


MEDICA Superspecialty Hospital
caring for life

5293/CR/2017



CERTIFICATION NO: H-2013-5167
AN NABH ACCREDITED HOSPITAL


Ref : MSH/L/2017/005

S.O.
Pl. Putup with relevant file immediately

27/01/2017

The Registrar
West Bengal Human Rights Commission
Purta Bhavan (2nd Floor)
BLOCK- DF, SECTOR -I,
Salt Lake
Kolkata - 700091
Ph: 2337-2655 Fax: 2337-9633

Registrar/Dy. Registrar



Email: wbhrc8@bsnl.in

Dear Sir,

In reference to your letter ref no. 751/com/WBHRC/16-17 dated 13/1/17 and received on 16/1/17, directing us to show cause within two weeks failing which the commission shall make recommendations to the Indian Medical Council in the interest of the public, we have submitted our reply at your office on 24/01/17.

Further to our reply letter, reference no. MSH/L/2017/004 dated 23/01/2017, we would like to confirm that the Advertisement Campaign that has been referred to in your letter has been stopped and removed from all sites across the West Bengal.

Please find enclosed the list of sites and places where the above mentioned advertisement campaign was displayed and now removed and stopped screenings.

1. Cinema hall campaigns of slide screening:

Sl. No.	Name of Multiplexes	Locations	Status
1	INOX	Forum, South City, Quest Mall &	Screening stopped
		Highland Park	Screening stopped
2	Cinopolis	Acropolis Mall & Lake Mall	Screening stopped
3	Priya Cinema	Deshopriya Park	Screening stopped
4	Menoka Cinema	Kalighat	Screening stopped

Registered Office : Medica Hospitals Pvt. Ltd. in association with Eastern India Healthcare Foundation
127, Mukundapur, E.M. Bypass, Kolkata - 700099, Tel.: +91 33 66520000, Fax: +91 33 24264967
email: contact@medicahospitals.in, website: www.medicahospitals.in, CIN: U45200WB2007P1C112554



Sl. No.	Type	Locations	City	State	Status
1	Traffic Police Booth	Outside Tollygunge Club	Kolkata	West Bengal	Display changed
2	Billboard	Chingrighata Crossing, EM Bypass	Kolkata	West Bengal	Display changed
3	Billboard	Kasba Down Town Crossing	Kolkata	West Bengal	Display changed
4	Billboard	Inside Alipore Zoo	Kolkata	West Bengal	Display changed
5	Billboard	8B Bus Stand - Jadavpur	Kolkata	West Bengal	Display changed
6	Gantry	Ruby Crossing facing Gariahat	Kolkata	West Bengal	Display changed
7	Billboard	Hyatt Xing opp. Swabhumi facing Ultadanga	Kolkata	West Bengal	Display changed
8	Billboard	Airport No. 1 gate facing VIP Road	Kolkata	West Bengal	Display changed
9	Billboard	Garia No. 5 Bus Stand	Kolkata	West Bengal	Display changed
10	Traffic Police Booth	Dunlop More on BT Road	Kolkata	West Bengal	Display changed
11	Billboard	Sealdah Station Entry	Kolkata	West Bengal	Display changed

Please note that in response to your show cause notice we confirm that we have stopped the advertisement campaign screening and displays are changed.

We request The Honorable Commission to please accept our report and refrain us from the charges and would like to inform you that we never had any intention to violate any rules and regulations.

Thanking you.

Yours sincerely,

For Medica Superspecialty Hospital

Komal Dutta Dashora
Group Head – Compliances

Email – komal.dashora@medicasynerrgle.in
Mobile: +91981256896



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MSHL/2017/004

23 January 2017

The Registrar,
West Bengal Human Rights Commission
Purta Bhavan (2nd Floor)
BLOCK- DF, SECTOR -I,
Salt Lake,
Kolkata- 700091
Ph: 2337-2655 Fax: 2337-9633

Email: whhrc8@bsnl.in

ADG
PI check up
whether the offending
advertisement has
been removed
by As

Pl. put-up
with file at-oo

[Signature]
23/1/17

Dear Sir,

Greetings from Medica Superspecialty Hospital !!

This is to acknowledge receipt of your letter ref no. 751/com/WBHRC/16-17 dated 13/1/17 and received on 16/1/17, directing us to show cause within two weeks failing which the commission shall make recommendations to the Indian Medical Council in the interest of the public.

Please note that it was not our intention to create public panic or to aggrandize commercial interest violating the regulations framed by the Indian Medical Council in exercise of its powers under the Indian Medical Council Act 1956.

Please note that in response to your show cause notice we have directed our Advertising Agencies to remove all the advertisements immediately from all public places and cinema houses and pray that no recommendation be made to the Indian Medical Council under the provisions of the Indian Medical Council (Professional conduct, Etiquette and Ethics) Regulations 2002 as mentioned in your show cause notice.

Thanking you,

Yours sincerely,

For Medica Superspecialty Hospital,

Komal Dashora
Group Head – Compliances

Email: Komal_dashora@medicasynergie.in
Mobile: +91981256896

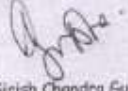
Dated, the 2nd January, 2017

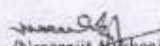
We have taken cognizance of an advertisement published prominently by hoardings put up in different corners of the city of Kolkata by 'Medica Superspeciality Hospital' containing the following message:

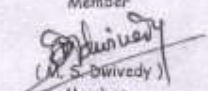
"45 is no age to die | A simple call may save a life"

The aforesaid advertisement is, inter alia, calculated to create panic. It has been put up aiming at aggrandizement of commercial interest clearly violating the regulations framed by the Indian Medical Council in exercise of powers under Section 20A read with Section 33(m) of the Indian Medical Council Act, 1956.

The Commission therefore, prima facie is of the opinion that recommendation should be made for initiating proceedings against Medica Superspeciality Hospital under the provision of Indian Medical Council (Professional conduct, Etiquette and Ethics) Regulations, 2002 and recommendation should also be made for such further and other steps as may be considered necessary unless sufficient cause is shown by the said Medica Superspeciality Hospital, within two weeks from date which may persuade the Commission to refrain from taking any such step or steps.


(Justice Girish Chandra Gupta)
Chairperson


(Noprajit Mukherjee)
Member


(M. S. Dwivedy)
Member





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MSH/L/2017/004

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ADGM
Pl check up
whether the offending
advertisement has
been removed
23 January 2017

Pl. put-up
with file

[Signature]
23/1/17

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