

Four Sisters' Promotions at Apollo Hospitals Signal Growth Plans

The founder and chairman of the Indian healthcare service provider Apollo Hospitals, Dr. Prathap Reddy, announced a new designation for his daughter and heir apparent Preetha Reddy. Ms. Reddy will now have an expanded set of duties that come to her with the new designation of executive vice-chairwoman. Earlier, she was the managing director of the family business. Two other sisters, Suneeta and Sangita will now share the position of managing director. Another sister, Shobana Kamineni has now been appointed executive vice-chairwoman. The company statement claimed that the appointments were made with an aim to accelerate growth over the next five years.

Commenting on this development, Dr. Reddy said, *"Our primary focus at Apollo is to continue on our path of growth and profitability in existing businesses while expanding to newer geographies, develop new areas in the healthcare business and harness the potential of technology to accelerate growth and innovation thereby continuing to significantly build shareholders value."*

Experts view the move as preparation for further entrepreneurial activities. Prof. Kavil Ramachandran, the Thomas Schmidheiny Chair Professor of Family Business and Wealth Management at the Indian School of Business, suggests that the appointments point to the family's increased focus on strategy and governance, while letting the operational responsibilities to non-family professionals. *"This also means that the family will address growth related opportunities and is not likely to be content with its current level of activities. One can expect more entrepreneurial initiatives from them,"* Ramachandran adds. He opines that in their new roles the Reddy sisters will also have time to groom their next generation. Two members from the third generation of the family already hold managerial positions in the business.

The new role will require Preetha to bring the company in sync with global medical advancements and adopt best practices. The other sisters will share the responsibilities of corporate strategy, finance, investments, mergers and acquisitions, branding and marketing, and information technology. The Apollo Hospitals group operates 50 hospitals and 92 primary care and diagnostic clinics. It also runs a network of more than 1,600 pharmacies and 100 telemedicine units.