



VIJAYA[®]
DIAGNOSTIC
CENTRE

December 19, 2023

To,
Listing Department
National Stock Exchange Of India Limited,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East), Mumbai- 400 051
NSE Symbol. VIJAYA

To,
The Corporate Relations Department
BSE Limited,
Phiroz Jeejeebhoy Towers,
25th floor, Dalal Street,
Mumbai - 400 001
BSE Scrip Code. 543350

Dear Sir/Madam,

Sub: Investor Presentation – “Acquisition”

Pursuant to Regulation 30(2) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the presentation on the approval of the acquisition pursuant to the Board Meeting held today i.e., on December 19, 2023.

Please take the information on record.

Thanking you,
For Vijaya Diagnostic Centre Limited

Hansraj Singh
Company Secretary & Compliance Officer
M. No. F11438

Encl.: As Above



VIJAYA DIAGNOSTIC CENTRE

Announcement of Acquisition



Safe Harbour



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About the company



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P. H. DIAGNOSTIC CENTRE
Healthcare that cares

PH is Pune's largest B2C focused Integrated Diagnostic Chain, with a remarkable 23 year legacy of Trust.

PH was founded by Dr. Hemanth Dhoka in 2001, who is a Doctor by profession along with his family with a vision to deliver quality health care and convenience to the customer by providing all services under one roof.





Commenting on the acquisition, Ms. Suprita Reddy, MD & CEO at Vijaya Diagnostic Centre Ltd. said:

“I am happy to announce the acquisition of P H Diagnostic, Pune’s largest B2C focused integrated diagnostic chain as part of our inorganic strategy.

This acquisition will enable us to establish our presence in the Western India, focusing particularly on the rapidly expanding metro city Pune.

Built by Dr. Hemant Dhoka on a similar commitment of delivering high quality and service standards, along with the philosophy of creating convenience to the customer by offering “All under one roof”, our cultural alignment presents an ideal foundation. With this synergy, I am optimistic that we can build dense integrated diagnostic networks across multiple cities in the Western India in the years to come.

PH has strong brand recognition, contributing to nearly 90% of its revenue from B2C, while also generating more than 15% of its revenue from the wellness segment.”



Key Highlights



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Type of Facility	Services Available	Count
Hubs	Sample collection, Ultrasound, X-Ray, 2D Echo, BMD, MRI, CT etc.,	3
Spokes	Sample collection, Ultrasound, X-Ray, 2D Echo etc.,	3
Collection Centres (Company run)	Sample collection only	12
Collection Centres (Franchisee)	Sample collection only	4
Total customer facing centres		22
Processing Laboratory		1

Type of Centres	Current annual revenue rate per centre
Hubs	~ INR 110 Mn +
Spokes	~ INR 25 Mn +
Collection & Franchisee Centres	~ INR 2 Mn +

Particulars	FY 23
Revenue	INR 416.3 Mn
EBITDA	Inline with Vijaya's margin



Business Proposition



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Particulars	VIJAYA	P H
Revenue Mix %		
- Radiology	36%	~ 43% - 47%
- Pathology	64%	~ 53% - 57%
Wellness Mix %	13%	~ 14% - 16%
B2C Rev Mix %	95%	~ 85% - 90%



Transaction Value



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Particulars	Rs Mn
Consideration for 100% Equity Shares (Secondary)	1,347
Payment towards Debt in the Target	128
Total Cost of acquisition of the Target	1,475
Mode of Payment	Cash



Consultants appointed for the transaction



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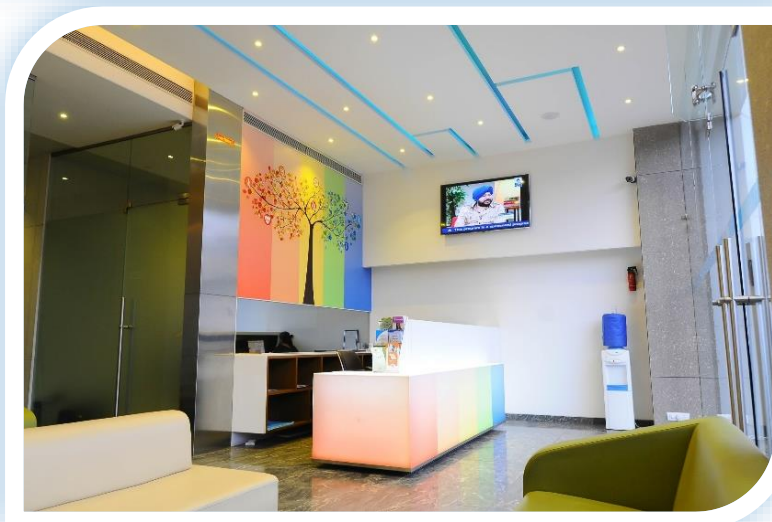
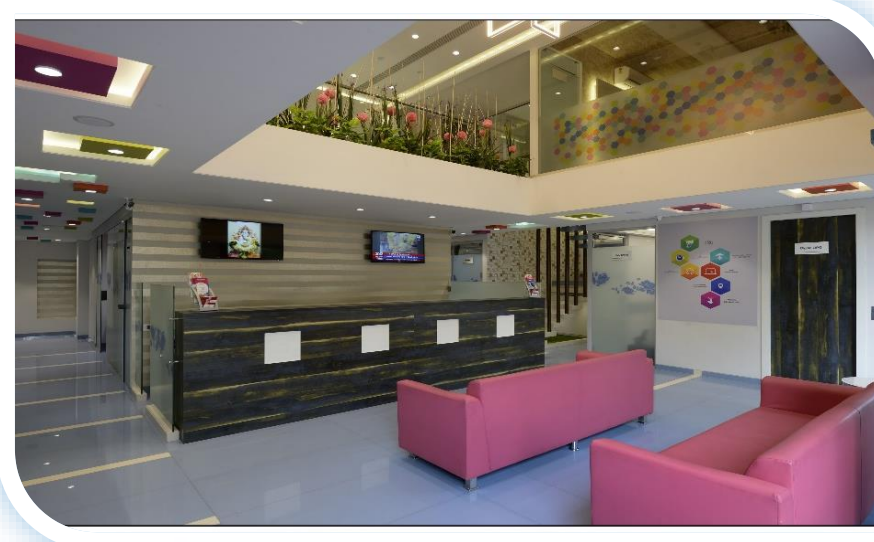
Consultant	Engagement
Deloitte	Financial & Tax Diligence
JSA Advocates & Solicitors	Legal Diligence
Price Waterhouse & Co. LLP	Transaction Structuring
RedSeer	Market Study



High Quality Infrastructure



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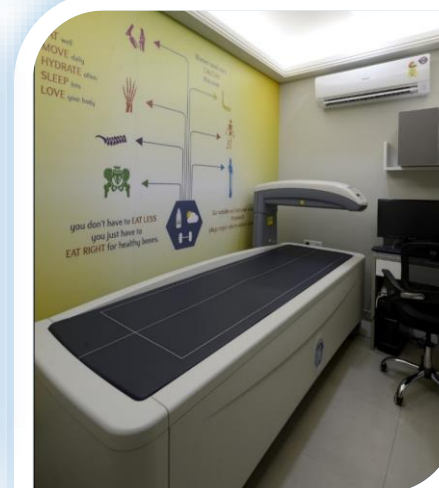
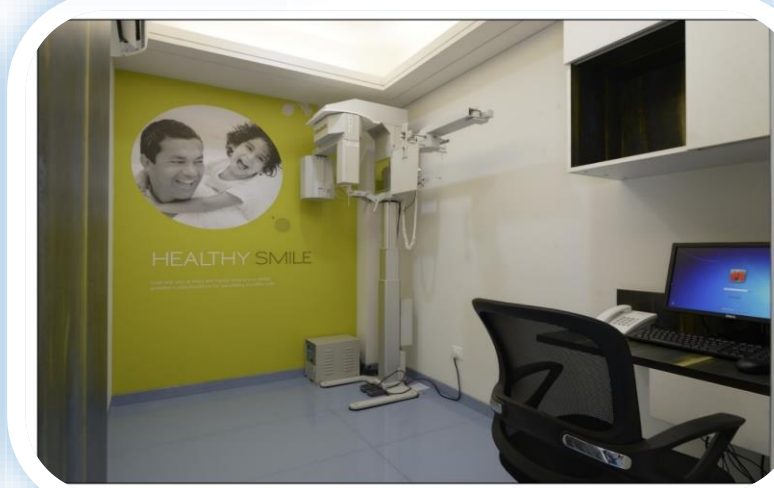


Superior Facilities



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Customer Engagement



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Home Collection



E Commerce Website



Call Centre



Whatsapp Chatbot



Corporate Tie-ups



Investors Conference call



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Company will host a conference call shortly to discuss the acquisition of P H Diagnostic Centre Private Limited



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Thank You

For further information please contact:

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