



ASIAN HEART INSTITUTE

Medical

CREATIVE IDEA



ASIAN   
HEART INSTITUTE  
presents  
**TIMES**   
**Happy Heart India**  
**HAVE A HEART TO SAVE A HEART**  
An Initiative of The Times of India

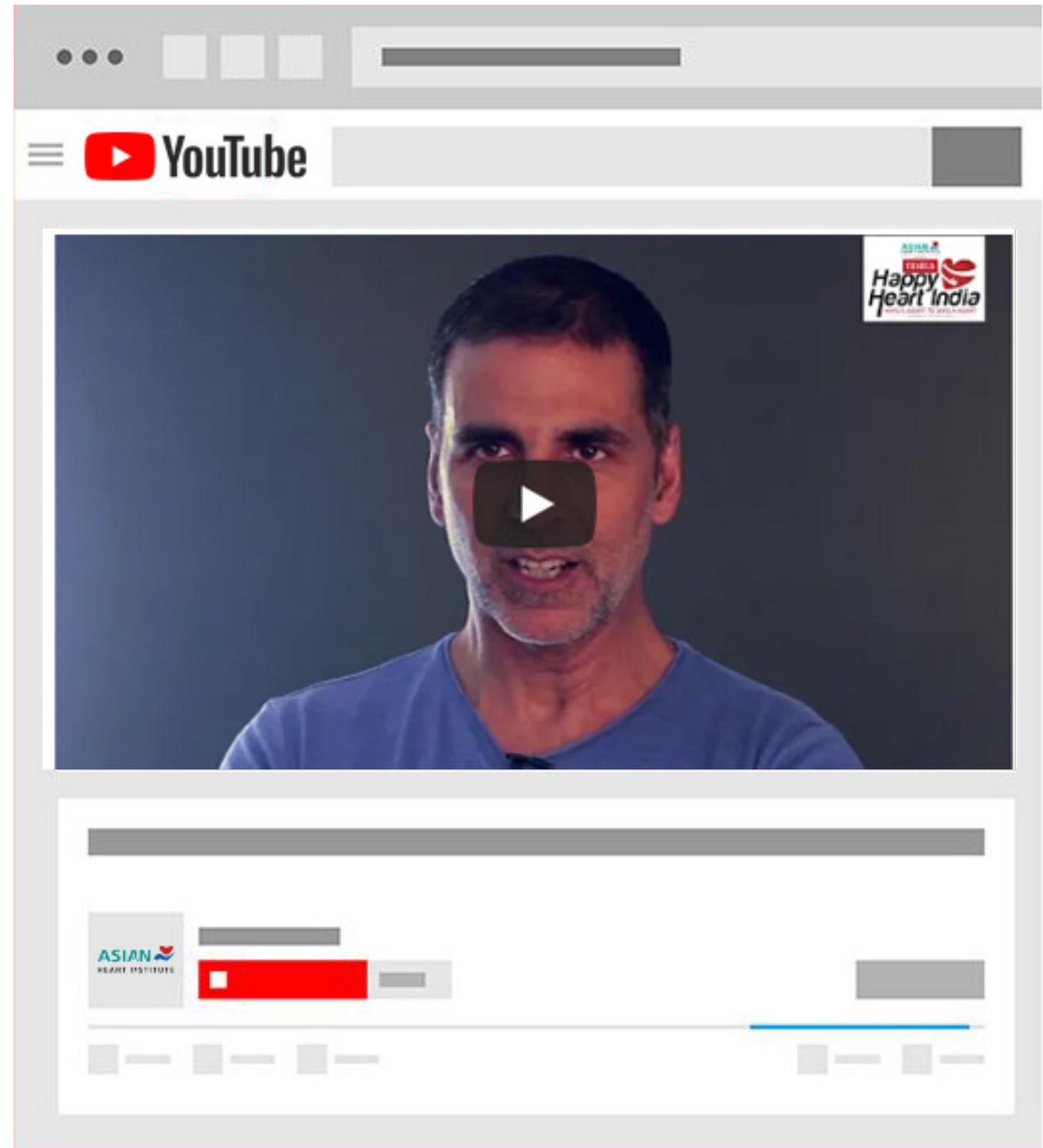
AKSHAY KUMAR'S WORD ON  
HAPPY HEART INDIA CAMPAIGN

**800+** subscribers on Youtube

**500+** views

**350+** registrations for the campaign

**200+** queries per month for hospital



A cause supporting underprivileged children



Happy Heart India

Habits to follow for a happy heart



Prachi Chopra

ENCOURAGING INDIA TO GET MOVING



One step closer to changing lives of 200 underprivileged children



Happy Heart India

Fight hypertension for a healthy heart



Dr. Vineet D'Silva checks a patient's blood pressure

Happy Heart India

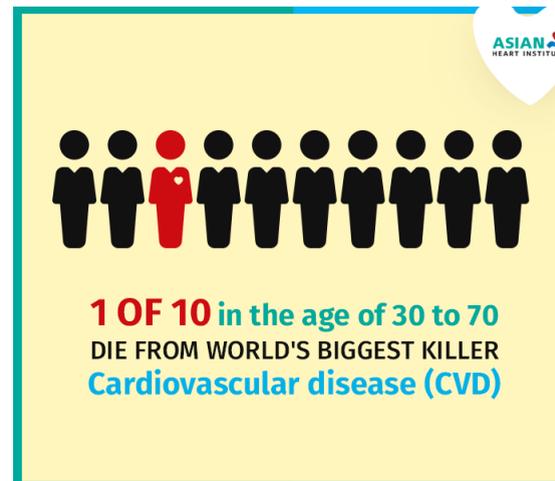
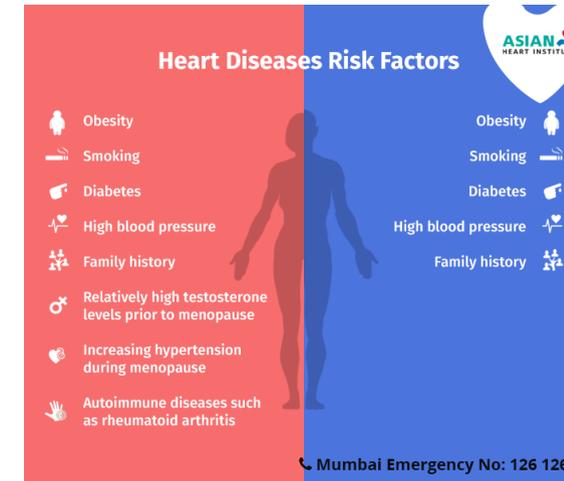
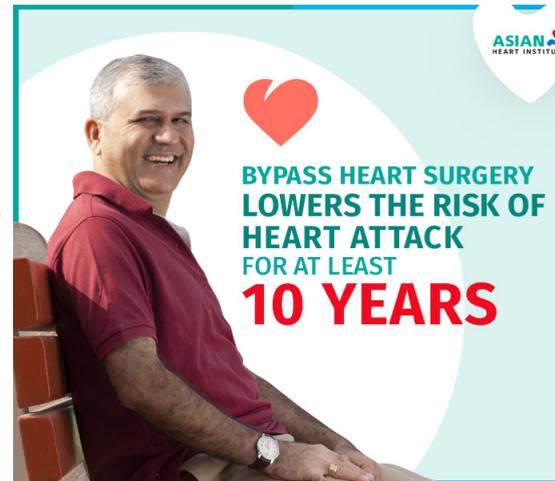
An initiative to save 200 little happy hearts



Happy Heart India

**4.5%**  
Bounce rate for the website which is lowest in its category

# 3,45,000+ fans for facebook page as a digital property



**26%** rise in website visitors leading to brand awareness

