

Fortis Healthcare initiates 'Let me Breathe' Campaign On World Asthma Day 2016

*Distribution of free anti-pollution face masks to the public in Delhi/NCR
More than 1 Lakh masks were distributed in 12 busiest traffic intersections*

3 May 2016, Delhi-NCR: On the occasion of World Asthma Day, May 3, 2016, Fortis Healthcare initiated an awareness campaign on management & prevention of asthma by distributing free anti-pollution face masks to the public across the Delhi NCR. The masks were distributed under the aegis of the '**Let Me Breathe**' campaign that **covered 12 major traffic intersections** and some metro stations near all the Fortis hospitals in the Delhi-NCR region. **The teams distributed One Lac masks** between 8.00 am to 12.00 noon at these places. The mask distribution exercise was accompanied by dissemination of key messages through placards on reducing pollution, preventing asthma attacks and tips to manage the disease.

Asthma is a state in which an individual's airways contracted, swell and produce extra mucus. This can make breathing tough and trigger coughing, panting and shortness of breath. Air pollution is a known cause for many asthmatics. In addition, exposure to pollens, dust mites, animal dander, construction dust and fragrances prompts it. Asthma affects all ages, but usually, it starts in early childhood. Genetics among other factors may also cause this disease.

Speaking on the occasion, **Col Harinder Singh Chehal, Chief Operating Officer (COO)**, Fortis said, "*The 'Let Me Breathe' initiative by Fortis seeks to raise awareness about the growing pollution and how it has affected so many people. Asthma is a serious health issue that is affecting us as a society. Our initiative is aimed at engaging with people to prevent and manage this chronic disease. We are hopeful that this awareness will yield some change on ground for a better, healthier tomorrow.*"

Around 300 million people worldwide are reported to suffer from asthma and nearly ten percent of this figure, that is 30 crores, are in India. According to the Asthma Society of India, approximately 25% of Indians suffer from some form of allergy or the other, 5% of these are triggers for asthma. Due to rising pollution levels in urban cities in India, along with other factors, the number of people suffering from asthma is expected to grow further in India. Today, the masks distributed by Fortis across Delhi-NCR would help provide some protection to the public from the intense pollution in the environment. The locations covered are listed as follows:

PRESS RELEASE*For Immediate Publication*

Hospitals	Activity Locations	No. of masks distributed
Fortis Memorial Research Institute, Gurgaon	Huda City Centre Red Light & Metro station	14000
	Iffco Chowk Red Light	11000
Fortis Escorts Heart Institute, Okhla	Modi Mill Red Light	8500
	Nehru Place Red Light and Metro station	7500
Fortis Hospital, Noida	Sector-62 Red Light	7500
	Noida city centre Red Light	7500
Fortis Hospital, Vasant Kunj	Aruna Asaf Ali Road Red Light & Chattarpur Metro station	6500
	Saket Red Light (Near district court, Saket)	7500
Fortis Hospital, Shalimar Bagh	Red Light before Fortis SB	7500
	Azadpur Red Light	7500
Fortis Escorts Hospital, Faridabad	Neelam Chowk Red Light	5000
Ashram road, New Delhi	Ashram Road real light	10000

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. The company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 54 healthcare facilities (including projects under development), approximately 10,000 potential beds and 306 diagnostic centres. In a global study of the 30 most technologically advanced hospitals in the world, its flagship, the Fortis Memorial Research Institute' (FMRI), was ranked No.2, by 'topmastersinhealthcare.com, and placed ahead of many other outstanding medical institutions in the world.

For further information, please contact:

Fortis Healthcare	Avian Media
Ajey Maharaj: +91 9871798573 Ajey.maharaj@fortishealthcare.com	Rishu Singh, +91-9958891501 rishu@avian-media.com
Tituraj Kashyap Das: +91 9871918187 tituraj.das@fortishealthcare.com	Preeti Sehrawat, +91 - 9711170599 preeti@avian-media.com