

Mankind Pharma celebrates World Heart Day with campaign to raise awareness of cardiac care

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Mankind Pharma, a leading pharmaceutical company in India, is celebrating World Heart Day with a campaign to raise awareness of cardiac care and promote heart health. According to statistics published in 'The Lancet' in India, cardiovascular diseases affect 282 out of every 100,000 people, compared to the global average of 233. Hence, Mankind Pharma launched a campaign, which began on September 20 and will run through October 10, 2023. During the World Heart Month Campaign, Mankind Pharma has undertaken a series of impactful activities to educate and empower individuals to take control of their heart health.

Mankind Pharma is encouraging healthcare professionals to take a pledge to support cardiac care awareness. The pharma giant is attempting the largest Cardiac Care Awareness Pledge by Healthcare Professionals (HCPs). They will pledge to promote heart health awareness and encourage heart-healthy lifestyles. Upon the successful completion of this pledge, participants will receive a Digital Record Certificate as a token of appreciation and recognition for their commitment to cardiac care.

As a part of the initiative, Mankind Pharma is organizing over 4,000 Free Blood Pressure Camps across India which will provide easy access to blood pressure monitoring and guidance on maintaining healthy blood pressure levels. They have also collaborated with 10,000+ healthcare providers to educate patients through personalized video messages to spread awareness. Additionally, Mankind Pharma has also collaborated with The European Association for the Study of Diabetes, to help train and certify 11,622 primary healthcare centres to diagnose and manage Diabetes, Blood Pressure, and Hypertension.

The pharma brand is also hosting a public awareness webinar on tips and tricks to manage heart disease and emergency care. The webinar will be conducted in regional languages (Hindi, Odiya, Bengali, Marathi, Malayalam, Kannada, Tamil, and Telugu) to reach a wider audience. This extensive initiative aims to reach communities far and wide, making heart health assessment and guidance accessible to all.

Commenting on the campaign Mr. Rajeev Juneja, Vice Chairman and Managing Director, Mankind Pharma Ltd., said, "Mankind Pharma is committed to improving heart health through awareness, education, and timely intervention. Our World Heart Month Campaign 2023 reaffirms our dedication to empowering individuals with the knowledge and tools they need to take charge of their heart health. We believe that a healthy heart is the foundation of a vibrant life, and we're committed to making a difference, one heartbeat at a time."

Mankind Pharma is committed to promoting heart health awareness and fostering a culture of preventive healthcare. The World Heart Month Campaign 2023 represents a significant step toward achieving this goal.

About Mankind Pharma

Mankind Pharma (BSE: 543904 | NSE: MANKIND) is one of the largest pharmaceutical companies in India, which focuses on the domestic market with its Pan India presence. Mankind operates at the intersection of the Indian pharmaceutical formulations and consumer healthcare sectors with the aim of providing international quality products at affordable prices.

The company is a leading player in the domestic pharmaceuticals business present across acute and chronic therapeutic areas. This includes products for anti-infectives, cardiovascular, gastrointestinal, anti-diabetic, neuro/CNS, VMN and respiratory diseases, among others with a strategy to increase market presence/ share for chronic ailments. In the consumer healthcare business, the company operates in the condoms, pregnancy detection, emergency contraceptives, antacid powders, vitamin and mineral supplements and anti-acne preparations categories, among others, with several category-leading brands. The company has 25 manufacturing facilities across India and has over four thousand manufacturing personnel as of December 31, 2022. Manufacturing a wide range of dosage forms, including tablets, capsules, syrups, vials, ampoules, blow fill seals, soft and hard gels, eye drops, creams, contraceptives and other over-the-counter products.

Mankind has a consistent track record of product innovation. As of December 31, 2022, the company had a team of over 600 scientists and dedicated in-house R&D centres with six units located in Haryana, Maharashtra, Himachal Pradesh and Uttarakhand.

For more information, visit www.mankindpharma.com

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