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INTRODUCTION

Glamyo Health is a multi-speciality healthcare provider delivering a hassle-free experience for all elective surgeries & cosmetic procedures with personalized care. Founded in 2019, Glamyo Health is an asset-light healthcare startup operating in the field of elective surgeries. Started by **Archit Garg** and **Dr. Preet Pal Thakur**, Glamyo Health is providing its services in 250+ pin codes across 15+ cities. The brand specializes in minimally invasive elective and cosmetic surgeries, including laser proctology treatments, Laparoscopic surgeries, and Circumcision. Their team comprises 400+ highly qualified surgeons, 200+ specialized hospitals with advanced health care facilities.

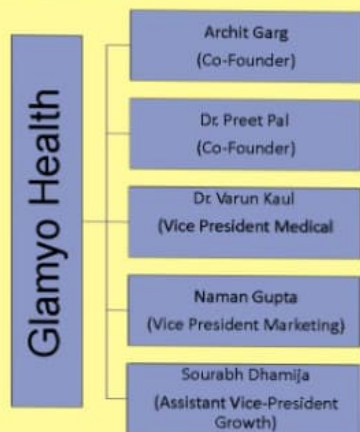
MISSION

Mission is to utilize spare capacities across Hospitals to deliver affordable and high-quality healthcare to patients across India.

VISION

Vision is to leverage cutting-edge technology to become India's most trusted healthcare provider with an unwavering focus on simplifying surgeries.

ORGANIZATIONAL STRUCTURE



Usefulness Of Internship

- As I faced the real situation of the healthcare market, i.e. in how many ways the organization can generate the revenue from the patient care.
- How to communicate with the different healthcare service provider whether it be ambulance pilots either insurance agents or doctors.
- How to generate more profit by investing less.

SUGGESTION

- I want to add up that instead of focusing on the ambulance drivers rather we should tie-up with the ambulance service providers who are already aware of the market and those who have new start-ups. Also, we need to focus on online and offline advertising of the organization through various digital marketing platforms that would be beneficial to the organization.
- To get a tie-up with the Private Health insurance Companies.
- Grow the network of hospitals and make collaborations as through market analysis from the health care service provider.

OBJECTIVE

To Research and analyse the market of healthcare service provider.



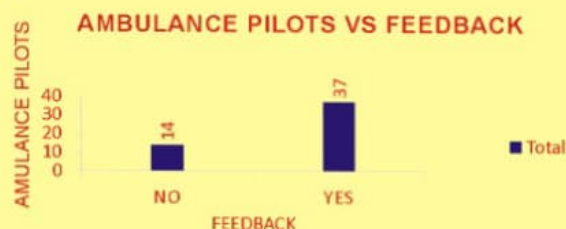
Challenges Faced

- Understanding facilities provided by the organization to clients and patients
- Understanding Online and Offline Marketing
- How to build a client during offline marketing
- Put the less cost on yourself so that company can pay less
- How to obsess the clients at less cost
- To create the strong market revenue

Result

- During field work data is collected from ambulance pilots and health insurance agent.
- As per the data collected during marketing with the 51 ambulance pilots 37 pilots agreed to collaborate with the organization and 14 are not agreed.

Agreed%=72.54%
Not Agreed%=27.45%



- As per the data collected with 144 insurance agents, only 46 agreed for the collaboration and 98 are not agreed.

Agreed%=32%
Not Agreed%=68%

