

Apollo bags Asia responsible award

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Bangalore: Apollo Hospitals was honoured by Asia Responsible Entrepreneurship Awards (AREA) South Asia 2012 under two categories at New Delhi. Dr Prathap C Reddy, chairman, Apollo Hospitals Group was declared the winner in the prestigious Responsible Business Leader Category and Billion Hearts Beating Foundation won the praise-worthy Health Promotion Award.

The Asia Responsible Entrepreneurship Awards is a regional recognition organized by Enterprise Asia to honour companies for outstanding, innovative and world-class products, services, projects and programs in five categories for enterprise and one individual category. More than 400 attendees along with national & international media were part of this grand event.

The AREA awards highlighted Apollo Hospitals' efforts and its relentless pursuit of excellence; which has always held itself to the highest ethical standards and gives paramount importance in building and nurturing a culture of responsible practices across every endeavor and initiative.

Ms Shobana Kamineni, executive director, new initiatives, Apollo Hospitals Enterprise, said, "We are honoured to get this prestigious award, such recognition is the greatest motivator and I am sure that these commendations will encourage and persuade us to take yet another step in building a heart healthy India. With the constant and invaluable support of our members a greater momentum was created for Billion Hearts Beating in battling the burgeoning burden of heart disease. And I am sure together we will continue to make India healthier."

The Responsible Business Leader Award is awarded to an iconic individual who is a role model in advocating and promoting all aspects of Responsible Entrepreneurship in building the business. The Health Promotion Award honors businesses that encourage and promote programmes aimed at raising awareness and improving the health of their direct and indirect stakeholders. The various awards that were given out, included Green Leadership Award, Investment in People Award, Health Promotion Award, Social Empowerment Award, SME CSR Award and Responsible Business Leader Award.