



BL Kapur Super Specialty Hospital unveils new logo, offering new healthcare facilities

Section: [Other Briefs](#) Category: [Marketing](#)

Company Brief

New Delhi, September 13, 2011

BL Kapur Super Specialty Hospital unveiled a new logo as well as a glimpse of expanded facility hospital at the event held at Hotel ShangriLa here on Monday.

Dr. Praneet Kumar, CEO, BLK Hospital who showed off the hospital's new logo said, The new logo and re-development was followed by an extensive research which aimed at re-positioning the hospital as a super speciality hospital with advanced capabilities in multiple specialties. This manifested itself in change of the logo, change in the 360 degree brand identity and other visual and palpable elements.



In Hospital's new logo, a rich, solid "Burgundy" colour is chosen to represent the gravitas of an institution. The logo includes the "Crest", which symbolizes the authority and solidity of our institution. Where The Tree of Life in logo represents a symbol of health, Interconnectedness

of all beings, the central focus of hospital's Identity. This tree comes alive from the intersection of crosses, the ancient symbol of life and the two arms forming the trunk of our tree signify care and patient-centricity at a subliminal level. Finally the tree is surrounded by a shield representing protection of people. The new logo also includes a new theme "A passion for healing....."

Praneet Kumar said, "BLK has completely transformed in the last couple of years in terms of infrastructure and the bouquet of services being offered. This meant a complete re-development of the old hospital, wherein the old building gave way to a modern 500 bed facility with state-of-the-art technology which it one of the biggest Super Specialty stand alone private Hospitals in Delhi – NCR today. The hospital possesses tertiary & quaternary care capabilities in almost all specialties. 125 beds dedicated to critical care, 17 modern operation theatres, supported by well equipped laboratories and imaging services, and transfusion services, ensure excellent clinical results."

"The hospital is home to the widest ranging super specialities available under one roof. BLK Super Speciality Hospital has the most comprehensive cancer care services in the region, with specialist teams dedicated to treating organ specific cancers. The facility houses India's largest Bone Marrow Transplant Center. BLK offers one of the biggest bariatric surgery programmes in the region for weight loss. Wide ranging heart care and neurosciences facilities are also on offer. The hospital has become a busy hub for joint replacements, Spine surgery and sports medicine, as well as for cochlear implant and auditory brain stem implant", Dr. Praneet Kumar added.

The hospital was set up in 1959 when Pt Jawahar Lal Nehru invited an eminent gynaecologist of the time, Dr B L Kapur, to provide quality healthcare services to the people of Delhi. The hospital quickly gained prominence in the field of mother and child care, spurred by Dr Kapur's concern for new mothers who were left to the mercy of untrained midwives. By its Silver Jubilee year in 1984, the hospital offered services in specialities other than mother and child care, such as internal medicine, surgery, ENT, dermatology, etc. An OPD block and nurses hostel had also been added to the building.

In the first decade of the new millennium, the Management felt a need to revamp the Hospital infrastructure and service offerings to better meet the healthcare needs of the community and embarked upon the journey to transform the hospital into a tertiary and quaternary care institute. BLK Super Speciality Hospital is now being managed by Radiant Life Care Private Limited. In order to offer efficient and effective leadership, Radiant has deputed the entire leadership team. In addition, Radiant has ensured that effective processes and global best practices encompassing both clinical and managerial facets of hospital operations are implemented.

For further information, please contact:

Imprimis PR

Ajay Gautam

Mobile: +919313077477

Email: mmukherjee@imprimispr.com

Link:

http://www.afags.com/news/company_briefs/?id=51341_BL+Kapur+Super+Specialty+Hospital+unveils+new+logo+offering+new+healthcare+facilities



BL Kapur introduces new logo, offers new healthcare facilities

India Infoline News Service / 15:21 , Sep 13, 2011

The new logo and re-development was followed by an extensive research which aimed at re-positioning the hospital as a super speciality hospital with advanced capabilities in multiple specialties

BL Kapur Super Specialty Hospital unveiled a new logo as well as a glimpse of expanded facility hospital at the event held at Hotel ShangriLa here on Monday.

Dr. Praneet Kumar, CEO, BLK Hospital who showed off the hospital's new logo said, The new logo and re-development was followed by an extensive research which aimed at re-positioning the hospital as a super speciality hospital with advanced capabilities in multiple specialties. This manifested itself in change of the logo, change in the 360 degree brand identity and other visual and palpable elements.

In Hospital's new logo, a rich, solid "Burgundy" colour is chosen to represent the gravitas of an institution. The logo includes the "Crest", which symbolizes the authority and solidity of our institution. Where The Tree of Life in logo represents a symbol of health, Interconnectedness of all beings, the central focus of hospital's Identity. This tree comes alive from the intersection of crosses, the ancient symbol of life and the two arms forming the trunk of our tree signify care and patient-centricity at a subliminal level. Finally the tree is surrounded by a shield representing protection of people. The new logo also includes a new theme "A passion for healing....."

Dr. Praneet Kumar said, "BLK has completely transformed in the last couple of years in terms of infrastructure and the bouquet of services being offered. This meant a complete re-development of the old hospital, wherein the old building gave way to a modern 500 bed facility with state-of-the-art technology which is one of the biggest Super Specialty stand alone private Hospitals in Delhi - NCR today. The hospital possesses tertiary & quaternary care capabilities in almost all specialties. 125 beds dedicated to critical care, 17 modern operation theatres, supported by well equipped laboratories and imaging services, and transfusion services, ensure excellent clinical results."

"The hospital is home to the widest ranging super specialties available under one roof. BLK Super Speciality Hospital has the most comprehensive cancer care services in the region, with specialist teams dedicated to treating organ specific cancers. The facility houses India's largest Bone Marrow Transplant Center. BLK offers one of the biggest bariatric surgery programmes in the region for weight loss. Wide ranging heart care and neurosciences facilities are also on offer. The hospital has become a busy hub for joint replacements, Spine surgery and sports medicine, as well as for cochlear implant and auditory brain stem implant", Dr. Praneet Kumar added.

The hospital was set up in 1959 when PtJawaharLal Nehru invited an eminent gynaecologist of the time, Dr B L Kapur, to provide quality healthcare services to the people of Delhi. The hospital quickly gained prominence in the field of mother and child care, spurred by DrKapur's concern for new

mothers who were left to the mercy of untrained midwives. By its Silver Jubilee year in 1984, the hospital offered services in specialities other than mother and child care, such as internal medicine, surgery, ENT, dermatology, etc. An OPD block and nurses hostel had also been added to the building.

In the first decade of the new millennium, the Management felt a need to revamp the Hospital infrastructure and service offerings to better meet the healthcare needs of the community and embarked upon the journey to transform the hospital into a tertiary and quaternary care institute. BLK Super Speciality Hospital is now being managed by Radiant Life Care Private Limited. In order to offer efficient and effective leadership, Radiant has deputed the entire leadership team. In addition, Radiant has ensured that effective processes and global best practices encompassing both clinical and managerial facets of hospital operations are implemented.

Link:

<http://www.indiaonline.com/Markets/News/BL-Kapur-introduces-new-logo-offering-new-healthcare-facilities/5241091394>