**Soaring from Contraceptives to Retail chain AMRIT Pharmacies: A Healthcare Major**

HLL Lifecare Ltd. has transformed itself as a total healthcare solution provider catering to the well-being of the society at large, graduating from a contraceptive manufacturer to a healthcare major in the public sector by successfully foraying into different segments.

HLL aims at providing high quality healthcare products and services at affordable prices. Its continuous focus on R&D to offer innovative products to humanity comfortably positions the Government-run organization as one among the top-healthcare services providers in the country. The company, currently headed by Mr R. K. Vats as its C&MD, has been adding more products and services under its wing to serve the society in a better way, the retail chain network of AMRIT being a recent novel initiative.

Incorporated in 1966 under the Union Ministry of Health and Family Welfare (MoHFW) to produce contraceptives, HLL played a key role in the government’s national family planning programme in the beginning.

Later HLL slowly diversified its portfolio into the healthcare services and products ranging from contraceptives, hospital products, pharmaceuticals, personal hygiene products, women healthcare products and diagnostic kits.

HLL also ventured into the healthcare services sector by establishing a chain of diagnostic services across the country called HINDLABS, which provide fast diagnostic facilities and various healthcare services. HLL Opticals and HLL Pharmacy and Surgicals are the chain of retail medical outlets of HLL offering opticals and drugs at extremely affordable prices.

In 2015, HLL became the implementing partner for the flagship programme of MoHFW to set up a chain of retail pharmacy outlets called AMRIT across the country, aimed at selling affordable medicines and implants, displaying a strong commitment to reduce the cost of treatment or out-of- pocket expenditure for the patients. Over 20.5 lakh patients have benefitted from Amrit pharmacies, as the affordable medicines resulted in a total savings of Rs 113 crore for the patients.

Apart from this, HLL is also pioneering the social marketing in India. With innovative and social marketing programmes like community-based social marketing and franchising, public private partnership (PPP), HLL has penetrated into semi-urban and rural India spreading awareness of family planning and healthcare.

Coming to financial performance, HLL has an excellent track record of continuous profit making and dividend paying. For FY-16, HLL paid 16 per cent dividend to the central government as it registered profit after tax (PAT) of Rs 28.8 crore for the fiscal. During the past decade, HLL witnessed rapid business growth in terms of revenue and profitability of operations with a CAGR of 16 per cent.

Today HLL is a group of seven companies, with 7 state-of- the art manufacturing facilities and 22 regional offices spread across India. It also has global presence in 115 countries. HLL has reported exports turnover of Rs 130 crore for 2015-16 fiscal. It exports condoms to 68 countries and blood bags to 50 countries.

**HLL Group companies**

HLL Biotech Ltd (HBL) is a fully-owned subsidiary of HLL and produces vaccines for the national immunization programme in addition to new generation vaccines. The Centre has declared this project as a project of national importance since HBL ensures uninterrupted supply of vaccines for the Universal Immunisation Program (UIP) at affordable prices.

HLL Infratech Services Ltd (HITES) was set up in 2014 as a 100 per cent subsidiary of HLL. HITES is specialised for infrastructure development and procurement of medical equipment and devices in healthcare sector. HITES is playing an important role in ensuring affordable healthcare delivery system in India.

HLL Medipark Ltd. is another subsidiary of HLL envisaged as a world class industrial infrastructure park providing infrastructure support for the promotion of medical equipment. MEDIPARK, India’s first sector-specific infrastructure initiative is coming up in 230 acres of lush greenery in Chengalpattu, near Chennai. The park is expected to house 30-35 facilities for manufacturing and services of medical equipments, devices and disposables.

Goa Antibiotics and Pharmaceuticals Ltd (GAPL) of HLL focus on pharmaceutical manufacturing. GAPL has the capacity to manufacture high quality and affordable generic drugs as per central government’s ‘essential drug list’ and partners with Govt. of India’s ambitious healthcare programme on ‘Universal Health Coverage.’

Hindustan Latex Family Planning Promotion Trust (HLFPPT) is a not-for- profit promoted by HLL and is actively involved in various programmes of Reproductive and Child Health (RCH) encompassing maternal and child health, family planning and HIV/AIDS prevention and control across 21 states in the country.

Lifespring Hospitals is a chain of Maternity Care Hospitals aimed at providing dignified maternal healthcare at affordable costs to low-income mothers across India. It is a 50/50 joint venture between HLL and Acumen Fund Inc, USA. Lifespring Hospitals provides affordable medical services 30-40 per cent lower than the market prices.

HLL Management Academy (HMA) is an educational initiative of HLL. This non-profit organisation has become a center of excellence (CoE) in providing learning, research, training and consultancy in specialized areas in the healthcare sector.

The corporate social responsibility (CSR) policy of HLL is to ‘be a socially responsible' corporate entity with thrust on three pillars of sustainable development – social, environmental and economic development of the society. In FY-16, HLL spent 0.07 percent of the revenue i.e, Rs 76 lakhs on several CSR activities.

What makes HLL different from other corporates is its continuous focus on R&D to offer innovative products to humanity. With a series of innovative products, HLL is everyday a step closer to its motto of innovating for healthy generations and making available to the public high-quality products and services at affordable prices.

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