

## Manipal Hospitals, Columbia Asia undergo brand integration

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**The Columbia Asia Hospitals and Vikram Hospital across the country will be rebranded as 'Manipal Hospital'**



Manipal Hospitals Group, Columbia Asia Hospitals has now been rebranded to Manipal Hospitals. The rebranding emphasises Manipal's modern appearance while also highlighting the high quality, professional services that patients can expect.

With the rebranding and new logo launch, all 27 units of Manipal Hospitals including Columbia Hospitals and Vikram Hospital will be brought under one umbrella. The Columbia Asia Hospitals and Vikram Hospital across the country will be rebranded as 'Manipal Hospital'. This rebranding will be a change in the identity but the focus on providing quality healthcare will remain the same.

The hospital's rebranding and new lower-case logo reflect not only the hospital's consistent image of clinical skill, reliability, and professionalism, but also how it cares for people: patients, physicians, staff, and the public. While looking to the future, the new branding and logo will demonstrate a strong dedication to enhancing clinical knowledge.