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Maxivision and Malabar announce strategic JV in Calicut to revolutionise eye care in North Kerala

21 April 2025 | News

To help expand the Malabar Eye Care brand across districts in North Kerala



Maxivision Group of Eye Hospitals, one of India's leading super specialty eye care chains, has announced a landmark joint venture (JV) with Malabar Eye Hospital, a trusted name in North Kerala's ophthalmology landscape with a legacy spanning three decades.

The inauguration ceremony was graced by P.A. Muhammed Riyas, Minister for Public Works & Tourism; M.K. Raghavan, Member of Parliament; C.P. Musafir Ahmed, Deputy Mayor; Dr GSK. Velu, Chairman, Maxivision Eye Hospitals; Dr P.M. Rasheed, Director, Malabar Maxivision Eye Hospitals and Sudheer, Group CEO, Maxivision Eye Hospitals.

Dr GSK Velu, Chairman, Maxivision Eye Hospitals said, "This partnership with Malabar Eye Hospitals marks another significant milestone in Maxivision's mission to bring world-class eye care closer to people's homes. Malabar has been a trusted name in North Kerala for over three decades, and we are excited to combine that legacy with Maxivision's expertise in clinical excellence, advanced technology, and professional management. This collaboration is not just about infrastructure—it's about strengthening the ecosystem of quality eye care, education, and employment across the region. With our recent joint venture with Dr. Rani Menon Eye Hospital and now with Malabar, we are strategically expanding our footprint across Kerala with credible regional partners who have earned deep trust in their communities. Together, we aim to build a robust and sustainable network that ensures affordable, accessible, and advanced eye care for every individual."

Sudheer, Group CEO, Maxivision Eye Hospitals said, "Our immediate priority is to transform the Eranhipalam centre into a Super Specialty Eye Hub, equipped with cutting-edge technologies for Lasik, SMILE, Vitreo-Retina, and Glaucoma care. We are also excited to announce the launch of two new hospitals in Calicut City, along with four secondary care centres in Kannur, Tellicherry, Quilandy, and Perinthalmanna. As part of our inclusive growth strategy, we will be setting up Primary Eye Care centres in tier-3 towns and deploying Mobile Eye Clinics to serve remote rural communities. This entire expansion will generate over 400 new employment opportunities in the next two years, empowering local youth especially those trained through Malabar's respected optometry and paramedical courses."

This strategic partnership will help expand the Malabar Eye Care brand across districts in North Kerala, with a vision to reach patients who otherwise travel long distances to Calicut for trusted care. The newly rebranded Malabar Maxivision Eye Hospitals will combine the local trust built over 30 years with Maxivision's national strengths in clinical expertise, cutting-edge technology, professional management, and standardized patient care.