

## Novo Nordisk partners with Apollo Clinics to launch comprehensive obesity clinic programme in India

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**Partnership aims to strengthen disease awareness, capacity building and clinical management for overweight and obesity care**



Novo Nordisk, the global leader in chronic disease care, has announced a strategic collaboration with Apollo Clinics to launch a comprehensive Obesity Management Programme across various cities in India.

This initiative aims to address the growing burden of overweight and obesity through a structured, multi-tiered care model focused on empowering individuals living with overweight or obesity and developing specialised programs for obesity care.

With this collaboration, Apollo Clinics and Novo Nordisk will integrate a comprehensive obesity care framework across select centres. The program includes robust HCP training via the *WeLearn Obesity Education Series*, in-clinic diagnostic and patient engagement tools, and capability-building modules for dietitians, physiotherapists and behavioural specialists.

As part of this partnership, Apollo Clinics will bring its expertise as a pioneer in running condition management programmes and will now provide support like infrastructure, clinical pathways and digital patient support tools to deliver comprehensive evidence-based obesity care. This initiative will also feature dedicated patient awareness campaigns, including educational videos, booklets, and body composition analysis. A QR-enabled platform will provide access to BMI and waist-to-height ratio calculators, connecting users to appropriate care pathways.

Obesity in India affects more than 250 million adults, and is linked to over 230 health complications, including cardiovascular disease, diabetes, cancer and obstructive sleep apnoea. The proportion of individuals with overweight and obesity in India shows significant variation by state, ranging from 8% to 50%, and spans all demographics, including men and women across both rural and urban populations. The economic burden of obesity-related diseases in India is projected to reach Rs 36,000 crore by 2030.