



Fortis' 'More to Give' campaign on Organ Donation adjudged winner at CSR Health Impact Awards, 2017

New Delhi, July 13, 2017: Fortis Healthcare won the prestigious **CSR Health Impact Award 2017** under the Health Awareness Campaign of the year category at a gala event on 7th July 2017. The award recognized company's focussed approach to raise awareness on organ donation through 'More to Give' campaign. The award was received by **Dr Avnish Seth, Director, Fortis Organ Retrieval and Transplant (FORT)** and **Ms Jasrita Dhir, Head, Brand and Marketing, Fortis Healthcare**.

Fortis took up the cause of creating awareness about the loss of lives for want of organs. The 'More to Give' initiative was launched to sensitise the nation about the ever growing need for organs and encourage them to contribute to the solution by pledging their organs and spreading the word. The on-ground arm of the campaign, organized 50 plus talk shows and events like "More to Give Walkathon" which managed to touch more than a lakh individuals. The digital arm of the campaign too saw significant engagement and reached out to over 2.3 million people. All this effort has helped 24,098 people so far taking a pledge to donate their organs.

Dr Avnish Seth, Director, FORT, said, *"Am happy to receive this award on behalf of 17000 fortisians who believe in the noble cause of organ donation. Close to half a million individuals need an organ transplant every year. Organ donation after brain death provides us an opportunity to contribute to this world even when we are not there any more. I would like to humbly acknowledge the families who led by example and chose to donate the organs of their loved ones in our hospitals."*

Speaking about the campaign, **Ms Jasrita Dhir, Head, Brand and Marketing, Fortis Healthcare**, said, *"Fortis' #MoretoGive campaign was conceived to prick the nation's conscience by sharing inspirational stories of disabled war veterans who have pledged to donate organs, to nudge the masses to pledge. The campaign in its first year impacted many lives and intends to touch many more in the second year. We are humbled to see our work being recognised and the entire team at Fortis and Leo Burnett who conceptualised #MoretoGive, will keep striving to strengthen More To Give."*

Fortis decided to take up the cause of organ donation in an effort to positively impact the well-being of the nation. The idea was to drive systemic change in the perceptions and the behaviour surrounding organ donation and increase the number of organ donation pledges. By enlisting war veterans into the cause of organ donation and making them the ambassadors for this cause, the campaign aimed to hit a nerve with the Indians who are complacent about registering for organ donation and make them take action towards it.

Press Release

For Immediate Publication



About Fortis Healthcare Limited

Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 45 healthcare facilities (including projects under development), approximately 10,000 potential beds and over 356 diagnostic centres.

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