



## **RESUL POOKUTTY FOUNDATION LAUNCHES JEEV AROGYA-MEDICAL WELFARE CAMPAIGN IN ASSOCIATION WITH LAKSHMI HOSPITAL.**

### **AMITABH BACHCHAN FLAGS OFF THE YEAR LONG INITIATIVE.**

#### **MEDIA RELEASE**

Kochi, February 6, 2010

Newly formed Resul Pookutty Foundation, a not for profit 'partners in change' organization by Academy Awarded Padmashri Resul Pookutty launched its maiden social initiative in tie-up with Kerala based Lakshmi Hospital, to offer medical aid, support and free surgeries to the poor and needy in the state, in Kochi today.

Iconic Bollywood superstar Amitabh Bachchan unveiled the campaign at a media meet in the city in the presence of Padmashri Resul Pookutty and Dr KKR Wariyar, Founder and Medical Director, Lakshmi Hospital.

JeevArogya, a medical welfare campaign, aims to provide 3000 subsidized treatments and 300 free surgeries including 30 free cardiac surgeries, to the poor and needy patients over the coming year at Lakshmi Hospital's 14 Hospitals and 3 clinics across the state.

“The past year has been a dream run for me and from the time I won the Oscar, the gates have opened for me to stand up and serve the society in a larger way. Somewhere, all this is the manifestation of many of my dreams and born out of various personal experiences. The overwhelming warmth and love showered upon me across the world needed to be reciprocated in a relevant direction, and bring to attention worthy issues around me. This is an earnest effort and a small beginning to that end from my side”, said Resul Pookutty.

Revealing the plans of the programme on the occasion, Dr KKR Wariyar, of Lakshmi Hospital said, “It's a matter of great pride for us to partner with Resul Pookutty Foundation on this noble endeavor in the celebrations of the hospital's 30th year. We see great synergy in the values and principles on which the foundation has been formed and hope to realize our vision together. This is a great step in the history of medical charity in Kerala. And taking forward the very principles, on which we set up the six bed hospital in 1979, to a 1450+ bed, chain of hospital and clinics today”.



Speaking on the occasion Bollywood legend and superstar Amitabh Bachchan spoke benevolently about his association with Resul Pookutty and the need to give back to the society. He wished the programme a great success and hoped that it gives a new direction to provide medical aid and support to the poor and the needy. He emphasized the role of every individual in giving back to the society. “I commend Resul's efforts and desire to serve the people and reaching beyond his professional world through a sound social initiative of this kind”.

Ramesh Menon, Chief Executive of the Foundation outlined the roadmap of the Resul Pookutty Foundation that would primarily work in the areas of healthcare and education. “The primary aims of the foundation are, to enhance healthcare and to expand educational opportunities and use of science and technology, to serve and reach out to the much needed of the society. And over the coming months we would be launching many ideas and programmes along with various “Partners of Change”. And this programme, we launch today, is born out of a commitment to help change the world's approach to healthcare by lowering costs, touching more lives, and improving quality of life”, said Menon.