Star 2010 award for its innovative product development.

**Max India Foundation (MIF)** ([www.maxindiafoundation.org](http://www.maxindiafoundation.org)) spearheads the CSR initiatives of the Max India Group entities. The foundation has been working relentlessly in the areas of healthcare, immunization, healthcare and environment, in its endeavour to improve the quality of life. MIF operates across the country in association with Max India Group companies and closely involves all employees of the Group.

In a short span of four years, MIF has been able to make a difference in the lives of nearly 2,00,000 people across more than 296 locations across India. MIF has partnered regularly with reputable NGO's such as CanSupport, SOS Children's Village, Manav Seva Sannidhi and Chinmaya Mission to undertake initiatives like pan India immunization programme, surgeries for underprivileged, artificial limb and polio calipers camp, multi-speciality camps, blood donation camps, onboard rail operation theater – Life Line Express, 'Clean Delhi Clean Yamuna' campaign, support for disaster relief victims amongst others. Max India Foundation has been awarded the Golden Peacock Global Award for Best CSR, the BSE Award, the Indy's Award, for CSR, for the significant impact the Foundation has made to the lives of the needy.

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