



AMRI Hospitals aims to bring public awareness on diabetes organizes *Walkathon* observing World Diabetes Day

Locket Chatterjee, Usha Uthup, Upal Sengupta, Shrabani Sen and Bratati Bandyopadhyay led the walk resonating the message "Diabetes: protect our future"

Kolkata, 14th November, 2014 –AMRI Hospitals Ltd in association with the Research Society for the Study of Diabetes in India, West Bengal Chapter and Dept. of Endocrinology & Metabolism, S.S.K.M. Hospital, Kolkata organized a **Walkathon** on the occasion of **World Diabetes Day**, pledging to sensitize the society about the escalating health threat posed by diabetes. The walk was flagged off by noted actor **Locket Chatterjee**, renowned singer **Usha Uthup**, lead vocalist of Chandrabindoo, **Upal Sengupta**, Eminent singer **Shrabani Sen** and Bengali elocutionist **Bratati Bandyopadhyay**.

The route took around **1200** participants from North Gate of Victoria Memorial to Command Hospital, Alipore. Children from different schools, under-privileged diabetic children, rotary members, senior citizens from Pronam, doctors and nurses from AMRI and SSKM Hospitals participated in the walkathon. The World Diabetes Day 2014 campaign marks the first of a three-year (2014-16) focus on healthy living and diabetes.

Speaking on the occasion, **Mr. Rupak Barua, AMRI Hospitals Ltd** said, "382 million people are living with diabetes worldwide. By 2035, 592 million people or one person in ten will have the disease. These facts and figures reiterate the importance of urgent action. This year's theme is healthy eating and its importance both in the prevention of type 2 diabetes and the effective management of diabetes to avoid complications. Hence we thought of organizing a walkathon to work towards raising awareness of how the healthy choice can be the easy choice and the various steps that individuals can take to make informed decisions about what they eat. In adherence with the global theme, we are propagating the importance of starting the day with a healthy breakfast."

About AMRI Hospitals

AMRI Hospitals, a multi-speciality healthcare facility in Eastern India with specialization in Oncology, Neuro Sciences, Cardiac Sciences, Orthopaedics, Emergency & Trauma care, Gynecology & Childcare is the largest player in private sector with its existing strength of around 1000 beds. With its state-of-the-art equipment and modern facilities, AMRI is ensuring that people from Eastern India are provided affordable high quality medical care in the region, so that patients need not travel to other parts of the country for medical treatment. Capacity expansion is also underway at AMRI for additional beds in Bhubaneswar, Kolkata and other parts of West Bengal. A 400 bed state-of-the-art multi speciality hospital has recently been operational in Bhubaneswar. AMRI Hospitals is committed to serve the people of Eastern India and is adding another 600-700 beds in the next 3-4 years.

AMRI Hospitals is a part of Rs.10,000 cr Emami Group, a diversified business conglomerate, having presence in FMCG, Biodiesel, Edible Oil, Paper, Writing Instruments, Realty, Retail, Cement, Solar Power and Healthcare.

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