

Apollo to speed up its pace of growth

The Apollo group, promoted by the Reddy family, is facing tough competition from Fortis Hospitals, promoted by the billionaire Brothers—Malvinder Singh and Shivinder Singh. It took Pratap C. Reddy 27 years to build a chain of Apollo hospitals with a combined capacity of 8,717 beds; whereas, the Singh brothers have been able to build up a similar chain of 56 hospitals with 8,237 beds in a mere decade time. Moreover, there are host of other hospital chains such as Manipal hospital, CARE hospital, Global hospital, and Max hospital that are growing aggressively.

In response to this increasing competition, the top management, under the oversight of the patriarch, has drawn an elaborate plan to accelerate the growth by improving efficiency and asset utilization across its hospitals. The plan, dubbed as 'Rocket 14' captures the group's intention to move into a rocket speed growth trajectory by 2014. The four daughters of Prathap Reddy have taken up specific responsibilities to transform group's growth plan to a reality.

Source: Businessworld, 7 June 2011.