

## Ranbaxy raises awareness on heart diseases

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Ranbaxy Laboratories and APICON 2015 (70th Annual Conference of Association of Physicians of India) broke the Guinness World Record for making the largest human image of a heart in India.

Realizing the need for a proactive emphasis on preventive healthcare and raising awareness about heart disease in India, Ranbaxy & APICON assembled 982 people (consisting of doctors and Ranbaxy employees) to form a human heart.

On this occasion, Mr. Rajeev Sibal, VP and head-India region, Ranbaxy, said, "It gives me immense pleasure to witness the successful conclusion of the Guinness World Record attempt by Ranbaxy and APICON. The event would be truly successful when each one of us daily take the 30 minutes exercise challenge and spread the message to more and more number of people. Ranbaxy will always continue its endeavour to spread the importance of exercise and fitness to larger masses and motivate people to lead a healthier life."

The formation of the human heart was achieved in 1 hour and 15 minutes.

The creation beat the world record for the largest image of a human organ ever formed by a group of humans assembled together.

The earlier record was set on February 20, 2014, in Liverpool, UK, when 687 people came together to form the image of the largest human brain on World Encephalitis Day.

Indians have genetic predisposition to the Coronary Artery Disease (CAD). Changing lifestyle, urbanization, unhealthy food habits, decreasing physical activity, rising stress levels and rampant obesity have made the problem more severe.

As a result, the country has seen a significant increase in the number of heart disease patients over the past 20 years.

Worse, the average age of a heart patient in India is in the early fifties, compared to seventies in developed nations like the US.