

India's publishing giant invests in healthcare firm

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Singapore: India based VIVO Healthcare, a healthcare training and education company, has received an investment from Springboard Ventures, an investment arm of Bennett Coleman, a publishing firm.

The investment is designed to strengthen VIVO's marketing and distribution reach through access to BCCL's stable of leading publications, television and digital media, which reach over 200 million consumers across South Asia. "We believe that our partnership with Springboard has the potential to transform the healthcare education landscape", said Mr Shakti Singh, managing director and co-founder, VIVO Healthcare. As part of the deal, BCCL has picked up an undisclosed stake in VIVO Healthcare.

VIVO is developing a network of training centres in key healthcare hubs in India and has also recently opened its first centre in the UAE. Besides career trainings, VIVO has extended its training programs to address the growing market for health & safety education in schools, corporates and other niche segments such as the adventure sports communities.

Springboard is the investment arm of BCCL, which owns India's leading publications such as the Times of India and Economic Times newspapers amongst a whole host of other radio, television and digital media platforms.