

India's Nova Medical wins laurels for innovation

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Singapore: Nova Medical Centers, India's premier chain of specialty surgery centers and fertility centers, has been honored with an award in the "Innovation in Responsible Business" category at the "Innovative100" Awards held recently.

The Awards felicitate India's most innovative mid-sized companies that demonstrate the agility, responsiveness and skill to engineer smart solutions to unique problems. Nova won basis excellence in the four parameters of Uniqueness, Replicability, Scalability and Business Metrics.

Accepting the award at the ceremony, Mr VP Kamath, group chief operating Officer, Nova Medical Centers, said "I consider it a great privilege and honor to receive this award on behalf of Nova Medical Centers. I would like to thank the jury for recognizing our efforts in the field of innovation and business responsibility in Healthcare.

These two elements are an intrinsic part of our corporate strategy and lie behind the phenomenal growth that Nova has experienced in such a short span of time. I think this Award sends a very strong message that Indian companies can come up with fresh and creative approaches to healthcare problems in a tough economy, and craft successes that aren't just profitable, but also serve as a case study for others."

A total of 300 companies were considered for the Innovative100 Awards by the Inc. magazine. The final set of 100 winners was selected after a four-month-long nomination and evaluation campaign. The seven-member jury included prominent investors, corporate professionals and serial entrepreneurs.