




# INTRODUCTION TO FRANCHISEE MODEL

Step towards a prosperous partnership.



**our  
founder**



Our founder and MD, Dr. Sanjay Arora, is an alumnus of Grant Medical College, Mumbai with a specialisation in cytopathology from Tata Memorial Hospital, Mumbai as well as Johns Hopkins University and The Henry Ford Hospital in the US.

**The very embodiment of passion & perfection, Dr. Arora's 'first love' has been his microscope.**

His core beliefs of **'staying accessible'** to the patient & **'impacting health outcomes'** are the founding principles at Suburban Diagnostics. Rooted from these beliefs, customer-centricity remains the core to all our offerings and processes.

# purpose, mission & values

## Purpose

To be the most admired diagnostics company that is medically relevant and impacting health outcomes to unburden healthcare.

## Mission

To be the most preferred diagnostics brand, that is accessible, reliable & provides an exceptional customer experience.

## Values - "Exceed the brief", fueled by:

- Enthusiasm (Passion)
- Genuine care
- Building great relationships
- Display diligence and attention to detail
- Strive towards zero error
- Don't settle (what's next) - innovate and evolve
- Lead by example





# **our credibility**

-  27+ years of experience
-  22 million+ tests
-  200+ centres in 16+ cities
-  Pathologist on call
-  Home collection services
-  Strong team of qualified and experienced doctors
-  State-of-the-art laboratory facilities
-  NABL & CAP accredited





**Accredited by world's best:**

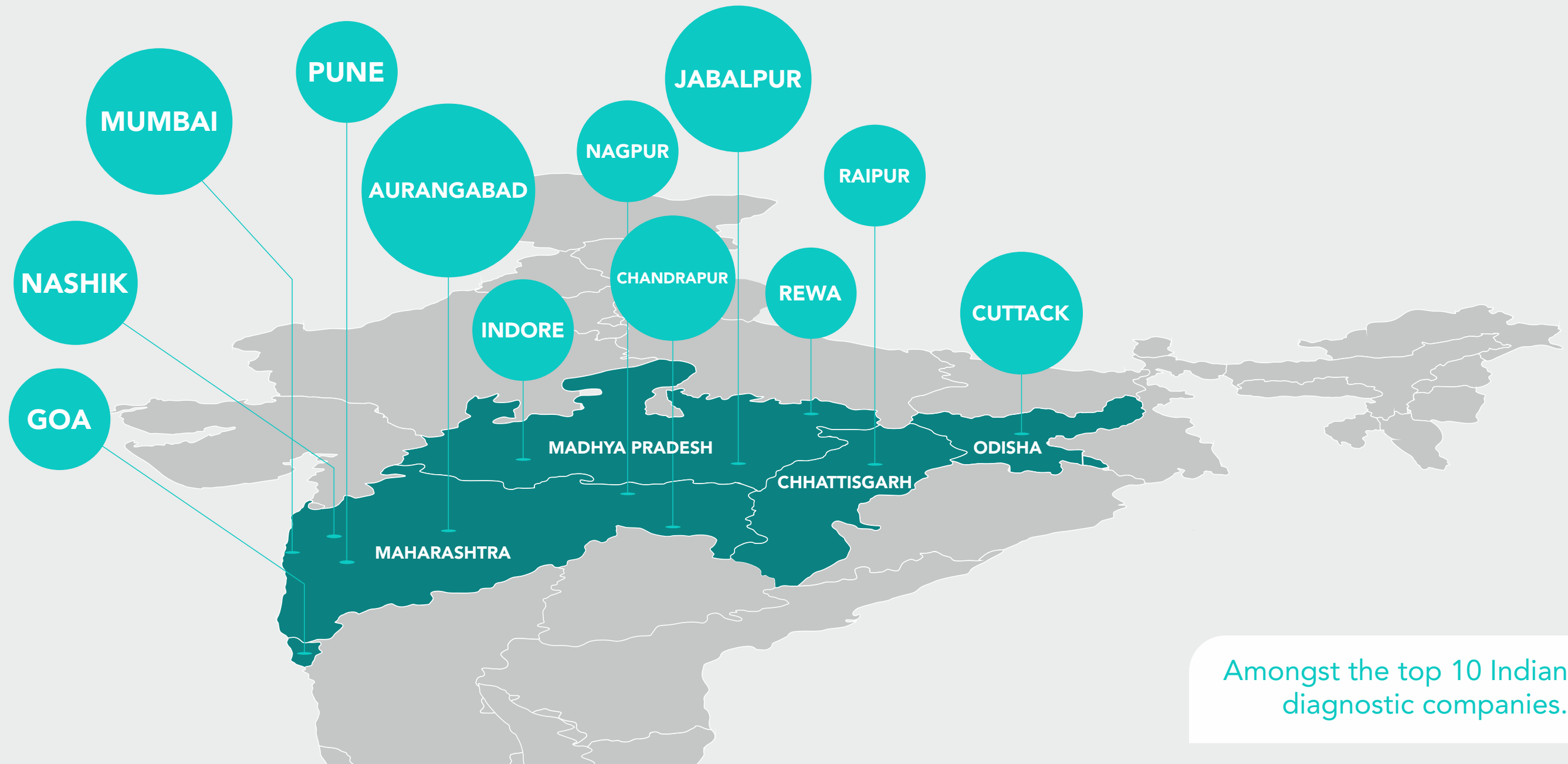


**NABL ACCREDITED**



.....  
**COLLEGE of AMERICAN PATHOLOGISTS**

 **our network**



Amongst the top 10 Indian diagnostic companies.





# lab infrastructure across India

## Central Processing Lab:

- Located in Andheri West, Mumbai
- **Testing capability:** Biochemistry, hematology, immunology, clinical pathology, serology, molecular, microbiology, histopathology, cytology, flow cytometry and special chemistry

## Satellite Laboratories:

- 4 satellite labs across Mumbai, Thane & Navi Mumbai
- **Testing capability:** Biochemistry, hematology, clinical pathology and serology

## Regional Laboratories:

- Located in Pune, Nagpur, Nashik, Aurangabad, Indore, Jabalpur and Goa
- **Testing capability:** Biochemistry, hematology, immunology, clinical pathology and serology

## Hospital Labs

- 9 Hospital labs across Mumbai and Pune
- **Testing capability:** Biochemistry, hematology, immunology, clinical pathology and serology

## Specialty Lab for Mycology - Miskeen Lab



**AutoDELFIA**  
(Dual, Triple & Quadruple Markers )



**ARCHITECT ci8200 - Abbott**  
(Fully Automated Biochemistry  
& Immunoassay Analyser)



**Phadia 250 - Thermo Fisher**  
(Allergy)



**Sebia Minicap Flex piercing**  
(For Protein Electrophoresis  
& Immunotyping)



**EVOLIS Twin Plus - Bio-Rad**  
(Automated ELISA)



**BD SurePath -  
Liquid Based Cytology**  
(Cervical Cancer Detection)



**Cryostat Microtome -  
Medimeas**  
(Histopathology)



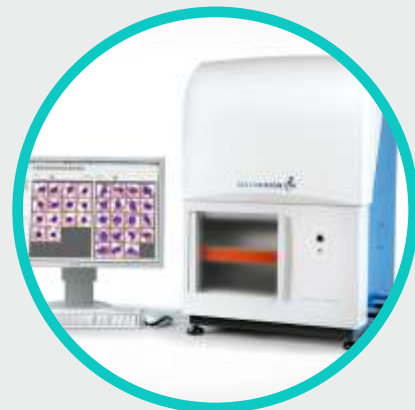
**Linear Multi Slide  
Autostainer - Medimeas**  
(Histopathology)



 **equipment**



**DxFLEx - Beckman Coulter**  
(Flowcytometry)



**CellaVision DM1200**  
(Automated Hematology System)



**Ortho AutoVue - J & J**  
(Automation in Blood Grouping,  
DCT & ICT)



**ACL Elite  
Pro - Coagulation**



**Bactec™ MGIT™ - BD**  
(Gold Standard for TB Diagnosis)



**Bact/Alert 3D -  
BioMérieux**  
(Blood Culture)



**Vitek - 2 - Bacterial  
identification & antibiotic  
sensitivity - BioMérieux**



**COBAS 8000 - Roche**  
(Fully Automated Integrated  
Biochemistry & Immunoassay Analyzer)



**Affinity - Philips**  
(Sonography)



**Mammomat 3000  
- Siemens**  
(Mammography)



**Variant II Turbo - Bio-Rad**  
HPLC (Gold Standard for HbA1C  
& Hb Electrophoresis)



**QuantStudio 5**  
(RT-PCR Analyser)



**Lunar Prodigy - GE**  
(BMD)



**CFX 96 - Bio-Rad**  
(RT-PCR Analyser)



**ECG machines  
- Philips & GE**

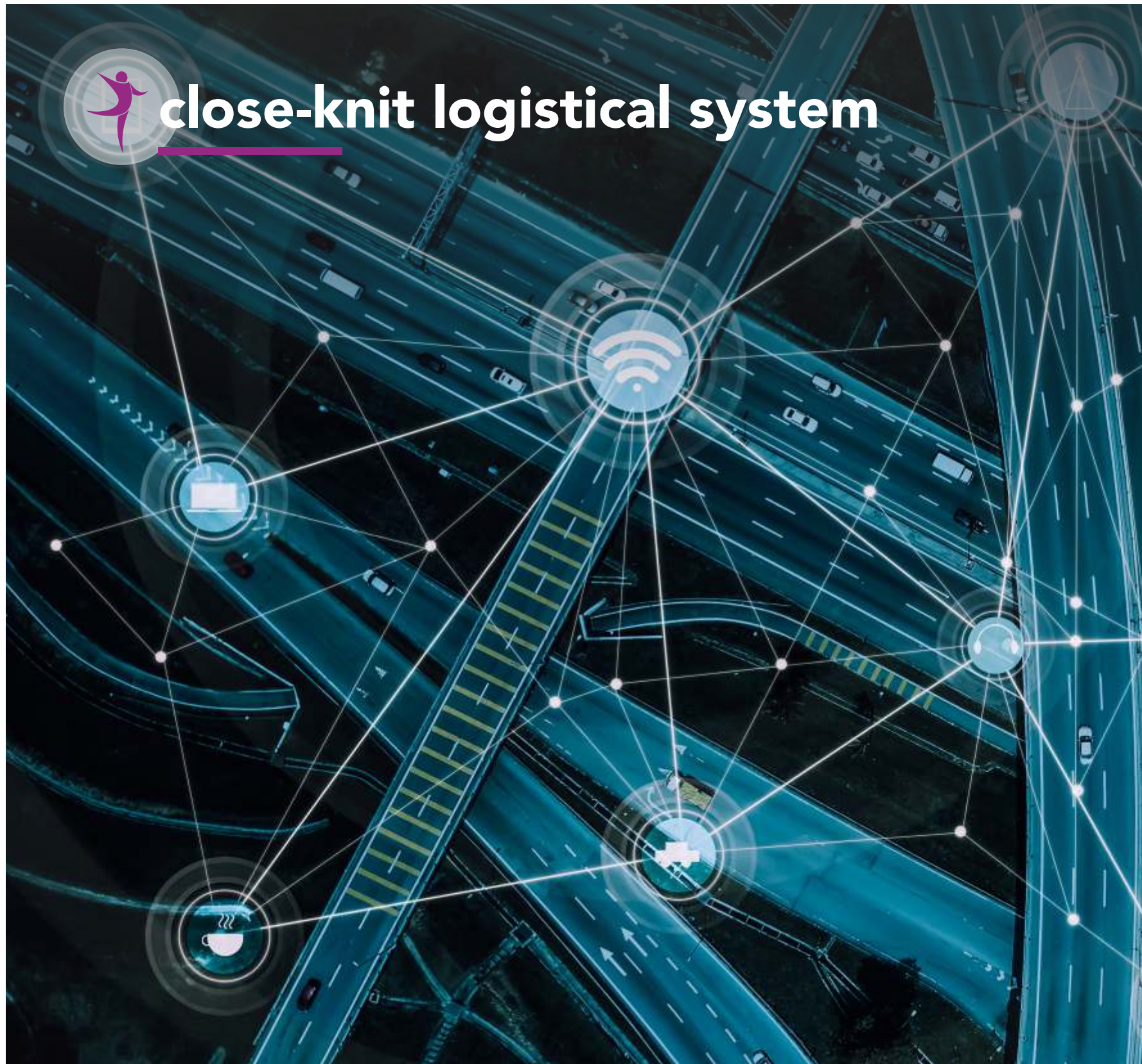


**UF 5000 - Sysmex**  
(Urine Automated Analyser)



**COBAS TaqMan  
Analyzer - Roche**  
Molecular Diagnostics (Gold Standard  
for HIV, HBV & HCV Viral Load Testing)





# close-knit logistical system



150+ dedicated logistics team enabled with latest technology



1,000+ visits a day



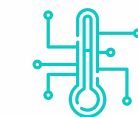
Capability of collecting samples across the country



Integrated logistics network with a leading national courier company compliance with IATA norms



Online tracking of shipment



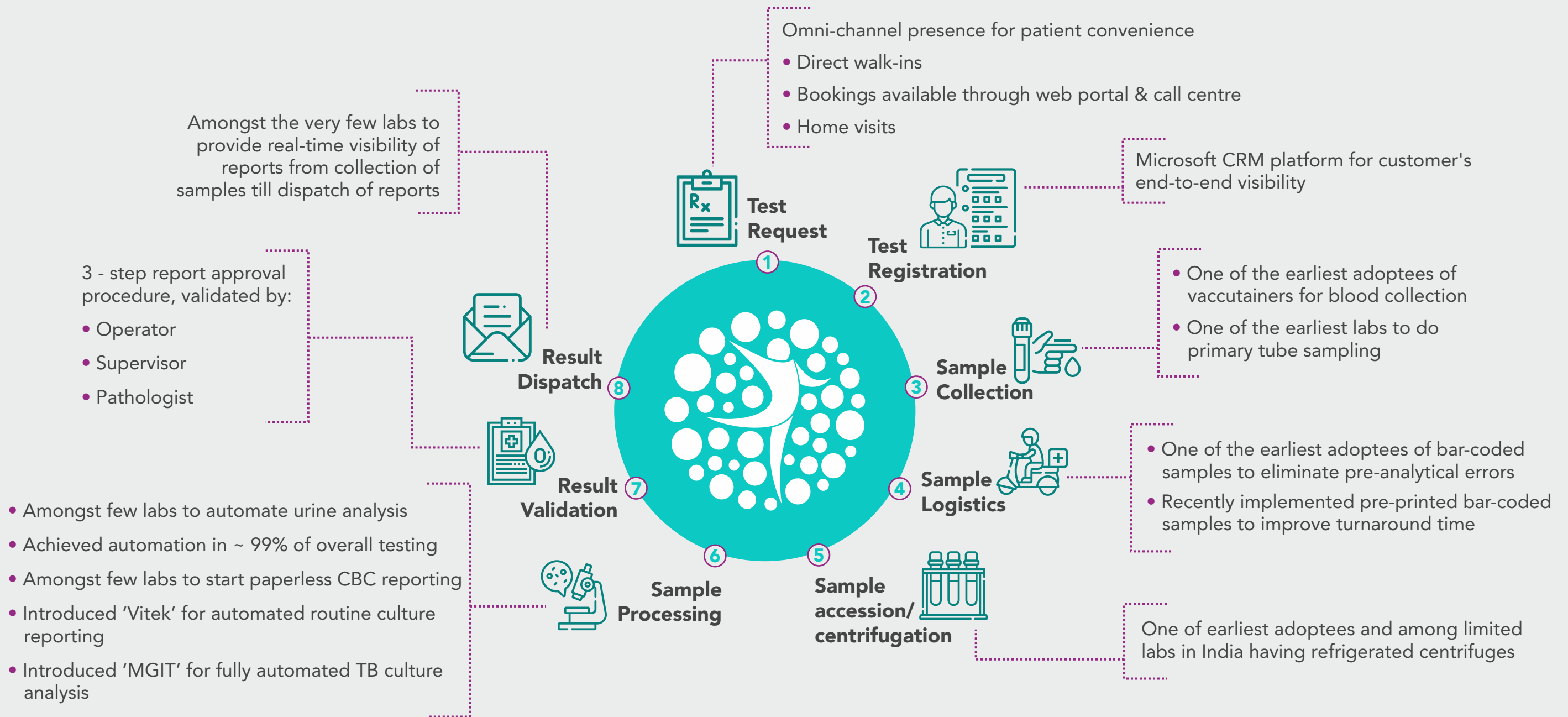
Temperature controlled logistics maintaining sample integrity



Efficient turn-around-time



# processes built to achieve precise diagnosis





**22M+** tests conducted with utmost professionalism.



**6.5M+** patients served with complete care



**150+** centres across India



**4,500+** tests offered across pathology, radiology, cardiology and others

# talent + technology = precise diagnosis



**41**  
Pathologists



**35**  
Radiologists



**25**  
Cardiologists /  
Physicians



**450**  
Phlebotomists



**0.6 mn**  
Annual customer  
walk-ins



**12,000+**  
Clinicians



**750+**  
Labs & partnered  
hospitals



**1,161**  
Total staff



**Accreditations**  
CAP – since 2014  
NABL – since 2005



**33,000+**  
Monthly  
home visits

## Best testing platforms from:





# brand-building & lead generation



## **Newspaper Inserts:**

Local supplements and newspaper inserts

---



## **Outdoor Media:**

Hoardings and Bus shelters

---



## **Brand Activation:**

Camps at residential societies and corporate offices

---



## **PR:**

Event based activity

---



## **Radio:**

Brand campaigns



## **Direct:**

SMS campaigns, Email marketing

---



## **Lead Generation:**

Google & social media advertising, Justdial and others

---



## **Other:**

Sponsoring B2B or B2C events, advertising on apps like Hotstar and cross promotional tie ups with various media houses





**Franchisee  
Owned  
Franchisee  
Operated  
Business  
(FOFO)**

**Franchisee is the owner of the business**

**The franchisee invests in setting up a standard centre**

**The franchisee employs the staff**

**The franchisee is required to be involved in the operations of the centre**

**Suburban Diagnostics provides all technical, marketing and sales support**

# **space requirements for collection centre**

- **An enclosed commercial premise (shop) admeasuring about 200 sq. ft. to 250 sq. ft. with an attached washroom**
- **Located in an upscale residential/commercial area**
- **Preferably on ground floor, facing the main road**
- **Cluttered and unhygienic spaces are unsuitable**
- **The presence of doctors, nursing homes, hospitals, medical shops etc. in the area will be seen as an added advantage**
- **Interior layout and furniture shall be as per the standard format of Suburban Diagnostics**





**customer accessibility**

**MUMBAI:**  
**022-6170-0000**

**OTHER CITIES:**  
**1800-266-4343**

 [www.suburbandiagnosics.com](http://www.suburbandiagnosics.com)    



# essentials for centre interiors



## Essentials



- Interior design, furniture layout and material specifications provided by Suburban Diagnostics
- A minimum of 2-3 seats to be available in the waiting area
- Air conditioning in sample collection area

## Equipment and Instruments



- Computer with latest configuration
- Barcode printer - Godex G500
- Small refrigerator - with separate freezer compartment
- Water cooler, pantry items and customer amenities

## Washroom



- Western style toilet with a wash basin

**Fit-out cost may vary from 1.5 lac to 2.5 lac depending on the condition of the property selected.**

# standard branding – external & internal



# **initial investments**

## Franchisee


<b>1.</b>	Refundable security deposit to Suburban Diagnostics	<b>₹50,000</b>
<b>2.</b>	Interior fit-out cost (furniture – collection chair, blood collection unit, pediatric blood collection bed, partition, reception table & branding)	<b>₹2,00,000</b>
<b>3.</b>	IT (computer & printer - hardware), internet	<b>₹50,000</b>

(The above investment is excluding rent & deposit for the property.)

## Suburban

<b>1.</b>	IT (software license)	<b>₹25,000</b>
<b>2.</b>	IT (barcode printer & barcode roll)	<b>₹15,000</b>
<b>3.</b>	Opening kit (medical utilities - blood collection materials, lab coats, medical consumables, report papers, report envelops, feedback forms, patient receipts, QA items, bags for home visit technicians)	<b>₹2,00,000</b>
<b>4.</b>	Marketing material including external branding	<b>₹1,20,000</b>
<b>5.</b>	Complimentary tests – for camp purposes (Cholesterol & RBS)	<b>₹50,000</b>





# marketing support by Suburban Diagnostics

- Opening shortly banner
- LBL (leave behind literature) for doctors, patient educative material (leaflets & brochures)
- Newspaper inserts (30,000 qty.) OR branded medicine carry bags for chemists (2,500 qty.) + newspaper inserts (20,000 qty.)
- Marketing material (banners, standees, leaflets etc.) for society camps
- Promotional support for society camps
- Introductory gift hampers for doctors at the time of launch to aid relationship building
- Visiting cards (only creative)
- Creative for all brand and marketing campaigns





# operational responsibilities

## Franchisee

- Rent
- Staff salary
- Admin expenses like electricity, water and internet
- Lead generation – B2C (business to consumer) and B2D (business to doctors)
- Maintenance of the centre
- Contracting of Biomedical Waste Clearing Agency
- Government compliance
- Overall maintenance as per Suburban Diagnostics standard format

## Suburban

- Call centre & customer care support
- Technical support - medical and IT
- Processing of samples – in-house & out sourced
- Training of staff
- Supply of clinical material for phlebotomy
- Stationery like report paper, SRS, RCS, TRF, reference pads etc.
- Logistic movement of samples
- Sales support – doctor visit with franchisee & technical discussion
- Doctor connect programs like QCM / CME etc.

# marketing material

**SUBURBAN DIAGNOSTICS**  
PRECISE TESTING - HEALTHIER LIVING

**WALK IN TO GET A COMPLIMENTARY FASTING BLOOD SUGAR TEST\* & CHOLESTEROL TEST.**



\*10-12 hours fasting required.

**HEALTH CAMP:**  
**Date:** 10<sup>th</sup> and 11<sup>th</sup> of April, 2021.  
**Venue:** Technopark, C2, F1 & F2, Chogm Road, Behind Poshak Showroom, Porvorim - 403521.

**HEALTH CHECK-UP PACKAGES (Additional 15% discount during the camp):**

<b>COPPER</b> CBC + FBS + Cholesterol + Creatinine + Uric Acid + SGOT + SGPT	₹960/- ₹1600/-
<b>NICKEL</b> CBC + ESR + Urine - R + FBS + Cholesterol + Creatinine + Uric Acid + Urea/BUN + SGOT + SGPT	₹1250/- ₹1900/-
<b>BRONZE</b> CBC + ESR + Urine - R + FBS + Lipid P + LFT + KFT	₹1030/- ₹1350/-
<b>SILVER</b> CBC + ESR + Urine - R + FBS + Glyco-Hb + Lipid P + LFT + KFT + TPT + Vitamin D	₹1420/- ₹2980/-

And many more...

**(77218 56622)** Accredited by   [www.suburbandiagnosics.com](http://www.suburbandiagnosics.com)   

**SUBURBAN DIAGNOSTICS**  
PRECISE TESTING - HEALTHIER LIVING



**We are committed for your health. Are you?**

**Get 50% Discount on Vitamin D total & Vitamin B12 testing.**

**Claim your health today.**

**HEALTH CAMP**  
**Date:** 16<sup>th</sup> and 17<sup>th</sup> of Jan, 2021. **Venue:** Technopark, C2, F1 & F2, Chogm Road, Behind Poshak Showroom, Porvorim - 403521.

**HEALTH CHECK-UP PACKAGES (Additional 15% discount during the camp):**

<b>COPPER</b> CBC + FBS + Cholesterol + Creatinine + Uric Acid + SGOT + SGPT	₹960/- ₹1600/-
<b>NICKEL</b> CBC + ESR + Urine - R + FBS + Cholesterol + Creatinine + Uric Acid + Urea/BUN + SGOT + SGPT	₹1250/- ₹1900/-
<b>BRONZE</b> CBC + ESR + Urine - R + FBS + Lipid P + LFT + KFT	₹1030/- ₹1350/-
<b>SILVER</b> CBC + ESR + Urine - R + FBS + Glyco-Hb + Lipid P + LFT + KFT + TPT + Vitamin D	₹1420/- ₹2980/-

And many more...

**(77218 56622)** Accredited by   [www.suburbandiagnosics.com](http://www.suburbandiagnosics.com)   

**SUBURBAN DIAGNOSTICS**  
PRECISE TESTING - HEALTHIER LIVING

**YOUR TRUSTED DIAGNOSTIC EXPERT ALWAYS WITHIN YOUR REACH.**  
Opp. Shree Sanathan Dharma Vidyalaya, Dr. C.G. Road.

**PATHOLOGY SERVICES**

- Incorporated in 1994
- 150+ centres across India
- 2000+ tests offered
- NABL and CAP accredited
- Quality reports trusted by doctors
- 90+ medical specialists (pathologist, cardiologist, radiologist and physician)
- State-of-the-art laboratory
- Home-visit facilities



**10% OFF INAUGURAL OFFER.**  
Valid till 7<sup>th</sup> February, 2021

**OUR NEW PATHOLOGY COLLECTION CENTRE:**  
Siddhivinayak Diagnostic, Shop No. 2, Ground Floor, M.S. Building No. 1, Dr. C.G. Road, Chembur, Mumbai 400074

**#unburdenyourhealth with us.**

**(70212 29497)** Accredited by   [www.suburbandiagnosics.com](http://www.suburbandiagnosics.com)   

**SUBURBAN DIAGNOSTICS**  
PRECISE TESTING - HEALTHIER LIVING

**VINAYAK HEALTHCARE**

**INTRODUCTORY OFFER**

**Walk in to get a COMPLIMENTARY RANDOM BLOOD SUGAR TEST & CHOLESTEROL TEST.**



**(83559 41559)**



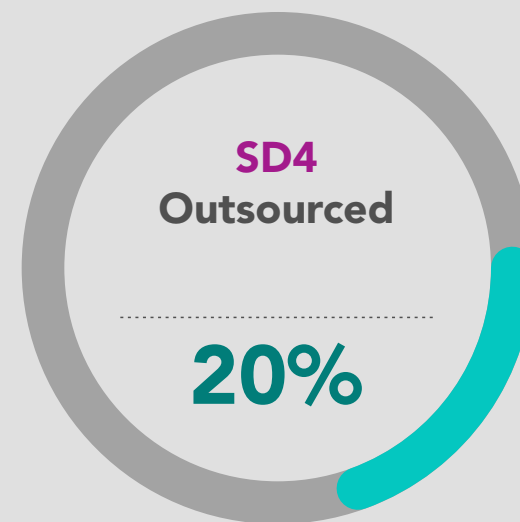
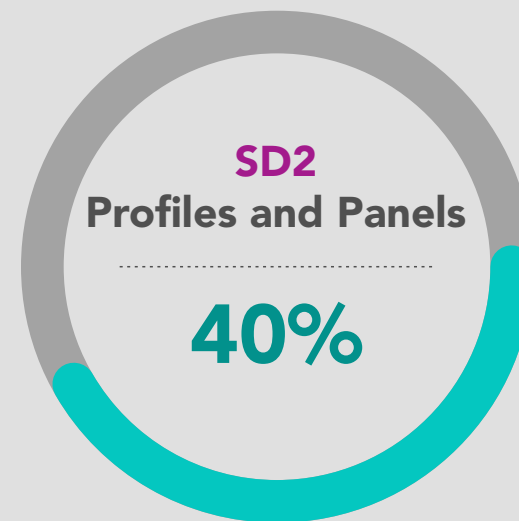
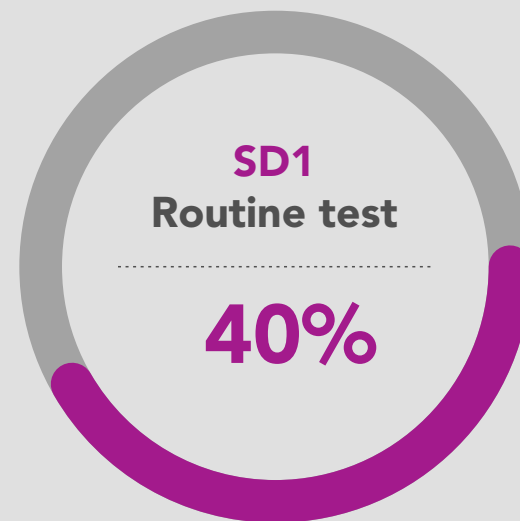
# **staff requirement**

Sr No.	Category of Staff	No.	Salary Approx.
1	Phlebotomist (BSc – MLT / DMLT; proficient in blood collection, with good communication skill and basic IT skills)	2	Ranging from ₹12,000 to ₹15,000 per month, per head
2	Phlebotomist for home visit (BSc – MLT / DMLT; proficient in blood collection and two-wheeler licence)	1	Ranging from ₹12,000 to ₹15,000 per month
3	House keeping		





# revenue sharing offered





# **contacts for enquiries & operations**

**Email:** [franchise@suburbandiagnosics.com](mailto:franchise@suburbandiagnosics.com)

**Mob:** +91 8928 001 177

---

## **VINAYAK SONI**

Business Lead, Franchisee Acquisition

**Mob.:** +91 8928 000 025

**Email:** [vinayak.soni@suburbandiagnosics.com](mailto:vinayak.soni@suburbandiagnosics.com)

---

## **MANOJ NAIR**

Deputy Manager, Network Expansion

**Mob.:** +91 7045 923 826

**Email:** [manoj.nair@suburbandiagnosics.com](mailto:manoj.nair@suburbandiagnosics.com)





 **let's unburden healthcare together.**

---

**looking forward to a growing partnership.**

**Corporate Office:**

2<sup>nd</sup> Floor, Sunshine, Opp. Shastri Nagar, Andheri West, Mumbai - 400053, Tel No.: +91 (022) 40763400

**Central Processing Lab:**

Aston, 2nd Floor, Sundervan Complex, Opp. Union Bank, Above Mercedes Showroom, Andheri West, Mumbai - 400053

[www.suburbandiagnosics.com](http://www.suburbandiagnosics.com)    