

INVITATION TO OWN A GREAT ENTERPRISE

"Live Healthier, Live Happier"



Nilgiri Institute of Medical Sciences Ltd.

Centre For Integrative Medicine & Research

Nilgiri Institute of Medical Sciences Ltd, Koolal, Erumad,
Nilgiri (Dist), Tamil Nadu, 643 239 – Phone : 04262-267952/953

Email: info@nimsnilgiri.com, Web: www.nimsnilgiri.com

Reg # U85110TZ2011PLC017146

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Invest in a \$ 100 Billion industry that's steadily growing at 20% in India; and reap the rewards !
Guaranteed return on Investment !

Here is a unique opportunity to own a lucrative business in a steadily growing industry.

Healthcare industry is the world's largest industry with total revenues of approx US\$ 2.8 Trillion. The Indian healthcare sector is estimated to reach US\$ 100 billion by 2015, growing 20 per cent year-on-year (y-o-y), as per rating agency Fitch. The industry is expected to touch US\$ 280 billion by 2020, on the back of increasing demand for specialized and quality healthcare facilities.

Globally, the industry is amongst fastest growing sectors, with approximate revenues of USD 5.5 trillion in 2010. Within this context, India is viewed as one of the most promising markets among the developing countries; and is projected to reach USD 140 billion by 2017. India is the most competitive destination with advantages of lower cost and sophisticated treatments- highlighted the RNCOS report titled 'Indian Healthcare - New Avenues for Growth'.

We are offering you a splendid opportunity invest & grow your money in a high-potential industry. Prudently put your money in a visionary company; and together, we will aim at sustainable value creation.

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MESSAGE FROM THE BOARD OF DIRECTORS



Dear Friend :

We are a group of professionals and entrepreneurs seeking to start up a distinct medical tourism venture in one of the tourist hotspots in south India. We have already commenced the project by acquiring 35 acres of land in an idyllic mountain resort in Kerala – Tamil Nadu boarder. Our goal is to build a world-class centre for Integrative Medicine & Research. To accomplish this great objective, we have registered two organizations : (1) Nilgiri Research Foundation - a Trust, and (2) Nilgiri Institute of Medical Sciences – a Public Ltd Co.

Our vision is to ultimately transform the venture into a solid conglomerate with interests in a number of diverse, high potential industries. The initial projects have been planned for completion in two phases by 2015. The first is NIMS Integrative Medical Centre, and the second one is Oriental Herbal Remedies, a herbal supplements & Cosmetics manufacturing company (that would use only 100% natural herbal extracts).

We have targeted a fund of USD 10 million for the two phases, of which 5 million has been planned to raise as equity in the next few months to start up NIMS- IM centre. For this, we are targeting a limited number of visionary investors.

As you are aware, Medical Tourism is on a high-growth trajectory; and India is one of the most sought after destinations. We anticipate a robust growth for the venture in the immediate future, with a short break-even period. This is a highly lucrative and sustainable business. Indeed, a great opportunity to any prudent investor !

We are writing to you in good faith, anticipating your meaningful partnership with us for ours as well as our homeland’s benefit. We guarantee absolute transparency, ethical dealing, and highly professional business practices to transform this venture into a World-class company in the near future. Our primary goal is to leave an enduring legacy by earnestly utilizing our resources - both internal & external – for the benefit of all those who need and deserve it. If you feel this is a relationship you might like to pursue, we would love the opportunity to discuss with you our plans further. Prior to that, we would like to suggest you to visit our website www.nimsnilgiri.com to get an excellent overview of the venture.

If you would like to discuss any questions or comments, please feel free to contact any of us. Shown below is our contact information.

Sincerely,

Board of Directors - NIMS

Reach Us

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KEY PROMOTERS



Mr. Mohamed Ashraf
Chairman

Mr. Mohamed Ashraf is a veteran supply chain professional residing in the UAE for the past 40 years. He worked at senior level with some of the most reputed organizations in the UAE, leaving behind a brilliant track record. Over the years he acquired a wealth of experience and expertise in many industries, including hospitality. Mr. Ashraf also serves the Director Board of two other companies. A highly disciplined and dedicated person of sharp business acumen; he is greatly respected by all those who know him for his integrity and moral rectitude. A visionary professional, he possesses a deep understanding of the business. Mr. Ashraf has been actively involved in the NIMS project for the past several months with the objective of making NIMS a world-class Integrative Medical Centre. Mr. Ashraf is committed to fulfilling the NIMS Vision.



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Mrs.Prinja A Managing Director

Mrs.Prinja has completed P.G. from Govt. Brennan College, Tellicherry. She has extensive experience in healthcare industry, gained from her career as a Research Assistant at Ayurveda & Siddha Medical Research Centre at Uzhavoor, donated by Former President Dr.K.R.Narayanan to N.S.K.G.R.C, is an authorized Research Centre of M.G.University. Later she gained experience in Administrative Management during her stint at Agreeco Co Operative Sector, where she worked as an Administrative Officer, which is a unit of food processing . Experience in Administration wing of Holistic Research Centre especially for all medical system under the control of Baba Research Foundation .Holistic Methodology inspired by her husband who is a Medical Practitioner in the Indian systems of Medicine, Traditional Chinese Medicine & Psychology. Presently, her husband is HOD & CMO at a Holistic Centre first in Asia and fourth in world.

Mr. V.K.Abdul Nazar Executive Director

Mr.V.K.Abdul Nazar is a well known Social Worker and Cultural activist in the Erumad Locality. He hails from a prominent family that has been actively engaged in Farming and Agriculture for many decades. He worked in Saudi Arabia for over thirteen years (1984- 1997) before moving back to homeland to actively pursue his business interests. Mr.V.K. Abdul Nazar is a real estate developer, member of Muslim working Committee (Gudalur Taluk), Patron of Nigiri M a t r i c u l a t i o n S c h o o l (E r u m a d) a n d Secretary/Correspondent of Nilgiri Arts and Science College, Thaloor (Run by Career Development Research Foundation). In December 2009 Evergreen Christian University Washington conferred on him an "Honorary Doctorate" (Doctor of Humanities) for his overall societal contributions

Dr. Anwar Hamzath MBBS, MS(Ortho) Director

Dr.Anwar Hamzath is a Senior Orthopedic Surgeon of repute in the Malabar Region. He is a doctor of vision and sagacity who is dedicated to the cause of building a world-class medical centre. Since 2005, he is a Chairman of Lailamol Charitable Society. Presently he is working as Senior Orthopedic Surgeon in MES Hospital, Sulthan Bathery. Dr.Anwar possesses excellent understanding of the business and is committed to achieving the objective of transforming NIMS Integrative Medical Centre into a distinct medical institution that combines both Western and Indian medical systems.

Dr.Rafi MBBS,MD (Gynecology & Obstetrics)

Dr. Rafi is a well-known Senior Gynecology & Obstetrics (MD) doctor in Malabar Region. He completed his MBBS from Calicut Medical College, Calicut, in the year 1988. He took MD (Gynecology and Obstetrics) from Ahmadabad Medical College, Ahmadabad in the year 1993. He is a Senior Doctor in Gynecology & Obstetrics Department of PBM Maternity Hospital, Meenangadi, Wayanad District for last 18 years.



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Dr.Amritha Priya Krishnadas
MBBS,MD
(General Medicine)

Dr.Amritha Priya Krishnadas is a Senior Consultant Physician (MD)who is well-known in Malabar Region. He took MBBS from Calicut Medical College, Calicut in 1978(22nd Batch). He completed MD in General Medicine during the period 1985-1988 from Calicut Medical College, Calicut. Last 14 years he is practicing as Consultant Physician in Good Shepherd Hospital, Kalpetta and also worked as Lecturer in Trivandrum Medical College in the Department of Infection Diseases.

Dr.Sameera K.K
MBBS.

Dr. Sameera K.K is a Senior Doctor in Nilgiri District of Tamilnadu. She Completed her MBBS in Kasthurba Medical College, Mangalore in the year 1995. During the period 1996 - 2001 She worked in the Department of Neurology at Moulana Hospital, Perinthalmanna, Malappuram District, Kerala. She worked as Casualty Medical Officer at Korambayil Hospital, Manjeri, Malappuram District, Kerala during the period 2002 - 2008. In 2009 She also worked as Asst. Surgeon at Govt. Taluk Hospital, Gudalur. Presently Studying for MD in Community Medicine at M.E.S Medical College, Perinthalmanna, Malappuram, District, Kerala.

Dr.K.M.Abdul Latheef
MBBS,MD(Paediatrian)

Dr.K.M.Abdul Latheef (MD-Paediatrics) is a wellknown Senior Consultant Peadiatrician in Malabar Region. He completed his MBBS in Calicut Medical College, Calicut, Kerala in the year 1985 (29th Batch). He took MD Paediatrics from Prestigious Govt. Medical College, Amritsar in the year 1997. In 1998 he worked in Shanthi Institute of Maternal and Child health as Specialist Paediatrian. Presently working as Head of Paediatric Department and Medical Superintendent in Shanthi Institute of Maternal and Child health, Omassery, Kozhikode District.

Capt.Elias Abraham

Capt.Elias Abraham has been working as a captain for last 12 years. Since 2005 he has been with British Petroleum(BP Shipping London / Singapore) . He is a social worker and an active member of Jacobite Syrian Orthodox Church. He is also a parish member of St.Mary's Jacobite Orthodox Cathedral , Manarcadu, Kottayam.



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Are You a Prudent Investor ?

- ▶ We are dedicated to the philosophy that values & principles are more precious & durable than profit.
- ▶ We are determined to conduct business with absolute transparency, integrity, and moral rectitude.
- ▶ Regardless of the size of their investment, we treat every shareholder with the same degree of attention, respect, and consideration
- ▶ Our investors' voice is always the critical factor in our strategy development. Together we protect & grow the investment.

Is your net worth good enough to make you complacent?

Is your net worth reflective of the time, energy, and sacrifice you have put into your life? If it IS not, can you grow it in these turbulent times when there are many perils - from inflation, misinformation, and stock market risks - pose serious threat to your wealth growing desire?

If you want to learn how money works, then you should learn it from people who are prudent, pragmatic, resilient, and courageous who understand that wealth is about one's attitude and approach rather than the stock market behavior. It's the wise way to understand the basics of wealth creation.

There are umpteen companies offering a huge range of investment opportunities. When you invest your hard-earned money, you ought ask some hard questions. Among the most critical one is how effectively your rights and aspirations are valued and preserved; and how prudently and ethically your investment is managed to add real value to you.

There are a multitude of investors who did what the 'experts' told them to do; and yet, their net worth never reached the level capable of guaranteeing a complacent future!

Your money will grow if :



>> You understand that wealth generation is not a get-rich-quick scheme; but that it's a system that requires a great deal of prudence, self-discipline, ability to distinguish between sustainable & ethical wealth generation schemes and foolhardy short-cuts.

>> You invest wisely by choosing the safe and fool-proof methods / system.

>> You realize you cannot know everything about value creation, but you are willing to explore the potential and seek advice from trustworthy sources

>> You are open to learning and choose to be receptive to new ideas about wealth and money

NIMS is a safe haven for people to invest in and grow your wealth ethically and sustainably. We consider our shareholders as long-term partners to protect their money and create tangible value - sustainably.



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Optimal Health & Wellness center

NIMS is a world-class, highly customer-focused Integrative Medical Centre offering proven treatments and therapies to a global customer base. This venture is the result of long-time research, planning, and designing. It is a seamless blend of the classic and the contemporary. Elegantly situated on a vast expanse of pristine land closer to tropical rain forests, it's the ideal place to relax & revive.

NIMS was born out of our passion to provide superb healthcare services to the community – both domestic and international - by promoting the Holistic Healing concept. We are guided by a clear Vision and a set of timeless values, which is amply reflected in every aspect of our business. At NIMS, our guests' safety and well-being are paramount. Our treatments and therapies are designed to achieve perfect healing. We have adopted a personalized approach to healing. We offer customized holistic health evaluation programs and personalized health management solutions.

We envisage NIMS as an outstanding healthcare company committed to providing superior services and wholesome healthcare products that people can rely on. We consider it our competitive advantage. Our services and products are the ideal choice for those seeking perfect quality-value balances.

Relax, Revive, and Transform !

Extensive range of Wellness Programs to suite individual needs. Offered by expert doctors & therapists in a most tranquil and serene environment

- ▶ 35 acre organic farm with fruits, vegetables and flowering trees
- ▶ Separate therapy centers for Allopathic, Ayurvedic, Siddha, and Holistic treatments
- ▶ Smoking and alcohol-free zone
- ▶ Sophisticated diagnostic & treatment equipment and laboratories
- ▶ Continuous monitoring by expert physicians
- ▶ Integrated management of health disorders
- ▶ Superb Wellness programs
- ▶ Specialized Beauty treatment centre
- ▶ Spacious, luxurious rooms & Suites with panoramic view
- ▶ Tastefully designed dining area where healthy cuisine is served
- ▶ Business centre, Library, Internet, Telecommunication, and Gift shop
- ▶ Common Television and Movie area
- ▶ Indoor & Outdoor games
- ▶ Long Walking/ Jogging/Biking track
- ▶ Olympic size Swimming pool
- ▶ Help desk



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MEDICAL PROGRAMS – Western / Allopathic



- ▶ Meticulous holistic health evaluation with effective feedback gathering & screening
- ▶ Constant review by physicians
- ▶ Integrative maternity packages to ensure wholesome pre-natal & post-natal care
- ▶ Cardiac Health Management
- ▶ Diabetic Management
- ▶ Arthritis Management
- ▶ Asthma Management
- ▶ Pediatrics
- ▶ Gynecology & Obstetrics
- ▶ Dentistry
- ▶ Neurology
- ▶ Treatment of chronic conditions
- ▶ Free enquiry
- ▶ Systematic, post-treatment follow up

Quality Management

NIMS will be aiming at Operational Excellence bolstered by Quality Assurance to sustain high performance and customer satisfaction. The Quality Assurance and Clinical Excellence at NIMS Hospitals will be ensured by implementing the various global accreditation programs. In addition, we will be deploying various internal quality control systems based on TQM that address quality, infection control, patient safety, and evidence based clinical processes.

NIMS will be seeking major accreditations such as those described below as part of our relentless pursuit of excellence :

1) Joint Commission International Accreditation (JCI)

2) NABH Accreditation

3) NABL Accreditation

4) ISO 9002

5) Infection Control Program

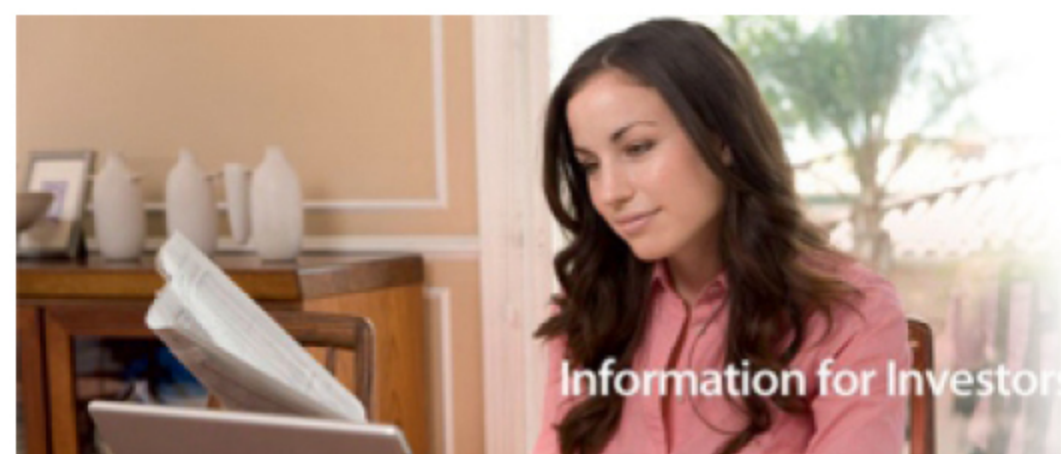


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Q. Can you present a brief overview of the venture?

A. This venture has been designed to be a superb Integrative Medical Centre offering treatments in all the major disciplines – Allopathy, Ayurveda, Siddha, and Homeopathy; as well as other forms of CAM (Complementary and Alternative Medicine). We will be offering a wide range of Holistic wellness programs to address the health challenges that people confront in these days of high stress, toxicity, and multiple health hazards.

To achieve the goals, NIMS has been created as a Public Limited Company. Hence it will have total fifteen Executive Directors and two Independent Directors, in compliance with the regulations of Securities & Exchange Board of India. In the near future, the company will be listed in stock exchange by seeking IPO issue.

Q. How sound & fool-proof is the corporate governance?

A. NIMS' Corporate Governance will be managed by CG Committee, which is a committee of the Board of Directors. Specific policies have been formulated to guide the board. Operational management is led by a team that includes senior executives and special consultants.

NIMS' business will be based on the EFQM (European Foundation for Quality Management) Excellence Model. The EFQM model will be deployed by a team of special consultants.

Q. What sort of investors are you seeking?

A. We are seeking a limited number of visionary investors – including NRIs – who can share our vision and values to build an enduring enterprise. We expect our partners to be far-sighted, value-driven, and socially responsible to help us achieve our goal.

Q. What are the lower & upper limits of investment? (Size of a single investor's fund)

A. We expect a minimum investment of INR 10 lakhs. The maximum is limited to 50 lakhs.

Q. What ROI do you promise?

A. We expect to reach break-even stage in about 3 years, after which the annual ROI is expected to be around 20% from the first year onwards. ROI would thereafter increase continually as we would be expanding our activities.

Q. How would you guarantee investor protection as well as the investments?

A. All investors will be issued valid share certificates as proof of investment. Investor protection will be ensured by implementing SEBI specified and globally accepted ethical practices.

We will do investment in first phase of this proposed mega project mainly on fixed assets. We assure all investors excellent ROI. It is supported by the fact

that medical tourism is high-growth sector with a global forecast of USD 500 billion by 2020.

We will comply with world-class corporate governance and cost control measures in consultation with BET Consulting, who will assist NIMS in the establishment and management of excellent Corporate governance and cost control measures to protect the investors and ensure continuous growth and sustainability of our operations.

Q. How effective is your Investor Relations Management?

A. NIMS is very serious about the IR concept & its impact on business. We greatly value open, meaningful, and effective dialogue with investors. We believe in honest and timely communication to share information and ideas. We will maintain multiple channels to achieve this. All investors can freely express their opinions and send their feedback to the Board. A special team will be responsible for feedback gathering and analysis. We will communicate with our investors on a regular basis via a variety of media.

Q. What about the credentials of the promoters?

A. We understand it is critical to have a team of capable & ethical promoters. The Chairman is a veteran supply chain professional residing in the UAE for the past 40 years with a brilliant career history. The Managing Director, Executive Directors and other founding directors are prominent businessmen and professionals in various fields – including medical. The other two IRM personnel mentioned herein are already leaders of an emerging consulting firm (BET) possessing strong management background. They are trainers, consultants, and authors residing in the UAE for the past 25 years. Both of them are specialized in the EFQM (European Foundation for Quality Management) Business Excellence methodology.

Q. You talk about becoming a world-class company. Can you explain what basics you would be adopting to achieve it?

A. To be succinct, NIMS will be designed as an organization that meets the following critical criteria that are the hallmarks of great companies:

1. Performance. A great organization that generates enough cash flow (through highly profitable operations) to be self-sustaining. It would also have a solid track record of meeting the objectives set by the leaders.
2. Impact. A great organization that plays a significant leadership role in shaping its industry. It would be able to influence by innovative approach.
3. Reputation. A great organization that is admired and respected by people outside its walls, and would be a role model.
4. Longevity. A great organization with staying power, remaining healthy for decades. It would be a self-renewing institution whose greatness can endure for generations of management.



Q. How can the investors expect effective and ethical running of the business?

A. NIMS will be governed by a BOD selected by the investors. Specific policies will be formulated to guide the board. An advisory board would be developed for further corporate benefit and effectiveness.

We will be putting in place an effective organizational structure, corporate policy manual to guide all, and a world-class corporate governance structure & principles to ensure highly transparent & effective management. All relevant matters and developments will be regularly communicated to all.

Q. Can you brief on your growth strategy?

A. Our strategy is basically encompassed by Seven Strategic Pillars that sustain all aspects of our business. They are :

- | | | | |
|-------------------------|------------|-----------------|-------------------------------|
| ▶ Leadership | ▶ Customer | ▶ Human Capital | ▶ Partnerships
& resources |
| ▶ Policies & Strategies | ▶ Society | ▶ Technology | |

We believe growth is a by-product in the pursuit of excellence, and hence growth for the sake of growth is not a worthy goal. NIMS will pursue organic growth strategy.

Q. In addition to dividend, what incentive would you offer ?

A. Each investor contributing above RS. 10 lakhs would be offered a range of medical services annually. For bigger investors, it would be a combination of more than one complimentary healthcare service (for self & family, based on the investment size)

Q. How can I act now to become an investor?

A. You may contact any of the directors listed in the previous page (p# 3, containing Directors' message). First, send an e-mail by indicating such info as the size of your intended investment, when it will be ready, your direct phone # & e-mail etc. We will then get back to you.

“The journey of a thousand miles begins with a single step” - Lao Tse

Join us in this rewarding journey and become co-builder of an enduring enterprise !

Notice : This e-brochure was designed by NIMS, a company registered in Chennai (Registration# U85110TZ2011PLC017146) in accordance with the company registration rules of Indian Company Act. The information provided herein is a general description of the NIMS Integrative Medical Centre. It is provided for informational purpose only. It does not constitute an offer to buy or sell any financial product or service, and may not be used or relied upon in connection with any such offer without diligent evaluation. The contents of this brochure do not constitute investment advice. You should consult with your own advisors with respect to your individual circumstances and needs. The products / services described may not be perfect for you and may not be available in all jurisdictions.

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