

# Manipal Cure opens retail health & wellness outlet

## Our Bureau

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Manipal Cure and Care has launched its first retail health and wellness outlet in Bangalore.

Dr Ranjan Pai, CEO of the promoter group, Manipal Education and Medical Group, said, "We plan to open 50 of our own centres by 2011, and will look at further expansion in Indian and global markets through a franchise model under sub-brands Mask, Smile, Xpresscare and Foot Solutions and our own private labels."

Started in January 2007, with an initial investment of Rs

50 crore, MCC opened its first centre in Ahmedabad in August. It plans to have a total of ten centres in Delhi NCR, Mumbai, Hyderabad, Pune and Vadodora.

The 10,500-sq. ft outlet opened at the upmarket Koramangala along with the launch of skincare brand Dermalogica in the presence of Mr Gibson G. Vedamani, CEO, Retailers' Association of India. A second centre is due to start at Total Mall later in the year.

The seven-day MCC centres have consultant doctors in general medicine, dermatology, dentistry, paediatrics, gy-

naecology, ophthalmology, endocrinology and lab medicine among others, a release said.

Wellness and preventive medicine is expected to exceed \$1.5 trillion by 2010, in the US alone, but is yet to be seriously looked at in India.

"We see it as a huge opportunity to extend our leadership in healthcare and healthcare education to the booming retail sector," Dr Pai was quoted as saying.

MCC plans to introduce 4,000 leading product lines from across the world, including cosmeceuticals and nutra-

ceuticals validated and made at FDA approved plants.

Mr Somnath Das, COO, MCC, said, "Our differentiators are [the] introduction of new products every 90 days and technologically advanced services every 180 days. We have instituted protocols and processes along international best practices and a staff trained by the Oscar Murphy Institute."

These include health checks for diabetes; liver, lung, eye, joint and kidney problems, STD screening, immunisation, ante-natal and child care, besides dietary counselling.