



# Health Directory 2014



Print



Website



Mobile Application



CD / DVD

**12 District Directory of Saurashtra & Kutchh**



## Health Care Services

A joint venture of Mahavir Medical Services & Vision Informatics

**helping hands**

A Mega-launch event of  
**Health Directory-2014**  
is planned on pre-evening of  
*World Health Day* on  
**Sunday 6<sup>th</sup> April, 2014**

where there will be a gathering of esteemed people  
of every field of HealthCare and others.  
It will be a mega event and that will be followed by  
a Grand Dinner to end the Launch Ceremony.



**Health Care Services** is a joint venture of Mahavir Medical Services & Vision Informatics, where both have their own identities in the field of medical.

### **Mahavir Medical Services:**

We say, "Publicity and advertising skills make a new benchmark for an individuals". We believe in this old adage. Therefore we take great pains in developing the right marketing and advertising communication tools. Mahavir Medical Services is a dedicated healthcare communications, whose aim is to create a successful working partnerships between healthcare professionals, the pharmaceutical industry and independent healthcare providers, where medicine meets management.

Mahavir Medical Services has played a soul part for medical fraternity (body) & submitted authentic professional solutions to every medical need. We provide professional design, printing & manpower solution for medical field.

### **Vision Informatics:**

Vision Informatics is Web Services and IT Solutions Provider. The company provides comprehensive web based services, Web and Graphic Design, Web Application Development and Software solutions to Empower & Enhance the Business Functioning Effectively.

It is definitely the answer to everybody's search for reliable and efficient vendors of IT Consulting Services. Vision Informatics works to reduce costs in Software Development, Web Sites & Portals, Health Care System Automation, Integrated Systems, Remote Access Solutions, Security System, Hardware and Network Solutions.

The best of two companies above, is put together to accomplish the goal of educating and providing people with HealthCare information through....



## HEALTH DIRECTORY 2014



We at **Health Care Services**, provide a multiple services to HealthCare community. We live in an era where technology, electronic media and internet have made it easier to get educative, informative and comparative information on any health care related issues. It is also cost effective and hence, the healthcare experts' services are available at our door step. Many super specialist doctors, multi specialty hospitals and world class facilities are available in Saurashtra & Kutchh region, but till today there is no '**single point solution**' available to access this information. So its our social responsibility to provide a finger-tip solution to society on HealthCare.

We have come-up with a concept to bridge the gap with pool of complete information on HealthCare facilities of 10 districts of Saurashtra & Kutchh Region.

We take an initiate to provide that solution, "**From Local people to global people**". In the way, we spread helping hands in form of Health Directory which is easy to access on multiple aspects like:- Doctor & Patient, Print & Web, Digital & Mobile, Gujarati & English, etc.

### **Vision**

Our vision is...

..to bridge the gap between HealthCare Service providers & ultimate beneficiaries, i.e. patients

### **Mission**

Our mission is...

..to provide information of HealthCare Industry in different forms enabling an easy access...

**Approach to the above is**

**HEALTH DIRECTORY 2014**



We plan to compile and publish Health Directory containing 8000+ doctors that are General Practitioners to Consultants of Allopathy, Dentist, Ayurvedic & Homeopathic across the region of Saurashtra & Kutchh. Moreover, there will be Free-Listings of Pathological Labs, Physiotherapist, Day & Night Medical Stores, Blood Banks, Sperm Banks, Eye Banks, Emergency Services, Medical NGOs and other HealthCare aligned institutions of the entire region.

Also, it will become a ready reckoner of information on day-to-day HealthCare, Diseases, its Causes & Preventions, Latest Medical News & Researches in HealthCare Field.

Health Directory will be released in 4 formats like:

**Print Version, Website Edition, Mobile Android Application & CD-DVD.**

## Print Version:

### Features:

- Health Directory... an abridged version of Size **215 x 280 mm** (w x h), **340 +** Multi-Coloured as well Single-Coloured A/4 Size Pages.
- Health Directory will be Printed in **Regional Language - Gujarati.**
- Health Directory **More than 10000 copies** are projected to Publish.

### Reach:

**It will be a Free distribution..**

- Health Directory will be circulated to **all Doctors & Consultants** of Saurashtra & Kutchh.
- Health Directory will be circulated to **all Hospitals & NGO's.**
- Health Directory will be circulated to **medical fraternity associations.**
- Health Directory will be placed at **Day & Night Medical Stores.**
- Health Directory will be placed at **all public places** like Malls, Resorts & Hotels, Restaurants, Social Clubs and Health Clubs and **all Public Transportation places** like Railways stations, Bus stations, airports, etc.
- Health Directory will be placed at **public libraries** as well as in all **major Educational Institutes.**
- Health Directory will be available at all major **book stalls.**



Health Care Services



helping hands

## Digital Version:

**Website:** *www.healthdirectory.co.in*

An exclusive Website is also projected which will be designed and developed exclusively to serve the purpose eternally with periodical updations. It will be interactive also, so that it can become a platform for knowledge exchange, too.

### Features:

- △ Website is bilingual in English for global access & in Gujarati for local access.
- △ Direct URL link will lend user to participants' page on web or to their parent website, if any.
- △ An updated data is always accessed as the website will be updated periodically as well, it can be updated directly by the participant.
- △ Contains all data printed in directory duly categorised by City, Speciality and many more.
- △ Contains Web-Pages of Sponsors and Advertisers exhibiting their.....Video Gallery, Photo Gallery, Company Profile, direct link to their parent site, etc.
- △ Contains Medical Experts' tips, write-ups, etc.
- △ Contains Discussion & Opinion Forum.
- △ Online worldwide access allows users to retrieve any data pertaining to the interested listings, health tips, researches, news, etc. from anywhere, anytime.

**It Can be accessed by anyone from anywhere in the world at anytime and any place..**

### Mobile Application: ....anroid/playstore/healthdirectory

Free android application download will enable anyone to access even when they are on move..

### CD - DVD: c:\cd-rom\helathdirectory

Will be distributed freely to those who are not accessed to the internet and are space conscious for printed version, believe in 'Go Green' green planet to conserve nature.









There will be huge publicity & canvassing efforts put for creating an eagerness, awareness and enthusiasm among the people of region, participants & advertisers for the Health Directory 2014.





### It includes...

- 🎯 **Press Conference** of electronic & print media, for detailing our aim, vision & mission for Health Directory 2014.
- 🎯 It will be Supported by periodical **Press Notes** & write ups.
- 🎯 Paid **advertisement in** all leading **News Papers and Health bulletin & magazines.**
- 🎯 **Radio advertisements & interviews** of participants as well.
- 🎯 Printed **brochure, leaflets, flyers, posters** etc. will be used as an additional promotional activities.
- 🎯 **Hoarding & banners** will be exhibited across the major cities of Saurashtra & Kutchh.
- 🎯 Auto-back / **Rickshaw banner** advertisement will be displayed across the major cities of Saurashtra & Kutchh.
- 🎯 **Car and Scooters stickers** will be distributed freely at all public parking and other places.
- 🎯 **Canopy & Road show** @ public activity places of major cities.
- 🎯 **SMS, Email & Social Media** and **Blogs.**
- 🎯 **Mall, Multiplex and Cinema** Advertising.

<b>Privileges</b>	<b>Main Sponsor</b>	<b>Co Sponsor</b>	<b>Sub Sponsor</b>	<b>Sub Co-Sponsor</b>
<b>Print Ver. - 10000 copies</b>				
Title page logo	YES	YES	YES	YES
Full page multi colour print advt.	430 x 280 mm + 215 x 280 mm	215 x 280 mm Back Cover	215 x 280 mm Inside Cover	215 x 280 mm back of gate fold
<b>Website:</b>				
Logo Display on Header with link	YES	YES	YES	YES
Individual web pages	YES	YES	YES	YES
Company Profile	YES	YES	YES	YES
Images & Video in galleries	50 + 50	40 + 40	30 + 30	20 + 20
Free webpage modifications	YES	YES	YES	YES
<b>Mobile Application &amp; DVD :</b>				
Logo Display & Free Advt.	YES	YES	YES	YES
<b>Other:</b>				
Logo Display in all Promotional material	YES	YES	YES	YES
Radio Interviews	YES	YES	YES	YES
<b>₹ Investment</b>	<b>₹ 7.50 ₹ Lacs</b>	<b>₹ 5.00 ₹ Lacs</b>	<b>₹ 3.00 ₹ Lacs</b>	<b>₹ 2.50 ₹ Lacs</b>

 <i>Print Edition</i>	 <i>Size</i>	 <i>Web</i>	 <i>Mobile</i>	 <i>DVD</i>	 <i>Investement</i>
<b>Category</b>	<b>Paper Size</b>	<b>Images &amp; Video</b>	<b>Logo Display</b>	<b>Logo Display</b>	
Colour Full Page	215x280 mm	10 + 10	YES	YES	<b>75,000</b>
Colour Half Page	215x140 mm	10 + 10	YES	YES	<b>45,000</b>
Colour Quarter Page	107x140 mm	10 + 10	YES	YES	<b>25,000</b>
B/W Full Page	215x280 mm	5 + 5 & colour ad	YES	YES	<b>60,000</b>
B/W Half Page	215x140 mm	5 + 5 & colour ad	YES	YES	<b>30,000</b>
B/W Quarter Page	107x140 mm	5 + 5 & colour ad	YES	YES	<b>15,000</b>
Book Marker	-----	15 + 15	YES	YES	<b>75,000</b>

**Common Privileges to all Sponsors & Advertisers:**

-  **Company profile:** Name, address, profession, contact detail, website link, email, logo, company's full profile in paragraph, albums and video gallery, FB, Twitter, Google+, LinkedIn connection.
-  **Individual profile with login details:** He can update his profile, contact details, photos directly from site. Visitor can "Like" any profile using his Facebook account
-  **Google Map** will be display with advertisers' address.
-  To give promotion to participants and also to our directory, we will create "**Virtual Membership Card**" as "HTML Code". Any advertiser can apply that code in his own website or in Email or in FB account etc. It will certify that he is registered member in Health Directory 2014.



Directory Title Page



Website



Mobile Application



CD - DVD Cover

- 🦋 The MICR Cheque & DD should be in favour of **“Health Care Services”** payable at Rajkot.
- 🦋 Payment terms
  - 50 % with initial contract
  - 25 % by 31st January 2014
  - 25 % by 28th February 2014
- 🦋 Advertisement material shall be provided by the participants in suggested size, format and in **multi color** (mandatory for B/W also) only.
- 🦋 Please provide all advertisement matter on CD ROM in CDR (Corel Draw) file format.
- 🦋 We reserve right to change or cancel any event, material, content, photographs, video or data on ground of technical or ethics.
- 🦋 We do not intend to sale print directory, data or CD/DVD, but we reserve right to sale it on our wish.
- 🦋 Free distribution of print directory & CD/DVD will be solely as per our plan and wish.
- 🦋 Subject to Rajkot Jurisdiction Only.



**For Health Directory**

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