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FROM THE PRESIDENT'S DESK

Ameera Shah

Dear Readers,

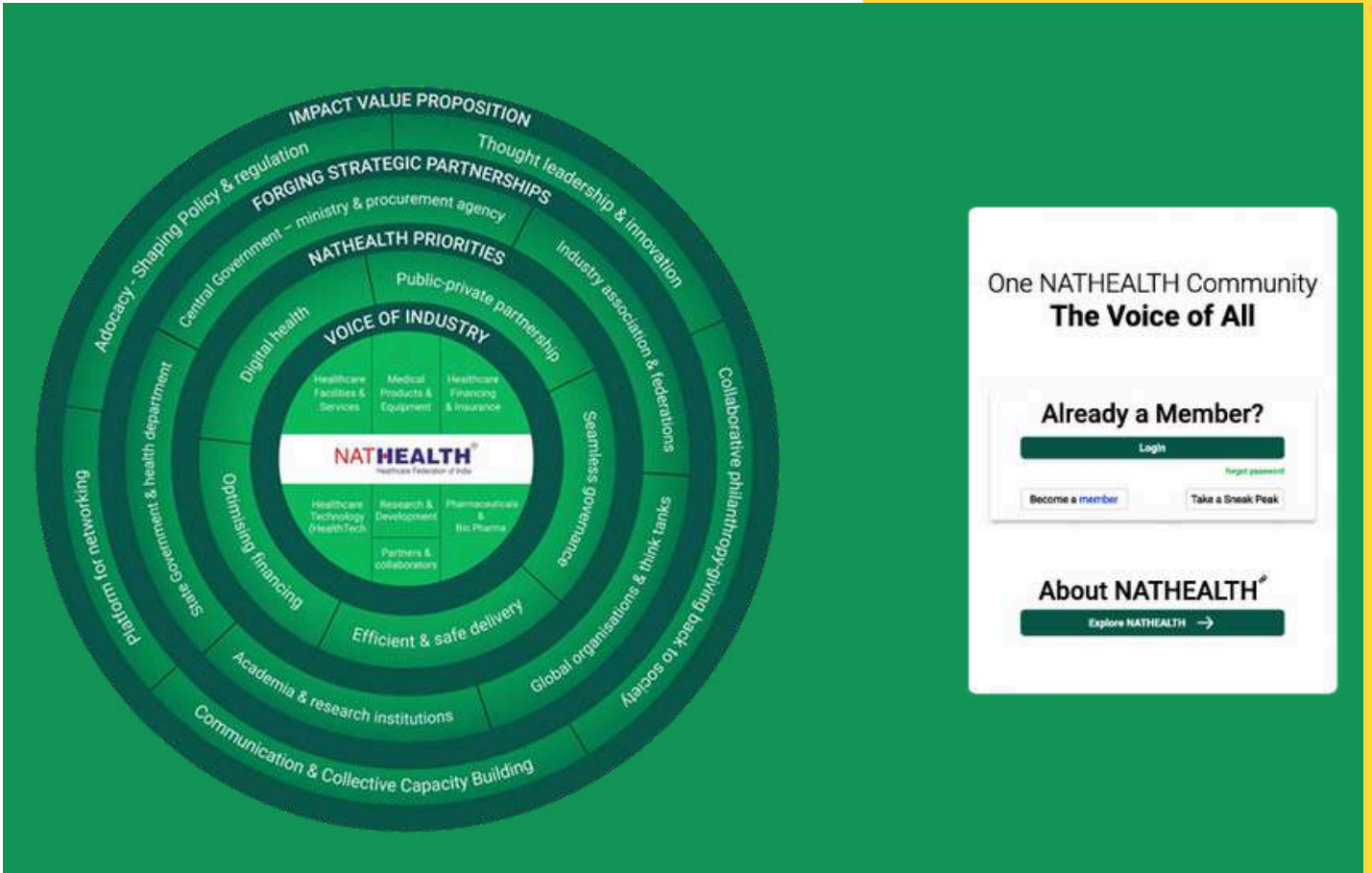
Every month at NATHEALTH is a reminder of what's possible when we work together. When ideas, expertise, and shared purpose come together, we don't just address challenges – we create meaningful change. This month has been another step forward in that direction, as we continue our efforts to make healthcare more accessible, affordable, and centred around people's needs.

Here's a glimpse of what we've achieved together:

- **Making healthcare more affordable:** One of our biggest milestones has been on the GST front. Through consistent engagement with the Finance Ministry, GST rates on diagnostic kits, reagents, and essential medical equipment have been reduced, along with tax exemptions on select life-saving and rare-disease medicines. These changes will help ease the financial burden on patients and improve access to quality care.
- **Simplifying compliance for providers:** We know how complex regulations can slow down healthcare delivery. Our compliance whitepaper submitted to NITI Aayog – identifying 85 key challenges and 44 priority actions – is shaping a simpler, digital-first regulatory framework, allowing providers to focus more on patient care and less on administrative hurdles.
- **Championing women's health:** Through the Swasth Naari Sashakt Pariwar Abhiyan, we're keeping women's health and empowerment at the centre of our work. When women are healthy and supported, families – and societies – thrive.
- **Driving change through the Vikas Bharat vision:** In line with India's goal of becoming a developed nation by 2047, our Vikas Bharat initiatives aim to expand access, strengthen healthcare financing, and accelerate digital adoption. We're also partnering with government and industry to boost Medical Value Travel, positioning India as a global healthcare destination while extending quality care to Tier-2 and Tier-3 regions.

Lastly, the launch of One NATHEALTH Community is bringing members together, fostering collaboration, and turning shared ideas into meaningful action. Together, we're building a healthcare ecosystem that is inclusive, innovative, and responsive – and it's this collective strength that will continue to drive real change. I'm truly grateful for your continued support and partnership as we move forward on this journey.

GROWING STRONGER TOGETHER



One NATHEALTH Community
The Voice of All

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About NATHEALTH

[Explore NATHEALTH →](#)

At NATHEALTH, collaboration has always been at the core of our mission. Building on this ethos, we are proud to introduce One NATHEALTH Community – a unified engagement platform designed to bring all members under one umbrella and foster deeper collaboration across the healthcare ecosystem. Presented at the Governing Council meeting and the Mid-Year Cross-Regional Roundtable, this initiative will strengthen member engagement through a centralized knowledge hub, customized collaboration models, and streamlined communication.

It has received enthusiastic support from our leadership and members.



ADVOCACY INITIATIVES: MAKING AN IMPACT

INDIA MED-TECH

NATHEALTH participated in a key meeting with Procurement Agencies, chaired by the Department of Pharmaceuticals, Government of India, and facilitated by our Secretary General, Siddhartha Bhattacharya, during the India MedTech Expo 2025.

The session saw senior officials, including Shri Ravindra Pratap Singh, Joint Secretary, DoP, Gol, and Mr. Aseem Sahu, Drug Controller, CDSCO, along with representatives from leading procurement agencies and industry leaders.

Discussion focused on strengthening procurement frameworks, driving innovation adoption, and fostering collaboration to accelerate India's vision of becoming a global MedTech hub.

This important dialogue underscored the power of public-private partnership in shaping the future of healthcare.

MEETING WITH NITI AAYOG FOR STREAMLINING REGULATORY PROCESSES

NATHEALTH team, along with industry leaders from hospitals and diagnostics, joined a high-level dialogue convened by NITI Aayog, with senior representatives from MoHFW and DGHS, to deliberate on ease of doing business and solutions for streamlining regulatory processes.

The meeting was chaired by Dr. Vinod K. Paul, Member (Health), underscoring the need for collaborative reforms to enhance efficiency and foster innovation in healthcare.





ADVOCACY INITIATIVES: MAKING AN IMPACT

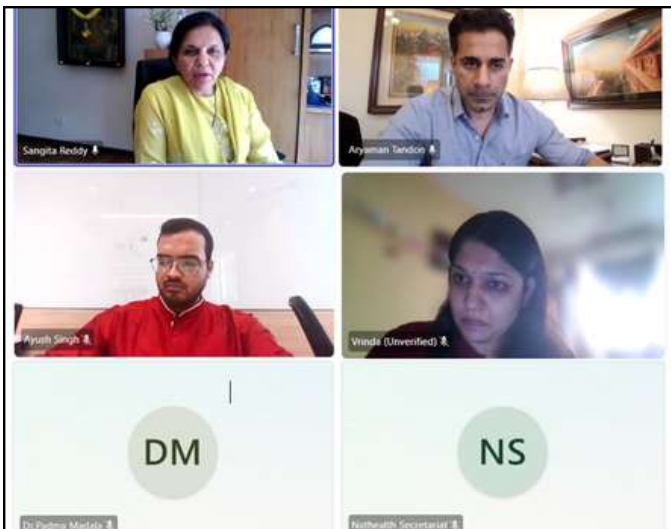
HEAL IN INDIA WORKSHOP: ADVANCING MEDICAL VALUE TRAVEL

As a follow-up to the MoHFW meeting in August, a collaborative workshop with SEPC, NATHEALTH, FICCI, and ASSOCHAM was convened to strengthen the Heal in India initiative with a focus on Medical Value Travel (MVT).

SEPC and NATHEALTH will lead the Capacity Building Programme, while all industry bodies will jointly design sessions, engage speakers, mobilize participation, and coordinate with stakeholders.

These collective efforts aim to position India as a global hub for quality and affordable healthcare.

HEALTH FINANCING POSITION PAPER



NATHEALTH, in collaboration with Praxis Global Alliance, is developing a position paper on “Health Financing - Critical Enablers for a Patient-Centred Healthcare System in India.”

As part of this initiative, a CFO Group Call was convened to gather insights and perspectives from financial leaders. Post this, a brief session was also organized with our Senior Vice President, Ms Sangita Reddy to review the paper. These contributions will ensure the recommendations are practical, actionable, and aligned to support constructive policy dialogue.

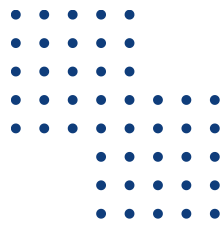
PATIENT SAFETY CAMPAIGN

NATHEALTH is launching a Communication Campaign: Making Patients Win, Building Trust and Guarding Healthcare Safety.

The campaign will run for a quarter and will amplify the role of the private healthcare sector in advancing patient safety and world-class care through media conclaves, radio shows, thought-leadership articles, and podcasts—with a combined reach of millions across India.

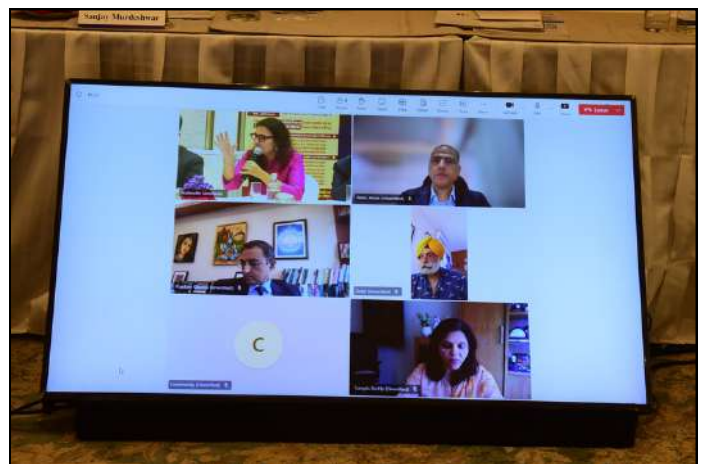
NATHEALTH is inviting grants, CSR contributions, and sponsorships to support this nationwide initiative.





GOVERNING COUNCIL MEETING

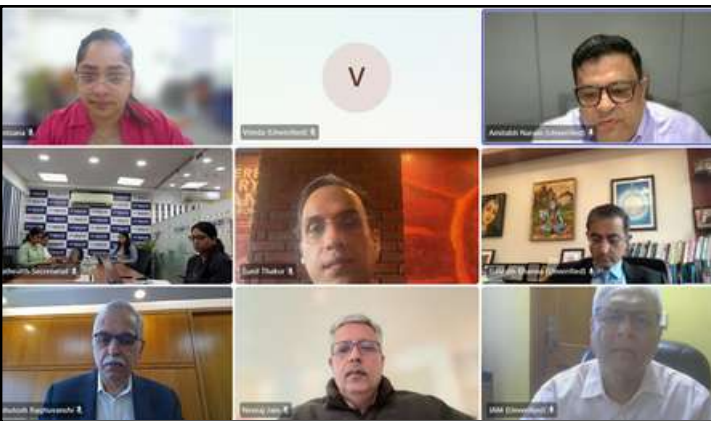
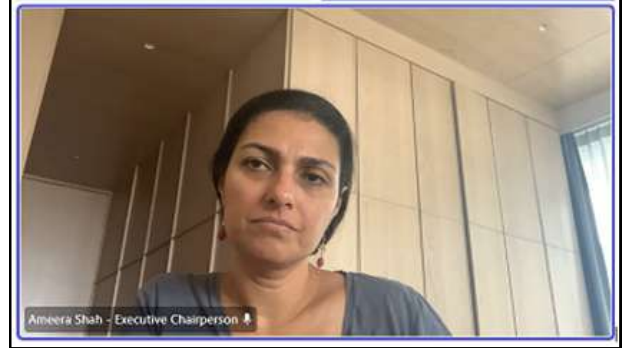
The Governing Council meeting, chaired by Ms. Ameera Shah, President of NATHEALTH, brought together leaders to review progress, set priorities, and discuss the way forward. Key discussions covered the Heal in India initiative, MedTech and compliance wins, health financing reforms, and the launch of the OneNATHEALTH Community platform. Updates were also shared on the Foundation's roadmap, a new communications campaign, and emerging healthcare megatrends. The meeting reinforced the importance of shared leadership and public-private collaboration to build a resilient, inclusive healthcare ecosystem.



LATEST AT NATHEALTH

SECRETARIAT TEAM MEETING WITH MS AMEERA SHAH, PRESIDENT

The Secretariat team presented progress on priorities set during the April LT and forum meetings, with appreciation for President Shah's focused leadership. Discussions highlighted the need to rebuild cohesion, sharpen NATHEALTH's value proposition for members, and address sector-specific challenges, especially in MedTech. Key wins were noted on CGHS, the Clinical Establishment Act, and patient safety, alongside stronger government engagement.



ANNUAL GENERAL MEETING: NATHEALTH FOUNDATION

The NATHEALTH Foundation held its AGM on 26th September to review key updates and approve statutory matters. Filing of financial statements and annual returns with the Registrar of Companies was authorized.

The Board re-appointed M/s J. A. MARTINS & Co as statutory auditors for a five-year term. The Board also authorized the filing of renewal applications for 80G and 12A to strengthen future funding avenues.

The Board also emphasized the importance of building momentum ahead of CSR eligibility (expected by 2027) and encouraged members to consider contributing personally or facilitating connections with philanthropic organizations. These efforts will help scale key programs and reinforce the Foundation's position.

We invite you to engage with us to explore project plans, governance frameworks, and long-term outcomes.

Please connect with Ms Vridha Chaturvedi (vridha.chaturvedi@nathealth.co.in) or Ms Jayyaa Siingh (jayyaa.siingh@nathealth.co.in) to express interest or request a tailored briefing.

DRIVING NEW POSSIBILITIES



LAUNCH OF NATHEALTH COMMUNITY CHAMPIONS

NATHEALTH launched NATHEALTH Community Champions referral program. Members who onboard three or more full-time members will receive a 10% waiver on next year's membership fees, along with recognition across NATHEALTH events and platforms.

To kick things off, our mid-year Community Champions were announced:

- Dr. Shravan Subramanyam
- Ms. Ameera Shah
- Mr. Himanshu Baid

Early champions are already making waves, and we can't wait to see more members join, connect, and amplify the NATHEALTH network!



SWASTH NARI SASHAKT PARIVAR ABHIYAN



NATHEALTH President Ms. Ameera Shah issued a press statement expressing the full support of the private healthcare sector for the initiative.

Federation also launched a wide-reaching health awareness campaign focusing on common women's health issues and preventive care.

A communication was sent to all NATHEALTH members and partners, encouraging

them to be an integral part of this Abhiyan by sharing their details in the survey created by NATHEALTH.

NATHEALTH developed an IT portal - One NATHEALTH Community to showcase all industry initiatives in one place, providing transparency and accessibility. The portal is sharing data with the National Health Authority (NHA) to provide an aggregate view of private sector contributions.

CONNECTING OUR COMMUNITY

MID - YEAR CROSS REGIONAL ROUNDTABLE



The Mid-Year Roundtable, held at The Claridges Hotel, New Delhi, saw an engaging participation from more than 50 senior leaders from across regions. Key focus areas of the event included: Insights on Heal in India Capacity Building & Campaign, Swastha Nari Sashakt Parivar Abhiyaan, One NATHEALTH Community, Project MUKTA (Mission to Unite & Keep Thalassemia Away), and Half-Yearly Progress, Key Wins & Way Forward.

EMERGING PRIORITIES - FY25

Submit your nominations and focus areas today to help shape
NATHEALTH's FY25 priorities

**Governance: Pathways
for New Age Diagnostics**

Exploring regulatory frameworks for AI and emerging technologies in diagnostics.

**MedTech-Pharma
Sector Opportunities**

Topics include reagent rental models and digital API integration for efficient inventory and stock management.

**Proposal for a Common
Industry Database**

To strengthen the ecosystem and prevent fraud and non-compliance, we propose creating a common database of blacklisted individuals/entities. This may include:

- Employees involved in fraudulent activity.
- B2B customers, franchises, and others with a history of non-payment or non-compliance.

**Health Insurance
Reforms**

Addressing delays in payments from both public and private insurers through reform measures.

Patient Safety

Communication Campaign: Making Patients Win, Building Trust and Guarding Healthcare Safety.

**Healthcare
Infrastructure**

Strategies to reduce the cost of capital for long-term infrastructure development and capacity creation.

**Capacity Building &
Digital Health (Phase 2)**

Strengthening the adoption of digital health technologies, accreditation readiness, and preparing for future healthcare investments.

**NATHEALTH Community:
OneNATHEALTH**

Creating a unified, collaborative healthcare ecosystem – a healthcare multiverse.

IN THE HEADLINES

NATHEALTH was featured in leading publications of India like Business Standard, The Hindu Business Line, Hindustan Times, The New Indian Express, CNBC Awaaz, CNBC TV18, Mint, Fortune India, and more for:

- Delhi's directive banning the outflow of genetic samples
- Impact of GST reduction on diagnostic kits and medicines
- Swasth Nari Sashakt Parivar Abhiyan

Prices of diagnostic tests unlikely to change much

The GST Council's decision to reduce the tax slabs on medical devices, diagnostic kits and reagents to 5 per cent is unlikely to translate into a reduction in test prices, according to industry players.

Ameera Shah, president of industry body Nathealth, and promoter and executive chairperson of Metropolis Healthcare said: "The diagnostic service provider incurs around 80% of the cost of a test... When there is a 13 per cent fall in price of reagents, the effective overall benefit is around 2 per cent".

BS REPORTER

Medicine bills could see a 6-7% decline

G Naga Sridhar
PT Jyothi Datta

Hyderabad/Mumbai

Medicine bills are set to see a dip, with the GST being brought down to 5 per cent on all drugs and medical devices, including glucometers and thermometers.

The GST has been exempted on 36 specified essential, cancer and rare disease drugs. This is likely to bring down medical bills by 6-7 per cent, Sushil Suri, CMD, Morepen Labs, told *businessline*.

TAX CUTS ON KEY MEDICINES TO EASE TREATMENT BURDEN: EXPERTS

Rhythmia Kaul

letters@hindustantimes.com

NEW DELHI: The reduction of Goods and Services Tax (GST) rates on various essential drugs, including key drugs for treatment of cancer, rare diseases, and severe chronic conditions, will help ease the treatment burden and benefit patients in the long run, experts said.

"The government's decision to exempt life-saving and cancer medicines from GST is a step that will bring direct relief to patients and their families. Equally, the reduction in GST on a wide range of medicines from 12% to 5% will help ease the overall treatment burden and make essential therapies more affordable," Sudarshan Jain, secretary general, Indian Pharmaceutical Alliance, said.

The GST Council on Wednesday slashed taxes from 12% to nil for 33 lifesaving drugs and medicines and from 5% to nil on 3 lifesaving drugs and medicines used for treatment of cancer, rare dis-

'Medicine bills could see a 6-7% decline'

THUMBS UP. Healthcare representatives hail pragmatic move

G Naga Sridhar
PT Jyothi Datta

Hyderabad/Mumbai

Medicine bills are set to see a dip, with GST being brought down to 5 per cent on all medicines and medical devices, including glucometers and thermometers, among others.

GST has been exempted on 36 specified essential, cancer and rare disease drugs. This is likely to bring down medical bills by about 6-7 per cent, Sushil Suri, Chairman and Managing Director at Morepen Labs, a company present in pharmaceuticals and medical devices, told *businessline*.

The new stocks will reflect the reduced prices, he said, but since companies keep 60 to 90 days stock with distributors and so on, it will depend on how companies are allowed to clear out that inventory.

FOCUS ON HEALTH

Pointing to thermometers and blood glucose monitoring systems (glucometers) and strips, for example, he said people will not have to neglect their health as these are used in daily sugar tests. Saurabh Agarwal, Tax Partner, EY India, agreed that medical bills will see a dip, with medicines and consumables seeing GST being brought down to 5 per cent or nil. "It is a pragmatic move by the government," he said.

Ameera Shah, President, Nathealth (an apex body for healthcare companies) and Executive Chairperson, Metropolis Healthcare, pointed out that products directly linked to the consumers, such as health insurance and glucometers, will see the

HEALTHY MOVE

- GST on essential medicines has been reduced from 12% to 5% or nil
- Affordability for long-term treatment of chronic illnesses such as diabetes, hypertension and cancer
- Job-work in pharmaceutical manufacturing has been reduced from 12% to 5%
- GST reduced from 12% to 5% on key medical products such as anaesthetics, medical-grade oxygen, gauze, bandages, diagnostic kits, surgical gloves, glucometers, thermometers and other appliances
- GST on spectacles, spectacle lenses and contact lenses reduced from 12% to 5%

GST rate cut translate into benefits for them.

Tempering expectation on the diagnostic front, she said over 70 per cent of their cost that attracted GST of 18 per cent, including rentals, consumables, etc, were not impacted by the present recalibration.

It will depend on how the companies use GST cuts on reagents, diagnostic kits, etc, by investing back in the business or through capacity expansion, she added.

Echoing similar sentiments, Anand K, Managing Director and Chief Executive Officer with Agilus Diagnostics, said that companies may use the GST cut to offer better packages to consumers.

BALANCING ACT

Priyanka Chigurupati, Executive Director, Granules India, said, "By reducing GST on all medicines, essential inputs and contract manu-



facturing services, while exempting advanced therapies from tax, the government has created a framework that balances affordability with industry competitiveness.

QUICK SCALING

"The reduction in job-work GST is significant for contract developers to scale faster which, in turn, will fuel a stronger and more resilient pharma ecosystem," she added.

Sheetal Arora, Promoter and Chief Executive Officer, Mankind Pharma, added, "The GST revisions go beyond tax rationalisation; they represent a structural shift in how India is enabling healthcare access. By removing GST on lifesaving rare disease and oncology therapies and reducing it on essential medicines and diagnostics, the government has signalled that affordability and innovation can go hand in hand."

PM to launch women, child health campaign on Sept 17

KAVITA BAJELI-DATT @ New Delhi

PRIME Minister Narendra Modi will launch a special campaign, which aims to strengthen healthcare services for women and children, on September 17. As part of the nationwide 'Swasth Nari Sashakt Parivar Abhiyan', as many as 75,000 health camps will be organised at all the healthcare facilities, including Ayushman Arogya Mandirs and Community Health Centres (CHCs).

The special campaign, which is being launched on PM Modi's birthday, is aimed at addressing the healthcare needs of women and children. The campaign will conclude on October 2, the birth anniversary of father of the nation, Mahatma



government's vision of inclusive healthcare, he said.

"In addition, Poshan Maah will be observed at all Anganwadis to promote nutrition, health awareness, and overall well-being. Together, these measures aim to build healthier families and empowered communities across the country."

NATHEALTH, a healthcare federation representing the private sector, and executive chairperson, Metropolis Healthcare Ltd, said, "The launch of the Swasth Nari Sashakt Parivar Abhiyan is yet another landmark step to ensure that women and children across the country have access to quality

GST cut on drugs and medical devices to provide relief to patients: Industry players

NEW DELHI: The government's decision to slash GST on medicines and medical



have moved from 12 per cent GST to nil, while three critical medicines for cancer, rare diseases, and other severe conditions have shifted from 5 per cent to nil. He said the reduction on medicines, diagnostic kits, surgical devices, and healthcare supplies would make healthcare more accessible across households and hospitals.

"This move realigns the GST structure, prioritises patient well-being, and strengthens India's journey towards universal health coverage," Matai added.

NATHEALTH President and Metropolis Healthcare Executive Chairperson Ameera Shah said standardising GST

rates would support preventive, curative, and rehabilitative care. "By easing costs, the measure will enhance access to services, promote early disease detection, and ensure consistency across the healthcare ecosystem," she said.

Apollo Health Co Ltd Executive Chairperson Shobana Kamineni welcomed zero GST on health and life insurance, calling it "a masterstroke" that makes protection a right rather than a privilege.

Industry leaders unanimously called the reforms a transformative step toward building a patient-centric, equitable, and resilient healthcare system in India.

AGENCIES

Delhi diagnostic players oppose genetic sample outflow ban

SANJEEV KOUJAL
New Delhi, 28 September

The Delhi government's directive banning sending of genetic samples outside the city for advanced prenatal tests has hit opposition, with diagnostic players in the capital citing operational difficulties in complying with the order.

This comes after the Annual Report on Registration of Births and Deaths in Delhi 2024 indicated that the city's sex ratio at birth (SRB) had dropped to 920 girls per 1,000 boys in 2024, down from 922 in 2023.

Alarmed at the steady decline in SRB, the directive, dated September 22, asks for all tests, wherever clinically indicated, to be carried out only in registered genetic laboratories within Delhi, which are duly approved under the Pre-Conception and Pre-Natal Diagnostic Techniques (PCPNDT) Act.

The Delhi government has also asked genetic clinics, genetic counselling centres and genetic laboratories to submit a monthly report and ban any attempts of sex selection practices. The ban has been put in place for tests such as the Non-Invasive Prenatal Test (NIPT) and several types of Preimplantation Genetic Testing (PGT). While tests are done to check for fetal abnormalities, which could be chromosomal or genetic disorders, officials believe that illegal prenatal sex determination may be making a comeback.

The city's sex ratio has been falling consistently since 2020, when it reached its highest level of 933 females per 1,000 males. It dipped to 932 in 2021 and 929 in 2022. "The ratio had only crossed the 900-

mark for the first time in 2016, making the reversal a worrying sign," an official stated.

As a result, the government directive states that no genetic material (including but not limited to blood, tissue, gametes, embryos or DNA samples) shall be sent outside the territory of Delhi for purposes of conducting NIPT, PGT or any other pre-natal or pre-implantation genetic testing.

However, citing operational challenges, diagnostic players have asked for the directive to be either withdrawn or kept in abeyance till discussions take place with industry stakeholders.

"While the intent to strengthen oversight is understandable, in practice this restriction can create significant barriers for patients and providers," industry body Nathealth said in their representation.

Business Standard has seen a copy of Nathealth's representation.

Companies added that many healthcare facilities across NCR and nearby states do not have access to advanced genetic testing equipment or trained manpower. "Delhi itself has just two or three genetic labs, while there may only be eight to 10 genetic labs in India," a lab owner in Delhi said.

The Nathealth representation also states that forcing all tests to be conducted only within Delhi could result in Delhi labs being overburdened, delayed results and disruption of continuity of care in emergency situations.

Executives also stated that the move could also increase costs for both the patients and providers due to logistics, transportation and operational redundancies.

IN THE HEADLINES



GST cut on drugs, medical devices to provide relief to patients: Industry players

NEW DELHI: (Sep 4) The government's move to cut GST on medicines and medical devices while exempting lifesaving drugs from the levy is a bold step that will bring direct relief to patients and families while significantly reducing financial strain on them, pharmaceuticals and healthcare industry players said on Thursday.

The bold reforms will improve accessibility of medicines, ensure accessibility to quality healthcare and contribute positively to the government's vision of affordable healthcare for all, they said.

The government's decision to exempt life-saving and cancer medicines from GST is a step that will bring direct relief to patients and their families, Indian Pharmaceutical Alliance Secretary General Sudarshan Jain said.

Medicine bills could see a 6-7% dip, say healthcare representatives

Medical consumables like thermometers and glucometers also cheaper; pharma leaders say new stocks will reflect lower rates soon

By PT Jyothi Datta & G Naga Sridhar
Updated - September 04, 2025 at 07:27 PM



NDTV Profit
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Medicines, including some life saving drugs, and medical devices are set to become cheaper from tomorrow with new #GST rates kicking in.

Read more



Healthcare Set To Be More Affordable As New GST Rate Kicks In From Sept 22: Pharma...

From ndtvprofit.com

3:14 PM · Sep 21, 2025 · 1,975 Views

PM Modi to launch special campaign to strengthen healthcare services for women, children on Sept. 17

The campaign will conclude on October 2, the birth anniversary of father of the nation, Mahatma Gandhi.



PM Modi File photo

Kavita Bajeli-Datt

Updated on: 06 Sep 2025, 8:45 pm - 2 min read

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NEW DELHI: Prime Minister Narendra Modi will launch a special campaign, which aims to strengthen healthcare services for women and children, on September 17.

As part of the nationwide Swasth Nari Sashakt Parivar Abhiyaan, as many as 75,000 health camps will be organised at all the healthcare facilities, including Ayushman Arogya Mandirs and Community Health Centres (CHCs).

The special campaign, which is being launched on PM Modi's birthday, is aimed at addressing the healthcare needs of women and children.



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