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Dr. R. Anburajan Secretary NHB IMA TNSB



Dr. R. Rengaraj Treasurer NHB IMA TNSB



Dr.R. Anburajan
Secretary
NHB TNSB

Dear Doctors, Greetings from IMA NHB TNSB



I am very much honored to meet you all through NHB express in this second edition in 2022. I would like to thank everyone for giving me this opportunity to serve you all with this responsibility as Secretary NHB IMA TNSB. Personally, I believe that to have amazing and wonderful seniors who took a lot of pain to derive some solution, we the Hospitals are facing. I would love to thank my seniors for everything they actually did for us by negotiating; arguing, commanding the Government and other Health related agencies for the betterment of the small & medium -signed Hospitals of IMA.

Since I have taken charge as the Secretary of NHB IMA TNSB Office in January 2022, we as a team have done our level best to settle the issues of our Member Hospitals facing in:

Minimum Wages

Fire safety

Insurance

BMWM

The long awaited new rules for Fire Safety in hospitals issued recently issued by the Principal Secretary, Health and Family Welfare, Tamilnadu on 25.04.2022. This is with reasonable modifications to existing hospitals. Regarding other problems like BMWM and Common Waste Management we are taking steps to solve the problems and reduce the burdens of our Doctors and Member Hospitals

We are planning for the below in the upcoming months:

- One more Facilitators Meet regarding BMWM.
- Planning to have a high-level Insurance Conclave with all the Insurance companies in January 2023.
- Plan to have a State wide District Coordinators Training soon.

We are devoting ourselves to the development of all member hospitals, small, medium and large, prioritizing reducing the burden on our member hospitals. Speaking and meeting up the

with Doctors Zone wise, finding up their issues and difficulties and help them in solving their issues. And we have regular Zoom meets with NHB Office bearers and District Coordinators and have discussions with them on which area they are facing difficulties and we try to take the problems at the State level by meeting the Government officials and we continuously meet them till the problem gets solved

We would like to encourage all members of our IMA who own hospitals to become members of the NHB IMA TNSB. Members are also reminded to renew their membership (every 5years) so that they can enjoy all the benefits regularly.

At the recent FSC Meeting, we had few discussions in the meeting with the approval of all the leaders we have made changes in the Hospital Enrollment and Renewal policies .From January 2022 onwards, the NHB renewal will be done only in accordance with the Enrollment date, once in 5 years and not on December 31st of every year. We will be sending a detailed message regarding this by email.

We are getting stronger day by day and all the missed steps are being prepared. Now our membership has been increased to 4536.

Long Live IMA! Long Live NHB!

Changing renewal system of NHB Membership

Dear NHB members

we have made changes in the Hospital Enrollment and Renewal policies. From January 2022 onwards, the NHB renewal will be done only in accordance with the Enrollment date, once in 5 years and not on December 31st of every year. We will be sending a detailed message to you all regarding this by email.

Bank Details

IMA NHB JOURNAL FUND INDIAN BANK NGO COLONY BRANCH TIRUNELVELI– 627 007. SB ACCOUNT NO: 948876413

IFSC: IDIB000N114

Note:

You can pay us through DD/Cheque/ NEFT/RTGS

For Advertising in our Magazine

As we have around 4900 member hospitals, your advertisement will be seen by our members and our IMA leaders all over Tamilnadu. If you want to advertise your company or hospital on our NHB express please contact us. Details and prices for multiple colours

Inside the Magazine Full Page
Inside the Magazine Half Page
Back cover Inside
- Rs. 10,000
- Rs. 5,000
- Rs. 15,000
- Rs. 20,000

DR.R.PALANI SWAMY

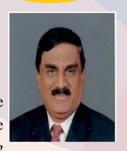
STATE PRESIDENT'S MESSAGE

PRESIDENT
IMA TNSB

Respected seniors and my dear Colleagues

Greetings from your State president!

Our Nursing Home Board wing of IMA TNSB is doing great job. All the issues from the Member Hospitals are brought to the knowledge of the State Office. They are taking proper action towards them. We are also supporting



them to the most. But there are few issues which has to be taken to the Government. They have to do some policy changes and, so there are few delays. We from State Office are always with NHB. I insist that our Member Hospitals to abide by the rules and regulations to have all the statutory certificates which is required.

Once again I request all the Member Hospitals to participate in all the activities and Zonal Conferences in good numbers. There you can bring your queries and Problems and get solved. We will definitely give you the solutions for it.

Thank you

Long Live IMA!

Hon. Secretary IMA TNSB

STATE SECRETARY'S MESSAGE

DR.N.R.T.R. THIAGARAJAN

Dear seniors, Friends and Colleagues

It gives me great pleasure for me to reach all our Member Hospitals through this edition.



I like to thank all the NHB office bearers and Leaders for your continuous hard work in solving the issues of our Member Hospitals. I heard lot of positive feedback from many Hospitals that their issues are being noted with care and the clarifications are given to them.

But still we have few areas were we have to concentrate and speak to the officials at state level till the problem are solved. We have to concentrate on the Minimum Wages act, Government Insurance schemes and few changes in Fire Safety. Our NHB Chairman, Secretary and Treasurer have met the Labour Commissioner and Joint Commissioner. We are trying hard to meet the Labour Minister as well. We will be meeting him soon and will take up the issues with him.

And Regarding the CM Insurance scheme Our NHB Leaders met the Health Minister, Health Secretary and the Finance Secretary and we have given our demands and our representations. We are following up this as well. Will give an update on this soon to all our Member Hospitals. I like to give my best wishes to our NHB to continue the same way.

Long Live IMA!



State President Elect-IMA TNSB

Dr.T.Senthamilpari State President Elect 2022 IMA TNSB

Message for NHB South Zone conference at Madurai.

My heartiest congratulations and best wishes to Madurai IMA one of largest old branch of IMATNSB. I appreciate & compliment the office bearers of NHB for their tiredless, dedicated work in facing various issues of nursing homes. The various topics which is going to be discussed in the conference should be more essential & useful for nursing home owners. I wish the conference a successful one.



General Convener's Message

Dr. V. Varatharajan

General Convener
NHB TNSB



Message to NHB Express Journal

Dear Colleagues,

The NHB, IMA TNSB is doing its best to serve its members. The meetings and communications have become regular. Your Secretary and the Chairman are attending all Committee meetings regarding Labour, Minimum wage, Pollution Control and all other activities. Every field of Nursing Home activity is represented to the Centre, State and Local Authorities by our NHB.

We have to record the co-ordination of our State and Central IMA and appreciate them.

Considering the problems we face all these are not adequate. We have to be united with all other specialty Associations and represent to the Government to the public and to all concerned in a better note. Unless we represent our problems periodically, they in their anxiety to get things done overlook our difficulties and concern.

Our aim is to serve the patients to the best our ability. We need the support of the Government and the public now and every before. We have to stand united. We are struggling ever since we started with the same problems. But let us continue our service to the patients with a greater determination. At the same time make all concerned understand our difficulties in achieving our goals. Let us continue our march.

Best wishes!

(Prof.Dr.V.VARADARAJAN)

General Convener, NHB, IMA TNSB

Chairman's Message



Chairman NHB TNSB

Dear colleagues,

It is our pleasure to greet everyone through this edition of NHB EXPRESS.

NHB IMA TNSB is fighting hard to fix problems faced by hospitals, say it Minimum Wages, insurance rates, statutory compliance's etc.

Long way to go & unity is the need of the hour to collectively represent our problems in one voice for a happy way forward.

Looking forward to work with all of you to reach our goals & move forward.

With warm regards,

Dr S Karthick Prabhu Chairman NHB IMA TNSB







Treasurer NHB TNSB

Treasurer's Message

Dr. R. Rengaraj

Dear friends,

NHB is going fine. Our financial status is same. We have to add more members to improve our financial and bargaining strength.

Our personal financial tables are tilted. Expenses are increasing. Wages, EB Bills, Corporation taxes and others. Income is same only. Actually we have to increase every year. But because of our competition many are willing to continue with same rate or even willing to reduce it. Please have a meeting in your area to decide rates.

Managing a hospital is like driving an aeroplane. Even 0.0001 percent mistake is not allowed nowadays. We Gods one year ago, became demons now. Monitor each patient carefully. Maintain records.

Always have a personal, friends and family time.

Dr. K.M. Abul Hasan

PRESIDENT Elect 2023

IMA TNSB

Patient Retention

Chairperson, MSN & JDN IMA TNSB

Till today we are enjoying loyalty of our patients which is built on trust, understanding and reputation. We never spent time on analysing the patient's loyalty level in our practice. But it is time to focus on improving loyalty more and more and I wish to state that patients loyalty and patients retention have become the important disciplines of medicine today.

We can classify our patients into four groups with regards to their loyalty.

HARD CORE LOYALS: We may have inherited these patients from our doctor parents or from same community or same locations. They will continue to visit even after any big mishap in our hospital.

SOFT CORE LOYALS: They are thinkers educated and analyse and judge our work and if we meet their expectations, they will continue to be loyal and bring more patients.

SWITCHING LOYALS: Till yesterday they were loyal to us very much but due to the influence of their friends and relatives they change their doctors we will have to put extra efforts to make them stay in our party for more period of time.

BRAND SWITCHERS: They don't have family doctors family physicians or surgeons. They like getting treatment only in Big corporate hospitals.

Categories 1 and 4 from 10% of the population each. 50% of our patients belong to Category 2 and 30% belong to category 3. You will get very crucial data if analyse that particular days patients and you will know whom you should target not to slip that is the important strategy for patient retention.

understanding this methodology is very important why because

- 1. Improving loyalty by means of improvement in Your knowledge and Your facility enhance your reputation in the industry
- 2. Enhance your brand image
- 3. It reduces your marketing costs
- 4. Long term patients spend more generating more revenue.

How You Do It?

- 1. **Personal Touch**: Personalise your services like Tailor making a treatment plan for every individual patient. Engage them personally online even after treatment. This would certainly improve your doctor patient relationship.
- 2. **PatientsDelight**: Patients satisfaction is very important and if you could achieve this with a good systematic patient care services without delays then it is excellent. Handling a customer with complaints will make them visit very frequently.
- 3. **Use technology**: To improve your health care services completely digital Billing and payments, mobile apps, and telehealth.
- 4. **Encourage feedback system:** You must know the changing Expectations of patients from time to time and set services standard exceeding their expectations.

ALL THE VERY BEST.



NHB DISTRICT CO-ORDINATORS

S.N	DOCTORS NAME	DISTRICT
1	Dr.Lavanya Yogi	Chennai
2	Dr.Priya kannan	Chennai
3	DR.Thirumoorthi	Coimbatore
4	Dr.Seetharam	Coimbatore
5	V.T.K.Alaganandan	Cuddalore
6	Dr. Anbazhagan	Dharmapuri
7	Dr.R.Sridhar	Dindigul
8	Dr.S.T.Prasad	Erode
9	Dr.Makudamudi	Kallakurichi
10	Dr.Balagan Raja	Kanyakumari
11	Dr. Manoharan	Karur
12	Dr.M.Senthil	Krishnagiri
13	Dr.V.N.Alagavenkatesan	Madurai
14	DR.Aneeth Jegaraj	Madurai
15	Dr.V.Sugavanan	Namakkal
16	Dr.Ashok	Nilgiris
17	Dr. Raja Mohammed	Perambalur
18	Dr.K.H.Salim	Pudukkottai
19	Dr.A.Siva Kumar	Ramanathapuram
20	Dr.A.Parameshwaran	Ranipet

S.N	DOCTORS NAME	DISTRICT
21	Dr.Ashok	Salem
22	Dr.Rajesh	Salem
23	DR. Kamatchi Chandran	Sivagangai
24	DR.M.Elangovan	Thanjavur
25	Dr.Sasiraj	Thanjavur
26	Dr.Vinothkumar	Theni
27	Dr. Balaji	Thenkasi
28	Dr.Ilamparithi	Thirupathur
29	Dr.Marimuthu	Thoothukudi
30	Dr.G.Senthil kumar	Tiruchirappalli
31	Dr.Mukesh Mohan	Tiruchirappalli
32	Dr.Sankaravenkatesan	Tirunelveli
33	Dr.A.M.Palanisamy	Tirupur
34	Dr. Sreekiran	Tiruvallur
35	Dr. Kathiravan	Tiruvannamalai
36	Dr.Sendan	Vellore
37	DR. Thirumavalavan	Viluppuram
38	Dr.G.Sankar	Viruthunagar
39	Dr.G.Neelakrishnan	Mayiladudurai
40	Dr.Aravind A N	Kanchipuram
41	Dr.J.Gopalakrishnan	Tiruvarur

Yet to be filled:

1. Nagapatinam

We request the President and Secretary of Nagapatinam Branch to Nominate interested member for this post.



MSME

Government of India in its efforts to promote small scale industries and promote new entrepreneurs, came out in 2006 with the concept of MSME. The purpose was to

- 1. Help startups with minimum capital to get initial financial benefits and exemptions from any overhead expenses at the initial stages of their venture
- 2. To segregate such people from the general population so that they can be identified for some favourable financial help through banks
- 3. To provide them suitable subsidiaries to survive and sustain
- 4. To help them run their business that includes collection of dues from their customers.

MSME -

In general, it refers to industries with small investment and a particular turn over. Such industries are considered as infrastructure and offered some subsidies and concessions for their growth and development.

MSME - Micro Small, Medium Enterprises.

Micro - investment of one crore and turnover of five crores

Small- investment of five crores and turnover of fifty crores

Medium- investment of fifty crores and turnover of one hundred and fifty crores.

INCLUSION OF HEALTH CARE CENTERS IN MSME

Central government issued a notification no.1875 on 26/06/2020 (NIC CODE 86) by which health care centers were included in MSME category. Almost all hospitals will come under the category

HOW DO YOU REGISTER

It's simple, online and doesn't cost you money.

The website is www.udyamregistration.gov.in.

You register using just your aadhar card.

Unlike in industrial category, you don't need pancard.

It's by self declaration only. You will need to upload the following details

- 1. Aadhar
- 2. Investment details (to fix your classification as micro/ small/ medium)
- 3. GST/ ITR number (optional)

An e- certificate is generated.

There's no expiry date

WHAT'S IN IT FOR US

1. Fewer electricity bills-

Currently we are paying in commercial category. This MSME inclusion will help us to pay bills at almost domestic category. For this you need to register your hospital with MSME and approach EB for the available concession. IMA NHB is trying to get the concession cover for the whole state by approaching the electricity ministry and TNERC.

- 2. Bank loans with interest cheaper by 1-1.5%
- 3. Bank loans with subsidies nowadays, banks have made Udyam registration mandatory for loans related to hospital needs.
- 4. Soft loans with subsidies especially in the establishment of labs and power plants including solar power.

Some bank schemes which are useful to our sector include

- 1. Prime minister Employment Generation Program (PMEGP)- To benefit young starters with loans upto ten lakhs without collateral- subsidy range from 15% to 35%.(useful for labs and diagnostic centre)
- 2. PM Mudra Yojana similar scheme
- 3. Clusters Development Scheme (useful for Common facility centres, Affluent treatment plants etc). A group of hospitals in a city or town can join together through the common platform of NHB to avail this scheme. GOI gives upto 90% grant for such ventures.
- 4. Corporate Social Responsibility (CSR)- Hospitals registered under MSME are eligible for sanction of funds for availing this benefit from corporate sector suitable for Old age home, Day care center, etc.

More elaborate details will be available in website of MSME.

Let's use the opportunity to lessen our overhead expenses burden by registering our hospital with MSME.

You can always approach me for more details.

MY EXPERIENCE

Recently I approached a nationalised bank for loan for certain ophthalmic equipment and solar plant installation. The bank asked for and processed the loan based on my Udyam registration. The process was quick without any collaterals and the interest rate was cheaper by 1.5%. I get tax concessions also for the expenditure involved.

LATEST NEWS

Tamil Nadu Electricity Board has announced a 15% reduction (in some categories 25%) in EB tariff a few days back.

I request every member of NHB to register quickly for Udyam registration and reap the benefits. If everyone joins as a single largest entity can negotiate with the state government and get more benefits in future

Dr R SRIDHAR



भारत सरकार Government of India सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय Ministry of Micro, Small and Medium Enterprises



UDYAM REGISTRATION CERTIFICATE

UDYAM REGISTRATION NUMBER

UDYAM-TN-21-0015228

NAME OF ENTERPRISE

SUBA SAVUKYA HOSPITAL

TYPE OF ENTERPRISE *

MICRO (Based on FY 2020-21)

MAJOR ACTIVITY

SERVICES

SOCIAL CATEGORY OF ENTREPRENEUR

GENERAL

NAME OF UNIT(S)

S.No.	. Name of Unit(s)	
1	SUBA SAVUKYA HOSPITAL	

OFFICAL ADDRESS OF ENTERPRISE

Flat/Door/Block No.	13/14	Name of Premises/ Building	CHIDAMBARAM ASARI LAYOUT
Village/Town	KARAIKUDI	Block	N/A
Road/Street/Lane	SOODAMANIPURAM	City	KARAIKUDI
State	TAMIL NADU	District	SIVAGANGA , Pin 630003
Mobile	9443326427	Email:	drsridharima@gmail.com

DATE OF INCORPORATION / REGISTRATION OF ENTERPRISE

22/04/1999

DATE OF COMMENCEMENT OF PRODUCTION/BUSINESS

22/04/1999

NATIONAL INDUSTRY CLASSIFICATION CODE(S)

SNo.	NIC 2 Digit	NIC 4 Digit	NIC 5 Digit	Activity
1	86 - Human health activities	8610 - Hospital activities	86100 - Hospital activities	Services

DATE OF UDYAM REGISTRATION

09/09/2022

Disclaimer: This is computer generated statement, no signature required. Printed from https://udyamregistration.gov.in & Date of printing:-15/09/2022

For any assistance, you may contact:

1. District Industries Centre: SIVAGANGA (TAMIL NADU)

2. MSME-DFO: CHENNAI (TAMIL NADU)



^{*} In case of graduation (upward/reverse) of status of an enterprise, the benefit of the Government Schemes will be availed as per the provisions of Notification No. S.O. 2119(E) dated 26.06.2020 issued by the M/o MSME.

Healthcare Digitalization

As a healthcare business, you probably know that keeping up with digital transformation in healthcare can feel overwhelming.

Deciding which emerging technologies are worth investing in and getting your team on board with change is often the hardest part.

Look, adapting to the digital era requires a shift towards a flexible and risk-taking mindset.



It means letting go of outdated business processes and trusting that disruption will yield big results. Before we dive deeper into this topic, a quick recap.

<u>Digital transformation in healthcare</u> is the positive impact of technology in healthcare.

Here's why: Telemedicine, artificial intelligence (AI)-enabled medical devices, and block chain electronic health records are just a few concrete examples of digital transformation in healthcare which are completely reshaping how we interact with health professionals, how our data is shared among providers and how decisions are made about our treatment plans and health outcomes.

Innovation is the name of the game here, with the main goal of streamlining physicians' work, optimizing systems, improving patient outcomes, reducing human error, and lowering costs through amazing web and mobile experiences.

Unfortunately, the healthcare and pharmaceutical industries have lagged behind when it comes to implementing <u>digital strategies</u>. Yes, you read that right!

In fact, in a <u>recent survey</u>, only seven percent of healthcare and pharmaceutical companies said they had gone digital, compared to 15 percent of companies in other industries.

Thanks to technology, patients get better treatment with virtual reality tools, wearable medical devices, telehealth, and 5G mobile technology. Doctors, on the other hand, can streamline their workflows using artificial intelligence-powered systems.

1) The importance of big data in healthcare

Big data aggregates information about a business through formats such as social media, ecommerce, online transactions, and financial transactions, and identifies patterns and trends for future use.

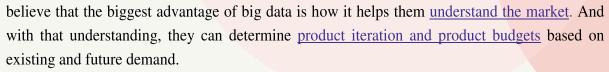
For the healthcare industry, big data can provide several important benefits, including:

• Lower rate of medication errors – through patient record analysis, software can flag any inconsistencies between a patient's health and drug prescriptions, alerting health professionals and patients when there is a potential risk of a medication error.

- Facilitating Preventive Care a high volume of people stepping into emergency rooms are recurring patients also called "frequent flyers." They can account for up to 28% of visits. Big data analysis could identify these people and create preventive plans to keep them from returning.
- More Accurate Staffing big data's predictive analysis could help hospitals and clinics estimate future admission rates, which helps these facilities allocate the proper staff to deal with patients. This saves money and reduces emergency room wait times when a facility is understaffed.

With these benefits in mind, healthcare and pharmaceutical companies should invest in organizing their data. That requires an investment in analytics experts who can crunch the data to not only identify areas of weakness, but to also help companies better understand their market.

For example, if you're in the pharmaceutical industry, you probably understand that marketing dynamics are constantly shifting. In fact, drugmakers



With a better grasp of the market, your healthcare marketing and sales teams will have an easier time identifying your ideal consumer. And a big part of that is creating a <u>customer personal</u>, which compiles demographic information on what your prospects want and need, and the platforms where you can reach them.

2) Predictive healthcare

Earlier, we touched on how big data could provide healthcare companies with predictive analysis about admission rates and help them properly staff their facilities. But another factor supporting the digital transformation in healthcare is predicting what illnesses and diseases will become major problems in the near future.

Information aggregated through Big Data and other marketing sources can help healthcare companies develop healthy lifestyle recommendations for their patients.

For example, you could hire an analyst to analyze keyword activity across social media channels and on major search engines to determine the most common searches for medical conditions, illnesses, and general health.

The analyst could then develop a predictive model that would anticipate where and when the next big health scare will occur, and how your company can prepare for that event.

Health in the palm of your hand

The healthcare system is undergoing a seismic shift in how information is obtained and disseminated. Gone are the days when all medical information was under the lock and key of doctors and surgeons, and patients had to sign away their lives to access their own health information – consumers want to be able to access all aspects of their health record and do so from the palm of their hand.

Through tools such as online patient portals that provide medical test results, diagnosis, and explanations of illnesses, patients are now becoming participants in their well being.

And that allows doctors to analyze patients in real-time.

What does it really mean when your FitBit says you've completed 14,000 steps in a day? By itself, that is just information. It becomes valuable when doctors and medical analysts transform that this data into actionable knowledge about how those steps helped you burn a specific number of calories, and that increasing those steps will help you maintain your ideal weight. While digital technology is a valuable tool in healthcare, it's important to remember that it is still just a tool that you can add in your repertoire.

Jokes



Doctor Vs Patient



Doctor: Do exercise daily for good health

Patient: Sir I Play Tennis, Football, Cricket Daily.

Doctor : Very Good ! How long do you Play

Patient : Until the battery in my mobile goes down



Q: What did the man say to the x-ray technician after swallowing some money?

A: Do you see any change in me?

GALIERY

126th North Zone Conference Tambaram, Chennai 21.08.2022



Dr. R. Palaniswamy President, IMA TNSB



Dr. N.R.T.R. Thiagarajan Hony. Secretary, IMA TNSB



Dr. T. Senthamil Pari President Elect, IMA TNSB



Dr. K.N. Abul Hasan President Elect, IMA TNSB



Dr. S. Karthick Prabhu Chairman, NHB IMA TNSB



Dr. R. Anburajan Secretary, NHB IMA TNSB



Dr. R. Rengaraj Treasurer, NHB IMA TNSB



Dr. Subramanian Regenix Laboratories



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Dr. R. Kannan

Member Secretary, TNPCB

126th North Zone Conference Tambaram, Chennai 21.08.2022



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Dr. S.G. Balamurugan Past Secretary, NHB IMA TNSB





















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