



## Centre for Innovation Incubation and Entrepreneurship

*An Indian Institute of Management Ahmedabad Endeavour*

18<sup>th</sup> January 2008

Dear Madam/ Sir,

Greetings from **IIM Ahmedabad's Centre for Innovation Incubation and Entrepreneurship (CIIE), and Piramal Foundation!** CIIE aims to foster innovation and entrepreneurship in the country through research, incubation, consultancy and training in the areas of high-tech and mass impact innovation. The **Piramal Foundation** founded by Mr. Ajay Piramal, invests in innovative solutions to sustainable development and addresses some of our nation's pressing challenges. In the process, they aim to build a generation of socially conscious leaders who will make a difference.

In association with **the Piramal Foundation**, CIIE has announced **The Piramal Prize** – a competition for innovations that democratize healthcare.

The **Piramal Prize** is a search for entrepreneurial solution towards solving problems of healthcare. It seeks to improve the healthcare access for India's rural and marginalized urban communities. We are inviting ideas in healthcare sector with potential to make large impact to living standards in India.

The award consists of \$ 25,000 / Rs. 10, 00,000 lakhs as seed funding in addition to potential venture capital and mentoring & incubation from IIMA. Plans must directly or indirectly address the health crisis in India and should emphasize both profitability/sustainability and maximum social impact. The ideas could either be, for-profit or not-for-profit. Applicants should submit their entries before April 1st, 2008. The application can be made online at <http://www.piramalprize.org>

We would like to seek your active support to encourage participation from your organization, by applying for the Piramal Prize and availing this opportunity of commercializing and scaling-up their healthcare-related ideas.

We also request you to arrange for the display of the posters and help us to generate awareness about the competition and issues relating to healthcare, which will go a long way in spreading awareness about healthcare sector in the country.

Regards,

**Kunal Upadhyay**

**CEO**

Centre for Innovation Incubation and Entrepreneurship (CIIE)

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