



# TABBA HEART

## WORLD HEART DAY CAMPAIGN

دل ہے تو زندگی ہے

Radio, PR, Digital & Influencer  
Awareness Campaign

# CAMPAIGN OBJECTIVE

On World Heart Day, Tabba Heart Institute launched an impactful awareness Campaign with a Flagship Cycling Initiative and multiple corporate and consumer activities to promote heart health cause. The campaign gained strong visibility and engagement on social media as well as in the locale, building awareness and inspiring healthy lifestyles. It remains active and continues to garner strong feedback.



#DONTMISSABEAT



**DIL HAI TO  
ZINDAGI HAI!**



**PR Optimized  
Articles**

**Hospital Branding**

**Influencer  
Meet & Greet  
videos**

**Radio  
Programs x Ads**

**Tabba Heart  
World  
Health Day**

**Bus Branding**

**Meta  
Ad campaign**

**Meta Pvt. Groups'  
posting**

**Corporate &  
Consumer  
activities**

**WORLD HEALTH DAY  
CYCLING EVENT**



# World Heart Day – Cycle ride 2025



[Cycling Event Video](#)

# HEALTH ASIA 2025



# Health Asia Event - 2025



# HOSPITAL BRANDING



# Hospital Branding



# BUS BRANDING



# Bus Branding



# **CORPORATE & CONSUMER ACTIVITIES**



**Free Screening Camps**

**More than 2,000 people  
screened at Free screening  
Camps around Pakistan**



# Corporate Screening Camps


**SUCCESSFULLY CONDUCTED ABOVE 200 CARDIAC SCREENINGS AT YUNUS TEXTILE CAMP MILLS LTD**




[www.tabbaheart.org](http://www.tabbaheart.org) UAN.021.111.844.844 

**SUCCESSFULLY CONDUCTED ABOVE 200 CARDIAC SCREENINGS AT UBL, HEAD OFFICE**



[www.tabbaheart.org](http://www.tabbaheart.org) UAN 021.111.844.844 

**120+ SCREENINGS CONDUCTED AT TATA TEXTILE PAKISTAN**



[www.tabbaheart.org](http://www.tabbaheart.org) UAN.021.111.844.844 

**170+ SCREENINGS CAMP CONDUCTED AT PHARMEVO PLANT, PORT QASIM**



[www.tabbaheart.org](http://www.tabbaheart.org) UAN 021.111.844.844 




  

**DR. BASHIR HANIF CONDUCTED HEALTHY HEART AWARENESS SESSION**  
Followed By Awareness Walk And Cardiac Screening Camp




[www.tabbaheart.org](http://www.tabbaheart.org) UAN 021.111.844.844 

# General Screening Camps Karachi

**130+ SCREENED AT COMPLIMENTARY  
CARDIAC SCREENING CAMP**



[www.tabbaheart.org](http://www.tabbaheart.org) UAN 021 111 844 844

**دل ہے تو زندگی ہے**  
**Free Cardiac Screening Activity At**  
**LUCKYONE MALL**  
From 03rd Till 05th October  
**OFFERING FREE SERVICES**

-  BMI + BP TEST
-  DIABETES TEST
-  CHOLESTEROL TEST
-  CARDIOLOGIST CONSULTATION



[www.tabbaheart.org](http://www.tabbaheart.org) UAN 021 111 844 844

**FREE CARDIAC SCREENING  
CAMP AT LUCKYONE MALL**



[www.tabbaheart.org](http://www.tabbaheart.org) UAN 021 111 844 844

# General Screening Camps

## Quetta



**SUCCESSFULLY CONDUCTED 155  
SCREENING AT NAWAKHELI CAMP**



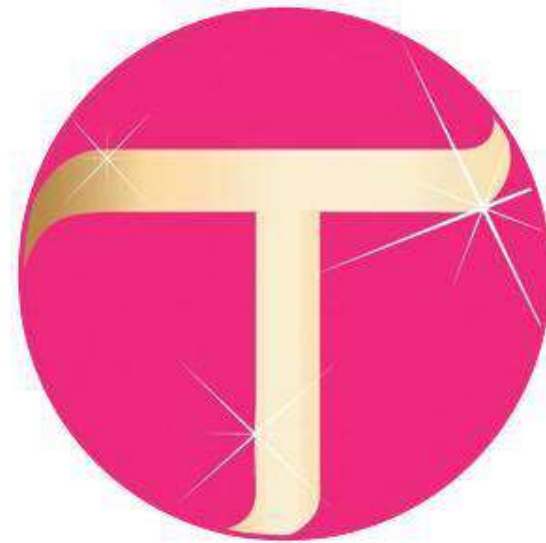
**SUCCESSFULLY CONDUCTED 146  
SCREENING AT MANGLABAD CAMP**



# PR OPTIMIZED ARTICLES



# PR PARTNERS



propakistani

BUSINESS  
RECORDER

— PAKISTAN'S PREMIER FINANCIAL DAILY —



DAWN



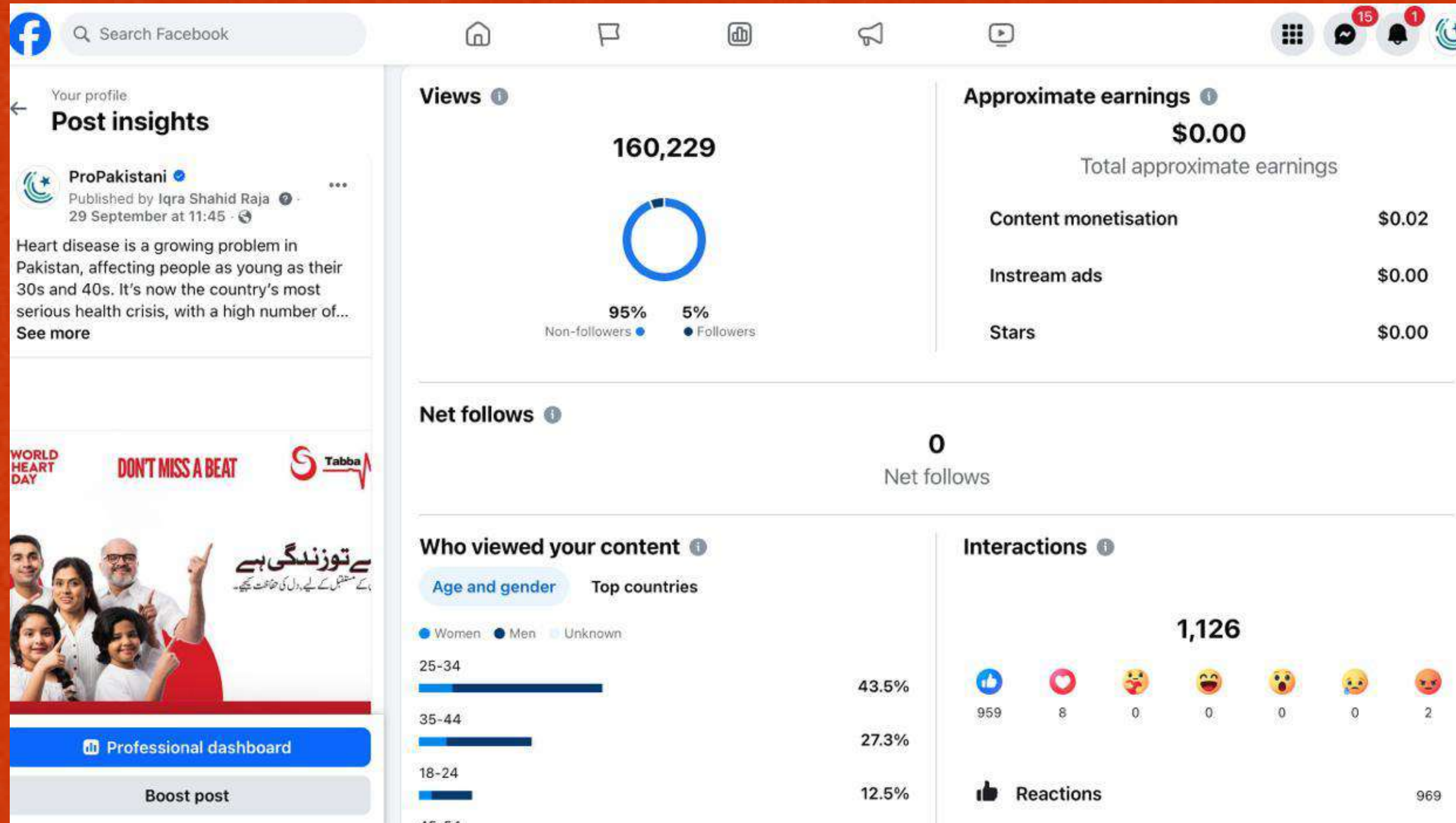
STARTUP  
PAKISTAN

# PR Impact

	Comments	Shares	Likes	Views	Reach
Facebook	605	115	5,184	<b>1,344,829</b>	<b>1,222,694</b>
Instagram	439	9	1,122	<b>142,983</b>	<b>100,709</b>
LinkedIn	36	1	39	<b>34,361</b>	<b>31,817</b>
Total	1,080	125	6,341	<b>1,522,174</b>	<b>1,355,219</b>

# PR INSIGHTS

## Facebook



**Post insights**

ProPakistani  
Published by Iqra Shahid Raja  
29 September at 11:45

Heart disease is a growing problem in Pakistan, affecting people as young as their 30s and 40s. It's now the country's most serious health crisis, with a high number of...

**Views**  
160,229

95% Non-followers  
5% Followers

**Approximate earnings**  
\$0.00  
Total approximate earnings

Content monetisation	\$0.02
Instream ads	\$0.00
Stars	\$0.00

**Net follows**  
0  
Net follows

**Who viewed your content**

Age and gender | Top countries

Age Group	Percentage
25-34	43.5%
35-44	27.3%
18-24	12.5%
45-54	

Women | Men | Unknown

**Interactions**  
1,126

Like	959
Love	8
Wow	0
Haha	0
Sad	0
Angry	2

Reactions: 969

# PR INSIGHTS

## Instagram & LinkedIn

### Post analytics

ProPakistani posted this • 1w

Heart disease is a growing problem in Pakistan, affecting people as young as their 30s and 40s. It's now the country's most serious health crisis, with a high number of heart attacks and heart failure cases. To fight this, Tabba Heart Institute is celebrating World Heart Day 2025 with a powerful message: "Dil Hai Toh Zindagi Hai" ...show more

Targeted to: All followers

### Organic discovery

472 Impressions      338 Members reached

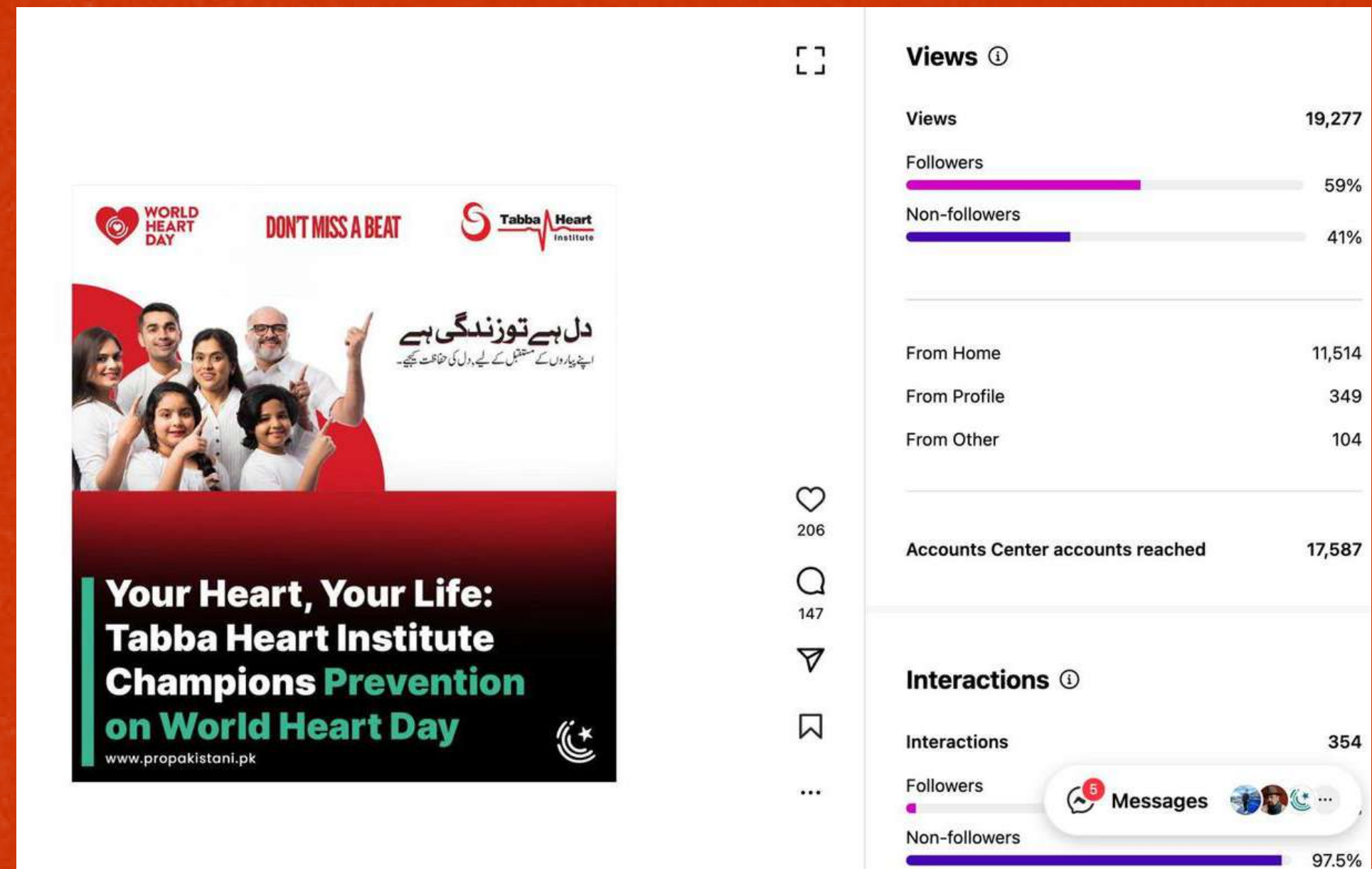
**Amplify your reach**  
Get up to 190,000 more impressions by boosting this post. ?

Boost

### Organic engagement

56 Engagements      11.9% Engagement rate  
Clicks

3



**WORLD HEART DAY**      **DON'T MISS A BEAT**      **Tabba Heart Institute**

**دل ہے تو زندگی ہے**  
اپنے پیاروں کے مستقبل کے لیے، دل کی صحت کیجیے۔

**Your Heart, Your Life:  
Tabba Heart Institute  
Champions Prevention  
on World Heart Day**

www.propakistani.pk

**Views** 19,277

Followers 59%  
Non-followers 41%

From Home 11,514  
From Profile 349  
From Other 104

Accounts Center accounts reached 17,587

**Interactions** 354

Interactions 354  
Followers  
Non-followers 97.5%

206  
147

5 Messages

# Post Comments



**Your Heart, Your Life:  
Tabba Heart Institute  
Champions Prevention  
on World Heart Day**

www.propakistani.pk



Mubashir Ali

Thank you for caring about the nation's health.

2d Like Reply



Muneeba butt

Exercise is a must for a strong heart! Great initiative

2d Like Reply



Momina iqbal

Love how Tabba Heart is spreading awareness! These healthy heart sessions are a great way to keep our hearts strong and happy

2d Like Reply



Saadia Tariq

Move more, live more! Tabba Heart makes heart health simple

2d Like Reply



Maha Maham

Such a great initiative by Tabba Heart! Promoting heart health is truly inspiring

2d Like Reply



ainy\_546 3 d

Love the campaign design and slogan!



Reply



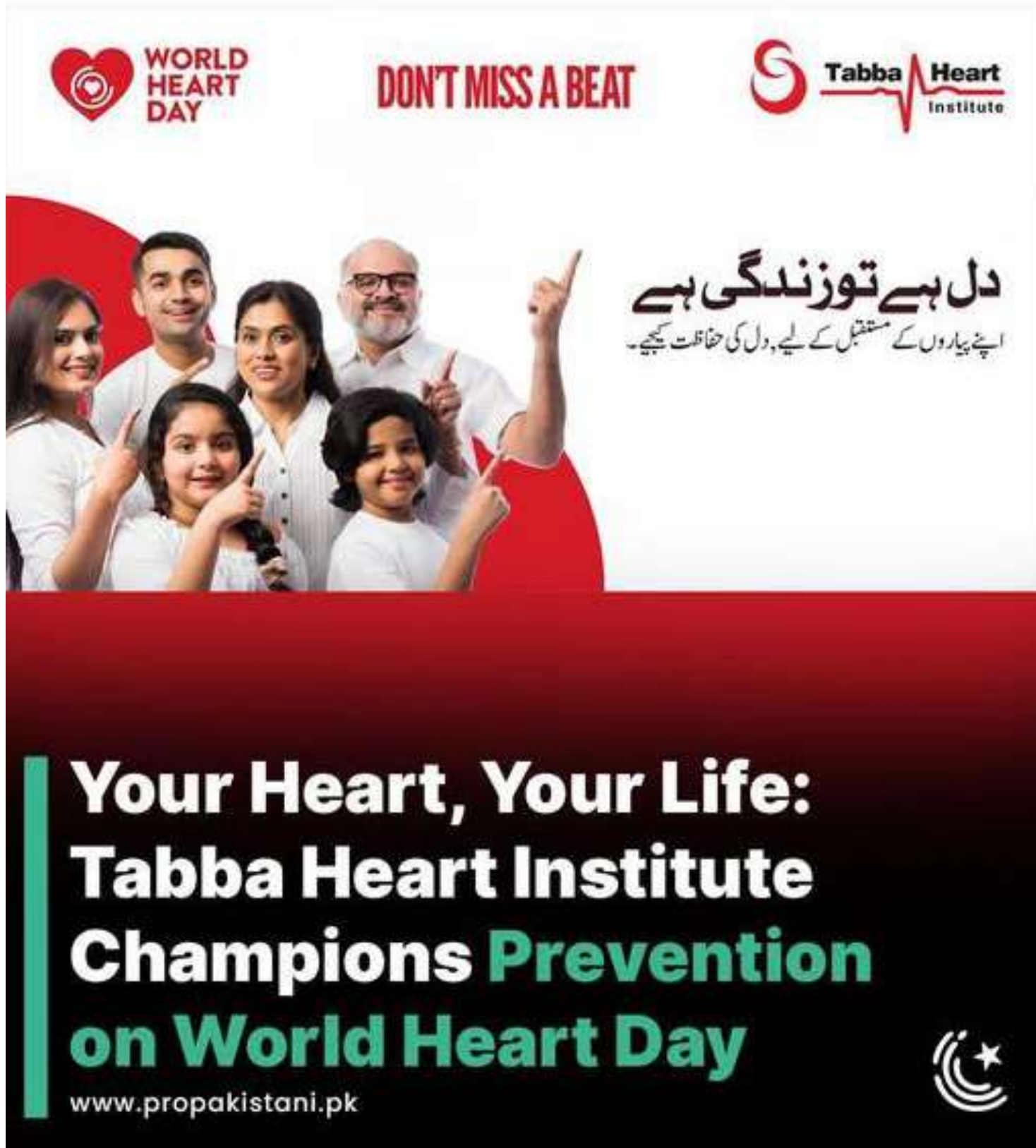
asadd\_furqan 3 d

I've learned a lot from this post



Reply

# Post Stats



Platform	Shares	Comments	Likes	Post Date
Facebook	8	148	936	29 Sep
Instagram	0	147	206	29 Sep
LinkedIn	0	35	18	29 Sep


Avg. time spent: 58 sec

# Post Comments



# PR INSIGHTS

## Facebook



**Boost** [Close]

**Sponsored Content: Cardiovascular disease is not just a per...**  
September 29, 2025, 1:24 AM  
ID: 1222780633209733

**Interactions**  
423 reactions | 0 comments | 2 shares

**Tabba Heart Institute**  
SPONSORED CONTENT  
Boost your business, protect your workforce: Tabba Heart Institute's World Heart Day 2025 message to corporate Pakistan

- Overview
- Performance
- Paid results
- Feed preview

### Performance

**Overview**  
Based on insights from your original post and combined ads from Facebook and Instagram.

Views	Reach	Interactions	Link clicks	Follows
4,200	3,461	422	2	0

Views
4,200

# PR INSIGHTS

## Instagram

**Boost**

**Sponsored Content: Cardiovascular**  
September 29, 2025, 1:14 AM  
ID: 17973448187940850

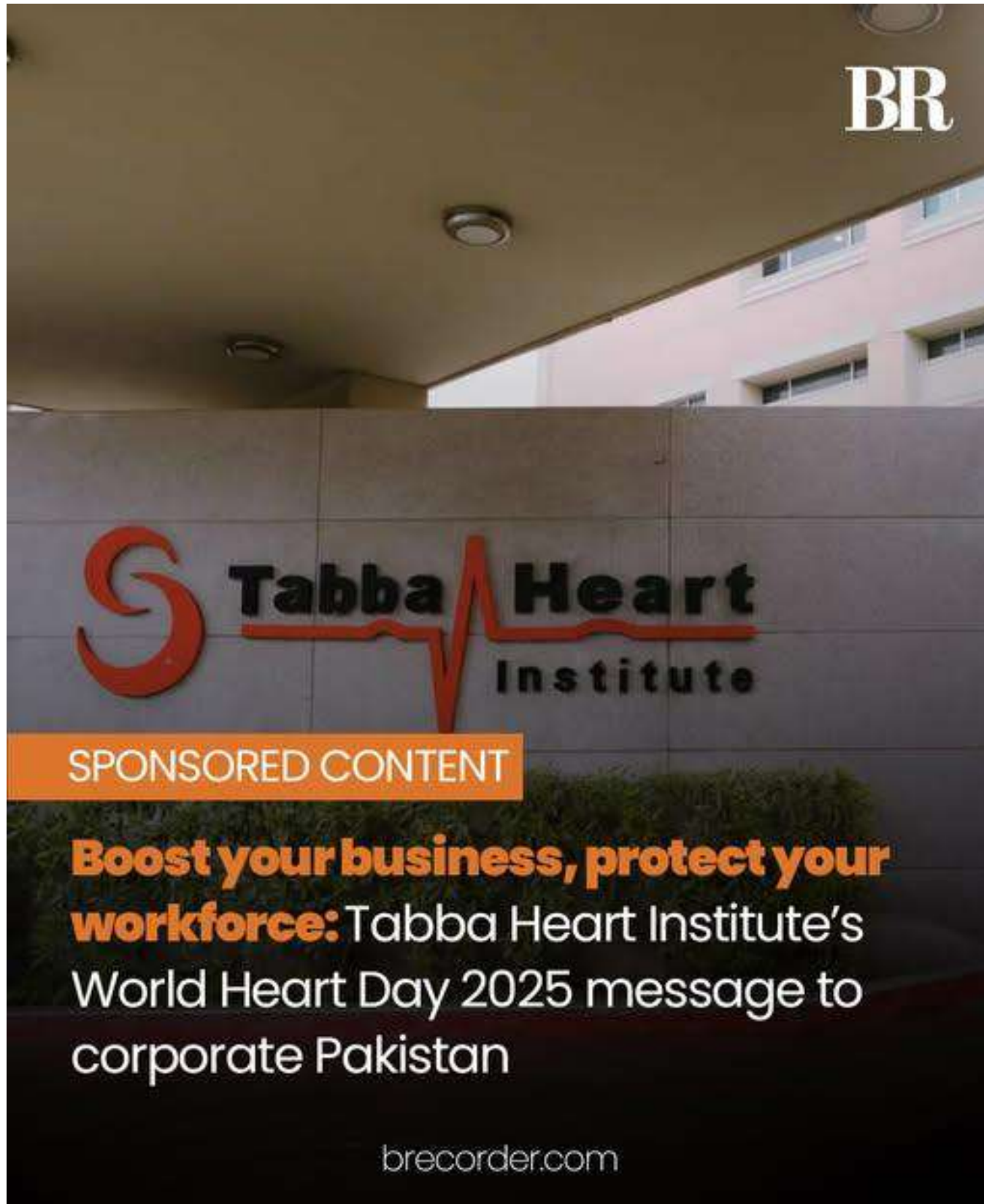
**Interactions**  
407 likes 1 comment

**Overview** Performance Feed preview

### Performance

Overview		
Views ⓘ	Reach ⓘ	Interactions ⓘ
8,278	5,026	416

# Post Comments

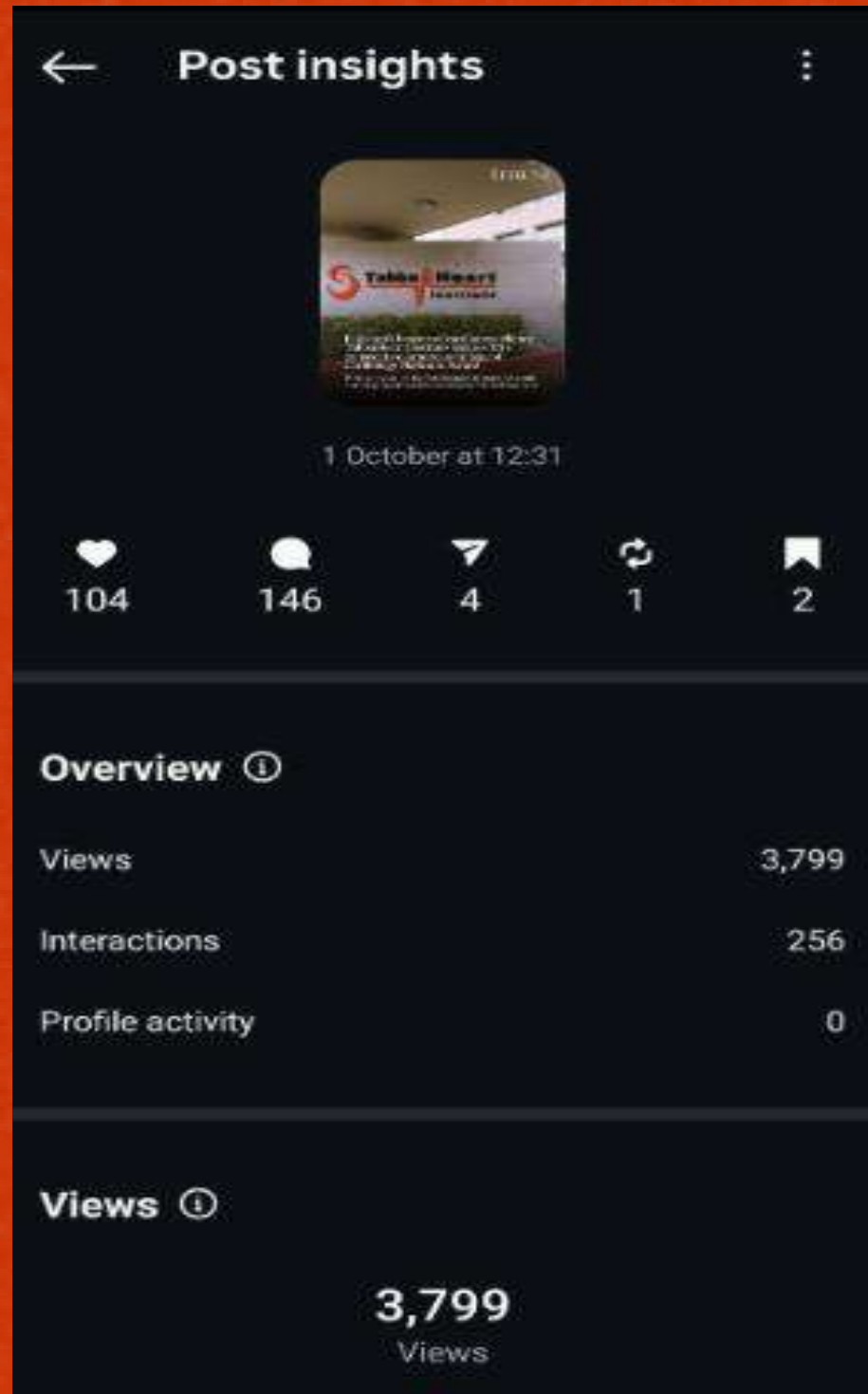
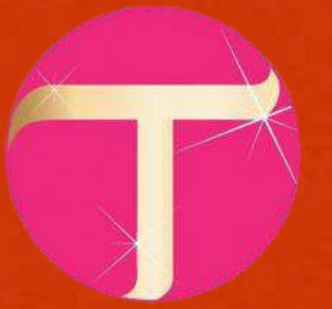


Platform	Shares	Likes	Comments	Post Date
Facebook	2	423	0	29 Sep
Instagram	0	407	1	29 Sep
X	0	1	295 (views)	29 Sep

**Avg. time spent: 35 sec**

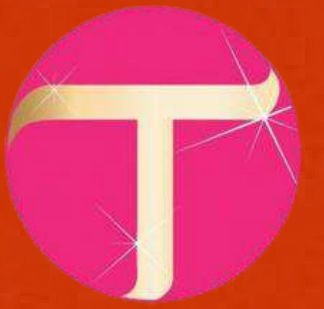
# PR INSIGHTS

## Instagram



# PR INSIGHTS

## Facebook



**Sponsored: Thei...**  
October 1, 2025,  
12:22 PM

246 reactions   156 comments   10 shares   **Boost**

**Overview**   Performance   Feed preview

---

**Overview**

Views ⓘ	Interactions ⓘ	Link clicks ⓘ
13,557	274	5

↗ This post received more views compared to your recent Facebook posts.

Views ⓘ

13,557

**Professional dashboard**   Post insights

**Sponsored: Their campaign 'Dil Hai Toh Zindagi Hai' urges Pakistanis to undergo re...**  
Wednesday 1 October 2025, 12:22

246   146   10   0

**⚠ This post's reach could be improved**  
Learn how to improve your content's reach. [Learn more](#)

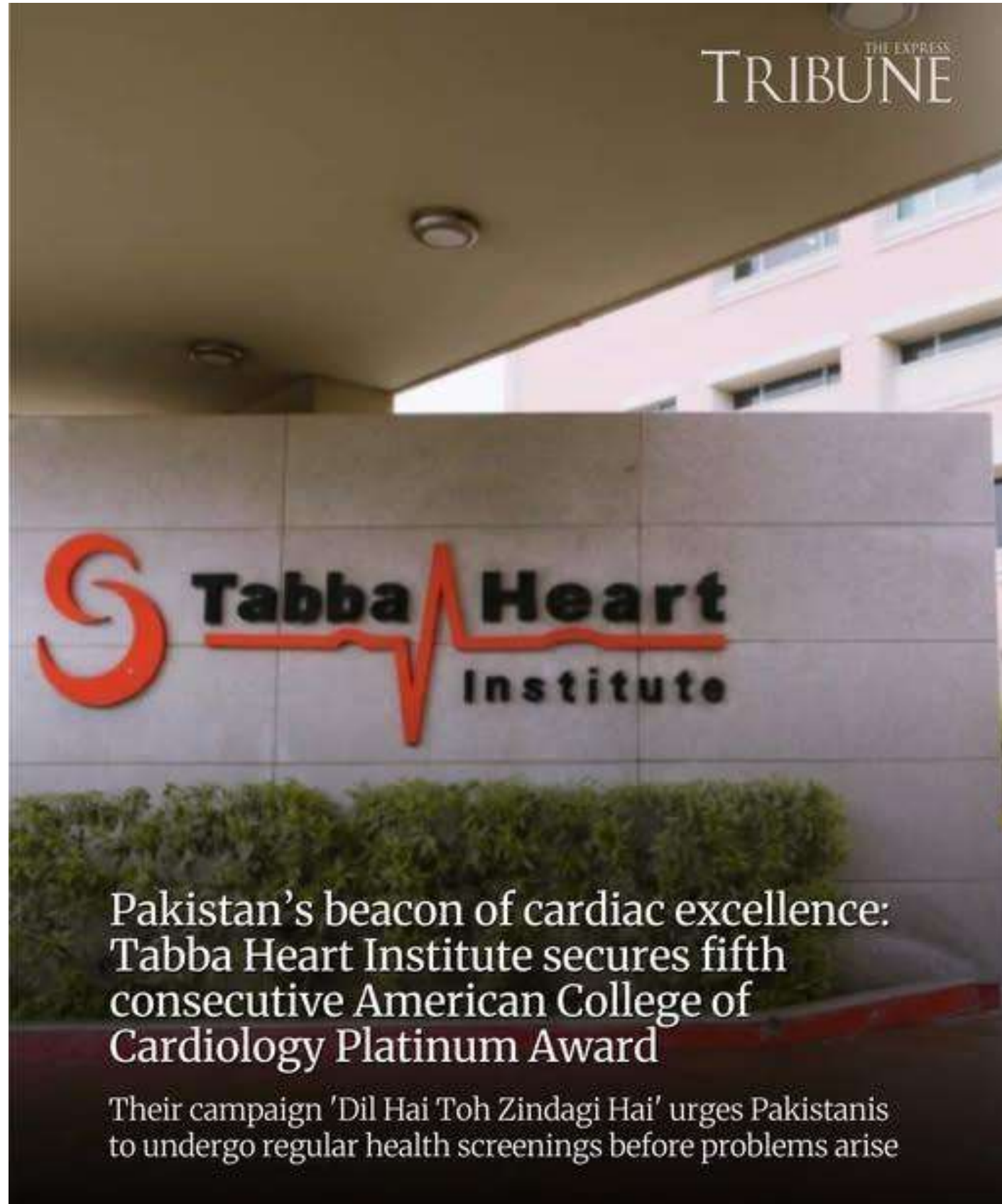
**Overview ⓘ**

13,710 Views	\$0.00 Earnings
593 Engagement	2 Net follows

**Views ⓘ**

13,710 Views

# Post Comments



4d Like Reply



**Zalan Aariz**

This makes me more confident in local cardiac care.

4d Like Reply



**Shahid Butt**

Dil Hai Toh Zindagi Hai is such an important campaign, it's really inspiring to see people taking proactive steps towards their health and wellbeing, especially when it comes to heart health.

3d Like Reply



**Dani Azad**

'Dil Hai Toh Zindagi Hai' is more than a slogan, it's a wake-up call.

3d Like Reply



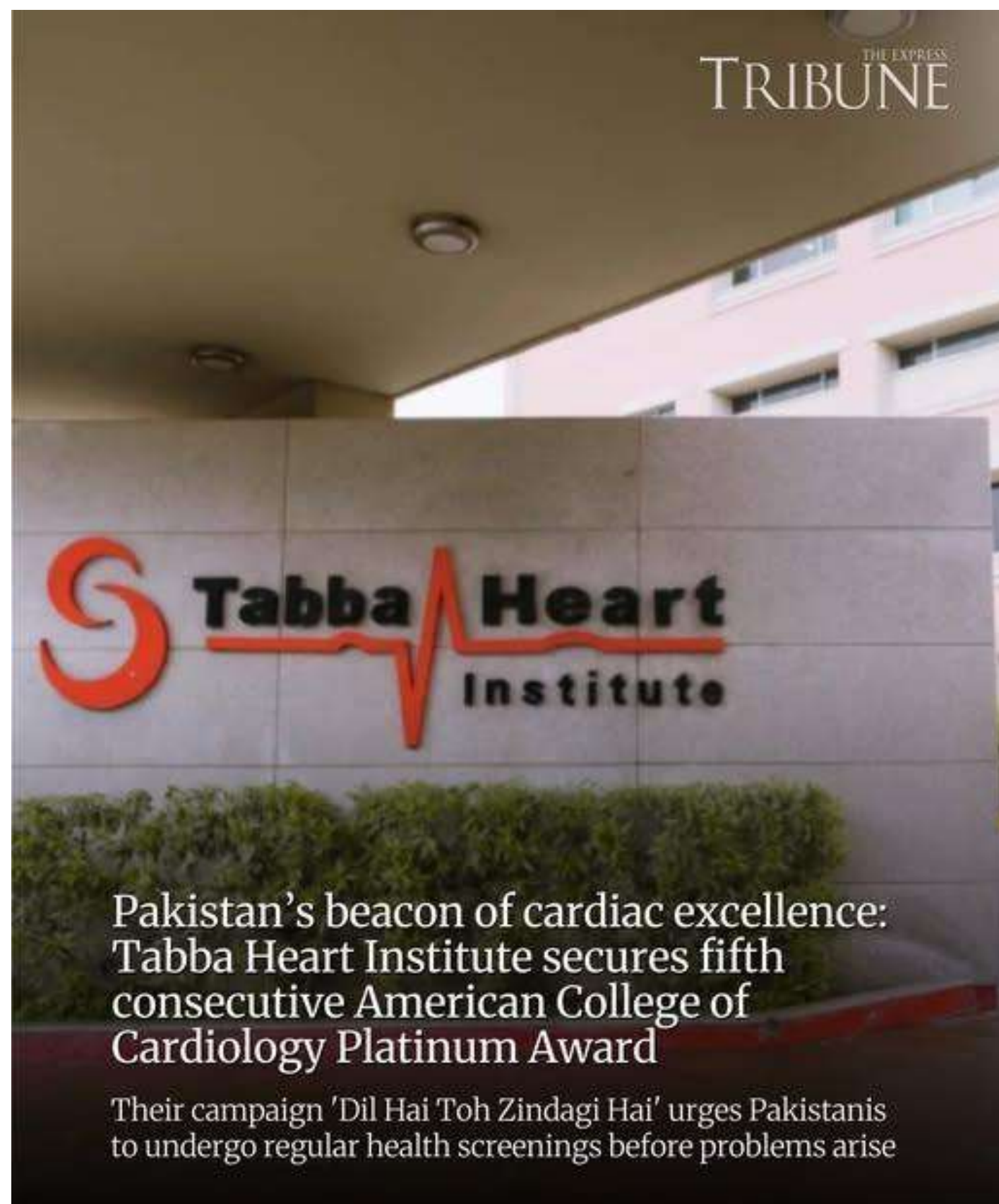
**zayanzaka\_ 5 d**

I trust Tabba with my heart—  
literally and figuratively.



Reply

# Post Stats



Platform	Shares	Comments	Likes	Post Date
Facebook	10	146	246	1 Oct
Instagram	4	146	105	1 Oct

**Avg. time spent: 54 sec**

# PR INSIGHTS

## Facebook

STARTUP PAKISTAN WORLD HEART DAY DON'T MISS A BEAT Tabbah Heart Institute



Heart disease, once seen as a problem for older adults, is n...  
30 September 2025, 22:00  
ID: 1206084441555530

Interactions

2,778 reactions 153 comments 41 shares

Overview Performance Paid results Feed preview

### Performance

Overview			
Views ⓘ	Reach ⓘ	Interactions ⓘ	Link clicks ⓘ
779,256	718,503	2,928	2

# PR INSIGHTS

## Instagram

STARTUP PAKISTAN WORLD DAY

DON'T MISS A BEAT

Tabba Heart

Boost

Heart disease, once seen as a problem for older adults, is n...

30 September 2025, 22:00  
ID: 18080579918066078

Interactions

150 likes 144 comments

Overview Performance Feed preview

Performance

Overview

Views ⓘ	Reach ⓘ	Interactions ⓘ
34,682	27,843	301

# PR INSIGHTS

## LinkedIn



He@rt dise@se, once considered a condition impacting mostly middle-aged and older populatio...

Posted by Abdul Rehman

10/1/2025

Get up to 560 more clicks by boosting this post. ?

Boost

All followers

33,612

-

312

0.92%

21

# Post Comments



**Young Hearts at Risk:  
Tabba Heart Institute Raises  
Alarm on Rising Heart Disease  
Among Pakistan's Youth**

4d Like Reply



**Mubashir Ali**

"Dil Hai Toh Zindagi Hai" is not just a slogan it's a reality check.

4d Like Reply



**Nayab Naz**

That quote changed my mindset—health is in my hands.

4d Like Reply



**Zarnish Ali**

Prevention is key! Regular check-ups can literally save lives.

3d Like Reply



**alizafahad96** 5 d

Hope WHO and global agencies recognize efforts like these.



Reply

# Post Stats



**Young Hearts at Risk:  
Tabba Heart Institute Raises  
Alarm on Rising Heart Disease  
Among Pakistan's Youth**

Platform	Shares	Comments	Likes	Post Date
Facebook	41	153	2700	1 Oct
Instagram	0	144	150	1 Oct
LinkedIn	1	1	21	1 Oct

**Avg. time spent: 1 min 02  
sec**

# PR INSIGHTS

## Facebook



### Performance

#### Overview

Views ⓘ

367,468

Interactions ⓘ

847

Link clicks ⓘ

221

↗ This post received more views compared to your recent Facebook posts.

Views ⓘ

367,468

Total

Followers

# PR INSIGHTS

## Instagram



### Performance

#### Overview

Views ⓘ 74,761

Reach ⓘ 42,459

Interactions ⓘ 256

↗ This post received more views compared to your recent Instagram posts.

Views ⓘ 74,761

Reach ⓘ  
42,459

#### Audience

##### Age & gender ⓘ



↗ This post received more interactions compared to your recent Instagram posts.

Interactions ⓘ  
256

Likes and reactions ⓘ 237

Comments ⓘ 1

Shares ⓘ 5

Saves ⓘ 13

# Post Comments



Mushtaq Ahmad

Congratulations to every staff member, from janitor to surgeon.

6d Like Reply



Azmat Asim

A benchmark for other cardiac institutions in Pakistan.

6d Like Reply



noorbutt673 4 d

"Dil hai toh zindagi hai" what a powerful message



1 like Reply See translation

# Post Stats



Platform	Shares	Comments	Likes	Post Date
Facebook	48	12	783	3 Oct
Instagram	5	1	246	3 Oct

**Avg. time spent: 1min 05 sec**

# Post Comments

DAWN

DAWN



#DONTMISSABEAT



**‘Dil Hai Toh Zindagi Hai’: Tabba Heart Institute's role in keeping hearts healthy**

BRANDED CONTENT



**Ambrin Rajput**

Heart health is family health—thank you Tabba Heart Institute for reminding us that prevention isn't just personal, it's a collective responsibility. Truly a life-saving message this World Heart Day.

2d Like Reply



**Maria Chaudhary** · [Follow](#)

A powerful campaign. Cardiovascular disease is striking younger generations, and THI's call for shared family commitment is exactly what Pakistan needs.

2d Like Reply



**Tuba Batool**

The impact of heart disease on families is devastating! 🌟 We need to take proactive steps to prevent and manage cardiovascular disease. Tabba Heart Institute's initiative is a step in the right direction.

2d Like Reply

# Post Stats

DAWN

DAWN



#DONTMISSABEAT



**'Dil Hai Toh Zindagi Hai': Tabba Heart Institute's role in keeping hearts healthy**

BRANDED CONTENT

Platform	Shares	Comments	Likes	Post Date
Facebook	6	146	96	3 Oct
Instagram	0	0	8	3 Oct

**Avg. time spent: 1min 40 sec**

**INFLUENCER  
MEET & GREET  
VIDEOS**



# INFLUENCERS

← **thatlife\_consultant** ✓



**SUMMAYA**  
711 posts   141K followers   632 following

Reel creator  
Your consultant on fashion travel food 😊  
DM for collaboration! 🤝

← **osamahnasir** ✓



**Osamah Nasir**  
990 posts   248K followers   1,000 following

Founder | @shukarhaipk  
Karachi, 🇵🇰

← **rabiabehzad**



**Rabia Behzad** she/her  
1,266 posts   324K followers   793 following

Digital creator  
*On a quest for self-love ✨*  
*Sleep-deprived, sarcasm-fueled ☕🔥*  
*Too real, too relatable → #Memes here 😊🧠*  
For paid collabs 📧 DM/... more

← **aqsa.blogs2.0**



**aqsa jaffar**  
347 posts   53.3K followers   1,387 following

Digital creator  
My previous account aqsa.blogs  
Got disabled and in recovery phase.  
❤️🔒

← **beenish\_shahzad** ✓



**BIYA 🦋 | INFLUENCER ✨**  
690 posts   138K followers   708 following

Digital creator  
وَتَعَزُّ مِنْ تَشَاءٍ وَتَذَلُّ مِنْ تَشَاءٍ  
Dm for Paid PR, Shoot & Collabs  
Karachi Pakistan

← **maaairakhan** ✓



**Maira Khan**  
649 posts   256K followers   836 following

Reel creator  
اللهم بارك لها  
Electronics Engineer  
What I was, was a Myth!

← **nusrathidayatullah** ✓



**Nusrat Hidayatullah** 🇵🇰  
638 posts   170K followers   1,513 following

Public figure  
Founder CEO @the42daychallenge  
LLB Law | Certified PT & Nutrition Coach 📞  
03242286487

[Click to connect to specific video links](#)

# Total Stats

Likes	Comments	Shares	Reach
<b>8,723</b>	<b>239</b>	<b>434</b>	<b>522,500</b>

# Post Stats

← thatlife\_consultant 



SUMMAYA

711  
posts

141K  
followers

632  
following

Reel creator

Your consultant on fashion travel food   
DM for collaboration! 

⋮

Likes	Comments	Shares	Reach	Post date
3,493	93	19	1 15,000	6 Oct

# Post Stats

← aqsa.blogs2.0



aqsa jaffar

347  
posts

53.3K  
followers

1,387  
following

Digital creator

My previous account aqsa.blogs  
Got disabled and in recovery phase.



Likes	Comments	Shares	Reach	Post date
93	6	0	13,200	7 Oct

# Post Stats

← osamahnasir ✓



Osamah Nasir

990  
posts

248K  
followers

1,000  
following

🍷 Founder | @shukarhaipk  
📍 Karachi, 🇵🇰


Likes	Comments	Shares	Reach	Post date
481	9	63	38,200	1 Oct

# Post Stats



← nusrathidayatullah 



Nusrat Hidayatullah 

638  
posts

170K  
followers

1,513  
following

Public figure  
Founder CEO [@the42daychallenge](#)  
LLB Law | Certified PT & Nutrition Coach   
03242286487

Likes	Comments	Shares	Reach	Post date
387	8	1	26,600	27 <sup>th</sup> Oct

# Post Stats

← beenish\_shahzad 



BIYA  | INFLUENCER 

690 posts

138K followers

708 following

Digital creator

وَتَعْرُزُ مَنْ تَشَاءُ وَتَذِلُّ مَنْ تَشَاءُ

 Dm for Paid PR, Shoot & Collabs

 Karachi Pakistan

Likes	Comments	Shares	Reach	Post date
102	16	0	23,500	8 Oct

# Post Stats

← maaairakhan 



Maira Khan

649  
posts

256K  
followers

836  
following

Reel creator

اللهم بارك لها

Electronics Engineer

What I was, was a Myth!



Likes	Comments	Shares	Reach	Post date
3,214	25	7	156,000	8 Oct

# Post Stats

← rabiabehzad



Rabia Behzad she/her

1,266 posts

324K followers

793 following

Digital creator

*On a quest for self-love ✨*

*Sleep-deprived, sarcasm-fueled ☕💥*

*Too real, too relatable → #Memes here 😊👻*

For paid collabs 📧 DM/... more

Likes	Comments	Shares	Reach	Post date
1,130	92	344	150,311	29 Sep

# Post Comments



malikkbeenish 1w  



Mashallah great event, hats off Tabba team 🙌🙌

Reply



1



alisha\_zubairr 1w  

Bohat hi acha initiative hai, dil ko sehatmand rakhne ka best tareeqa 🙌❤️

Reply



1



sofiaa.fazall 1w  

Proud to see Karachi youth participating like this 🙌🌟 @tabbaheartinstitute great step

Reply



1



arshamaa\_iqrrar 1w  

Kitna positive message hai, fitness aur lifestyle dono ke liye rabia great you are apart of it 🔥

Reply



1

# Post Comments



xtraa\_loaded 2d

I love how you've described it. I was there too. Since it's everywhere I think cycling is healthy


Reply



View 1 more reply



tanzil.zeeshan  20h

Daily exercise is an healthy way to live a life 

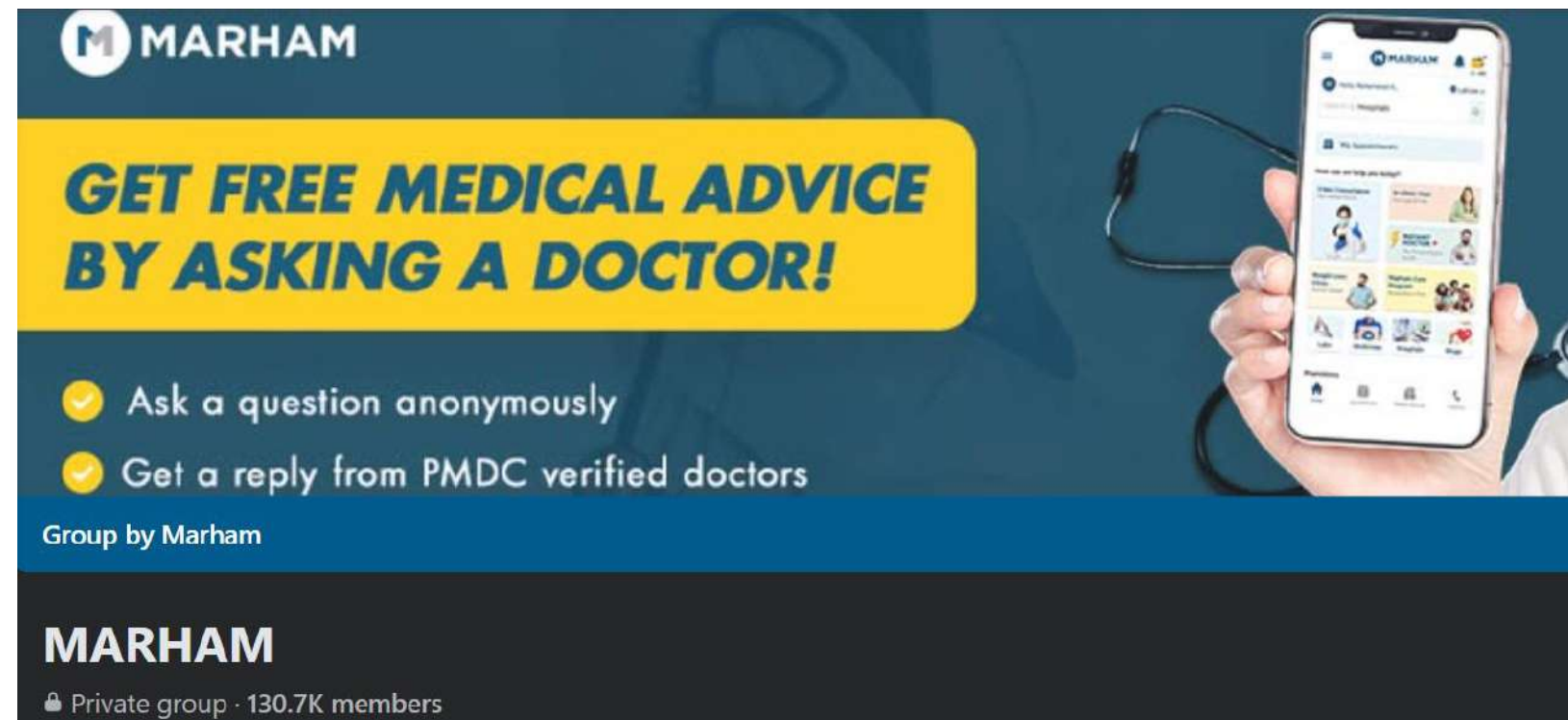
Reply



# META GROUPS POSTING



# Meta Groups Marham - Wharachi



## Marham

Pvt. Group with 130.7k members discussing medicinal practices in Pakistan



## Wharachi – Loving Karachi

Pvt. Group with 80k+ members. General discussions regarding happenings in the city.

# Post Comments Facebook - Wharachi

**Syed Sajjad Aly**  
Got the calcium scoring test done recently from there just to be on the safe side, it shows if there is any plaque piling up in your arteries which can lead to risk of heart attack in future, this and other tests mentioned here should be done every year specially when we reach 30s..

3d Like Reply

**Nida Malik-Shahzad**  
Syed Sajjad Aly I was wondering what that is. Is it a blood test?

3d Like Reply

**Syed Sajjad Aly**  
it's done with a CT scan machine, you have to lie down straight and

**Az Ammad**  
Great initiative. Time we all take heart care seriously!

3d Like Reply 2

**Farheen Zaki**  
Saving this.

4d Like Reply 2

**Faiza S Ahmed**  
We should all do ourselves and our loved ones a favor by getting regular checkup. Tabbas is amazing for cardiovascular treatments and has the best set of doctors.

4d Like Reply 2

**Natasha Naseer**  
The packages are quite cost efficient.


facebook.com/groups/wharachi/?sorting\_setting=CHRONOLOGICAL

acebo... IPRI Increasing Role of... Sign in - Google Ac... Telecom Indicators Smartphone Power...

**Nida Malik-Shahzad**  
Admin All-star contributor October 11 at 11:08 AM  
Cardiovascular disease affects entire families, not just individuals, bringing emotional and financial challenges. There have been rising cases among people in their early 30s and 40s and the threat is striking homes earlier than ever.  
A healthy heart means a healthier family. Tabbas Heart Institute reminds you to prioritize regular heart checkups and screenings, for yourself and your loved ones, because "Don't Miss a Beat" and "Dil Hai Toh Zindagi Hai."  
Get Screened Today. See more

About  
Wharachi has grown into an aspiring community where members feel safe to share their queries, opinion, talent and also ask for assistance when r... See more  
Private  
Only members can see who's in the group and what they post.  
Visible  
Anyone can find this group.  
Karachi, Pakistan  
Learn more

Recent media  
See all



**Tabba Heart Institute** **WORLD HEART DAY**

**DISCOUNTED CARDIAC SCREENING PACKAGES** **دل سے تو زندگی ہے**

UP TO **35% DISCOUNT**

<b>PACKAGE 01</b> 1   SGPT 2   CBC 3   LDL 4   Creatinine Serum 5   Fasting Sugar ACTUAL PRICE: Rs. 3,540/- DISCOUNTED PRICE: <b>RS. 2,700/-</b>	<b>PACKAGE 02</b> 1   Calcium Scoring ACTUAL PRICE: Rs. 6,060/- DISCOUNTED PRICE: <b>RS. 3,960/-</b>	<b>PACKAGE 03</b> 1   SGPT 2   CBC 3   Creatinine Serum 4   LDL 5   Fasting Sugar 6   Screening Echo 7   Consultation ACTUAL PRICE: Rs. 7,910/- DISCOUNTED PRICE: <b>RS. 6,260/-</b>
<b>PACKAGE 04</b> 1   SGPT 2   CBC 3   Creatinine Serum 4   LDL 5   Fasting Sugar 6   Calcium Scoring 7   Consultation ACTUAL PRICE: Rs. 10,200/- DISCOUNTED PRICE: <b>RS. 7,900/-</b>	<b>PACKAGE 05</b> 1   SGPT 2   CBC 3   Creatinine Serum 4   LDL 5   Fasting Sugar 6   Calcium Scoring 7   Screening Echo 8   Consultation ACTUAL PRICE: Rs. 13,660/- DISCOUNTED PRICE: <b>RS. 10,200/-</b>	<b>PACKAGE 06</b> 1   SGPT 2   CBC 3   Creatinine Serum 4   Lipid Profile 5   HbA1c 6   Calcium Scoring 7   Screening Echo 8   Consultation ACTUAL PRICE: Rs. 17,370/- DISCOUNTED PRICE: <b>RS. 12,750/-</b>

SCAN TO BOOK NOW!

**VALID FROM 20<sup>th</sup> SEPTEMBER TILL 20<sup>th</sup> DECEMBER 2025**

# Post Comments Facebook - Marham



**DISCOUNTED CARDIAC SCREENING PACKAGES** دل ہے تو زندگی ہے  
اپنے پیاروں کے مستقبل کے لیے، دل کی حفاظت کیجیے۔

**UP TO 35% DISCOUNT**

PACKAGE 01	PACKAGE 02	PACKAGE 03
1. SOPT 2. CBC 3. LDL 4. Creatinine Serum 5. Fasting Sugar	1. Calcium Scoring ACTUAL PRICE: Rs. 6,050/- DISCOUNTED PRICE: <b>RS. 3,950/-</b>	1. SOPT 2. CBC 3. Creatinine Serum 4. LDL 5. Fasting Sugar 6. Screening Echo 7. Consultation
ACTUAL PRICE: Rs. 3,540/- DISCOUNTED PRICE: <b>RS. 2,700/-</b>	SCAN TO BOOK NOW! 	ACTUAL PRICE: Rs. 7,910/- DISCOUNTED PRICE: <b>RS. 6,250/-</b>
PACKAGE 04	PACKAGE 05	PACKAGE 06
1. SOPT 2. CBC 3. Creatinine Serum 4. Fasting Sugar 5. Calcium Scoring 6. Screening Echo 7. Consultation	1. SOPT 2. CBC 3. Creatinine Serum 4. LDL 5. Fasting Sugar 6. Calcium Scoring 7. Screening Echo 8. Consultation	1. SOPT 2. CBC 3. Creatinine Serum 4. LDL 5. Fasting Sugar 6. Calcium Scoring 7. Screening Echo 8. Consultation
ACTUAL PRICE: Rs. 10,200/- DISCOUNTED PRICE: <b>RS. 6,630/-</b>	ACTUAL PRICE: Rs. 13,960/- DISCOUNTED PRICE: <b>RS. 9,074/-</b>	ACTUAL PRICE: Rs. 17,370/- DISCOUNTED PRICE: <b>RS. 12,750/-</b>

Cardiovascular disease affects entire families, not just individuals, bringing emotional and financial challenges. With rising cases among people in their early 30s and 40s, the threat is striking homes earlier than ever.

VALID FROM 20<sup>th</sup> SEPTEMBER TILL 20<sup>th</sup> DECEMBER 2025

**Naveen Munaf** 🗣️

Cardiovascular disease affects entire families, not just individuals, bringing emotional and financial challenges. With rising cases among people in their early 30s and 40s, the threat is striking homes earlier than ever.

A healthy heart means a healthier family. Tabba Heart Institute reminds you to prioritize regular heart checkups and screenings, for yourself and your loved ones, because "Don't Miss a Beat" and "Dil Hai Toh Zindagi Hai."

Get Screened Today:  
<https://tabbaheart.org/screening-packages/>

#tabbaheartinstitute #WorldHeartDay  
#DilHaiTouZindagiHai #DontMissABeat  
#HeartCare #HealthyHeart #HealthyLiving  
#CardioCare #HeartAwareness #StayHealthy

See less

**Naveen Munaf**

Ib Ne Adam Marham doesn't have its own lab but u can avail the discount if u get the tests done from Tabba Heart's laboratory and I have personally used their services as well and can vouch for the accuracy of their result values

1d Like Reply

# RADIO PROGRAMS x ADS



# RADIO CHANNELS



# RADIO DELIVERABLES

Channels	Value additions	Paid Spots	FOC spots
FM 107.4	Time Checks 29 th Only	98	608
	Break Bumpers 28th and 29th Only.		
	Main Sponsorship of Morning Drive Time show – The Sunrise Show with Adeel Azhar 7am – 9am		
	Main Sponsorship of Evening Drive Time show – Lagao (B2B) 5pm – 8pm		
	Video Recording of the interview session on 29th September during 8 - 9 am		
	Video will be edited and posted on Mera FM 107.4 Youtube Channel.		
	Facebook and Instagram post on Mera FM 107.4 Profile.		
	Live Streaming of Interview on Mera FM 107.4 Official Website.		
FM 105	Participation in "Health for Everyone" show of one hour. On 03rd October, Friday between 11 - 12 pm	200	225
	5 min Commercial air time in drive time during campaign period		
	Face book live /Edited show on RJ Youtube		
	Poster designing		
	Break Bumper on 29th with announcements.		
	Radio Ad production - FOC		
FM 89	Bumpers/Announcements on 26th September during Drive-time show	45	60
	Total Paid & FOC Spots	343	893
	<b>FOC as % of Paid</b>		<b>160%</b>

# RADIO x DIGITAL Facebook



MERA FM 107.4

**Dr. Sohail Abrar Khan**  
Medical Director and Consultant Cardiologist  
Tabba Heart Institute

SUN RISE WITH ADEEL AZHAR  
29TH SEP 2025  
8:00 AM

MERA FM  
September 28 at 9:00 AM

Join us on Sunrise with Adeel Azhar this Monday, 29th September 2025 from 8:00 AM to 9:00 AM for an insightful conversation with Dr. Sohail Abrar Khan, Medical Director and Consultant Cardiologist at Tabba Heart Institute.

Dr. Khan will be sharing his expertise on heart health, preventive care, and the importance of lifestyle choices in building a healthier future. ❤️

Don't miss this informative session!

#SunriseWithAdeelAzhar #HeartHealth #Cardiology #TabbaHeartInstitute #healthawareness

10 Likes, 1 Share

@merafmofficial

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hotfm 105 RADIO NETWORK

Tabba Heart Institute

**HEALTH FOR EVERY ONE**  
FRIDAY 03<sup>RD</sup> OCT | 11:00 AM TO 12:00 PM

RJ. AMBER

DR. MUHAMMAD ALI  
Consultant Cardiologist  
Tabba Heart Institute

HOT FM 105  
October 2 at 1:06 PM

World Heart Day Special ❤️  
Join RJ Amber in conversation with Dr. Muhammad Ali, Consultant Cardiologist (Tabba Heart Institute) on Health For Everyone 🎙️

Friday, 3rd October  
11:00 AM – 12:00 PM  
Only on HOT FM 105 Radio Network

Topic: دل بے تو زندگی بے

#WorldHeartDay #HeartHealth #HotFM105 #TabbaHeartInstitute #HealthForEveryone See less

9 Likes, 0 Comments, 0 Shares

WORLD HEART DAY 29 SEP  
دل بے تو زندگی بے

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# RADIO x DIGITAL YouTube (FM 107.2)



## Heart Health in Pakistan | Dr. Sohail Abrar (Medical Director, Tabba Heart Institute)

126 views • 10 days ago

126 views 3 Oct 2025 Rj Adeel Azhar

In this episode, we sit down with Dr. Sohail Abrar, Medical Director at Tabba Heart Institute, with over 20 years of experience in cardiology. Dr. Sohail is dedicated to providing exceptional cardiac care by combining advanced medical expertise with a compassionate approach.

We discussed Pakistan's alarming rise in hypertension, high cholesterol, and heart disease – especially among younger adults. Dr. Sohail shares practical advice on diet, lifestyle, stress management, early warning signs, and the importance of regular check-ups for those at risk.

💡 Key Questions Covered in this Podcast:

Where does Pakistan stand globally on hypertension & cholesterol, and how can we reverse this trend?

Why are younger Pakistanis facing early-onset heart issues?

Simple heart-healthy diet changes without giving up favorite foods.

Lifestyle risks for heart disease in Pakistan & how to manage them.

Warning signs of a heart attack – differences in men vs women.

Steps for people with a family history of heart disease.

Practical stress management for heart health.

When should you see a cardiologist? Red flags explained.

👉 If you're concerned about your heart health or that of your loved ones, this conversation is packed with valuable insights you shouldn't miss.

🔔 Don't forget to Subscribe for more health and wellness podcasts!

#adeelazhar #merafm #worldheartday

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# RADIO x DIGITAL YouTube (FM 105)



14 views 7 Oct 2025 #HeartHealthTips #Cardiology #HeartCare

In this powerful and insightful episode, RJ Amber Razzaque is joined by renowned Dr. Muhammad Ali, Consultant Cardiologist at Tabba Heart Institute, as they explore the vital connection between heart health and the quality of life. Dr. Ali discusses why the heart is truly the essence of life – "Dil Hai To Zindagi Hai" – and how keeping your heart healthy is the key to a longer, more fulfilling life.

Whether you're looking to prevent heart disease or learn more about living with it, this episode provides essential information straight from a top cardiologist. Dr. Ali shares expert tips, lifestyle advice, and early signs to watch for, so you can take control of your heart health and ensure a better tomorrow.

1. Understanding the core message: "Dil Hai To Zindagi Hai" – why the heart is central to life itself.
2. Common signs of heart disease: What to watch out for before it's too late.
3. Prevention is better than cure: Simple, actionable tips to protect your heart.
4. The lifestyle changes that make all the difference for heart health.
5. Dr. Muhammad Ali's expert advice on managing heart health at any age.



Stay tuned for more life-changing health talks with RJ Amber Razzaque, only on HOT FM 105

#HOTFM105 #HeartHealth #DilHaiToZindagiHai #Cardiology #DrMuhammadAli #TabbaHeartInstitute #RJAmberRazzaque #HealthyHeart #HeartDiseasePrevention #HeartCare #LifeWithHeart #ExpertAdvice #FMRadioTalks #MedicalInsights #HeartHealthTips #CardiologistAdvice #LiveRadio

## Dil Hai To Zindagi Hai: Expert Heart Health Advice with Dr. Muhammad Ali | RJ Amber...

14 views • 5 days ago

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# META AD CAMPAIGN



# DIGITAL - DELIVERABLES

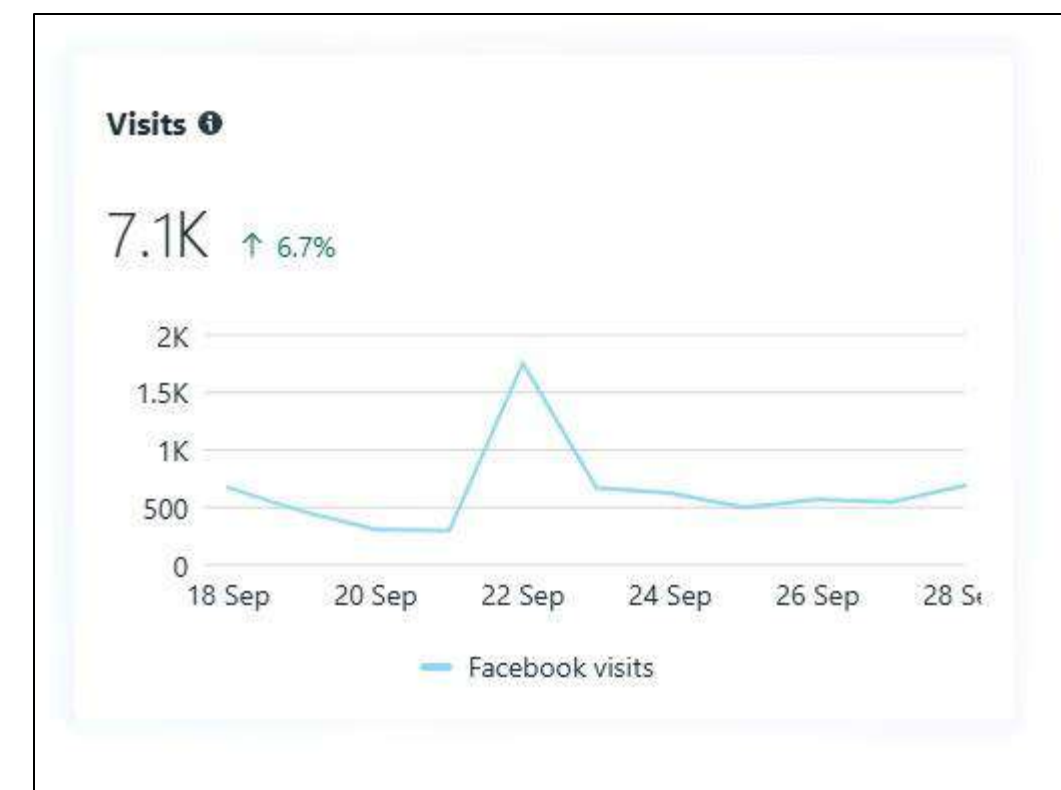
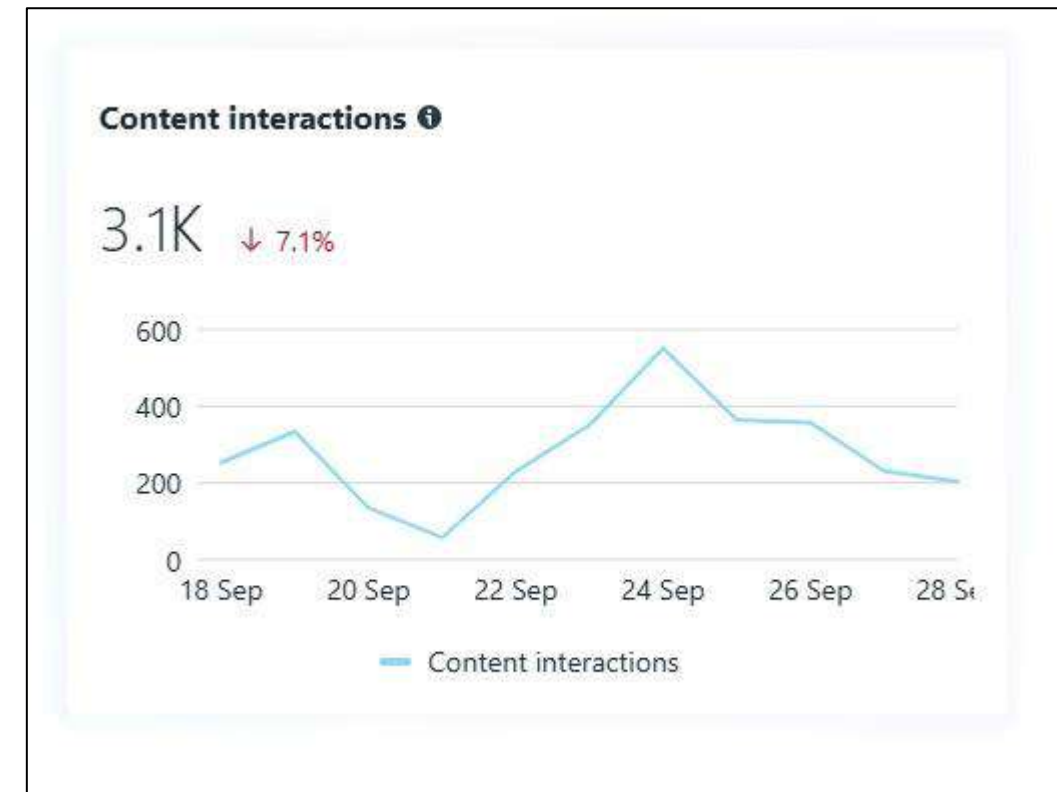
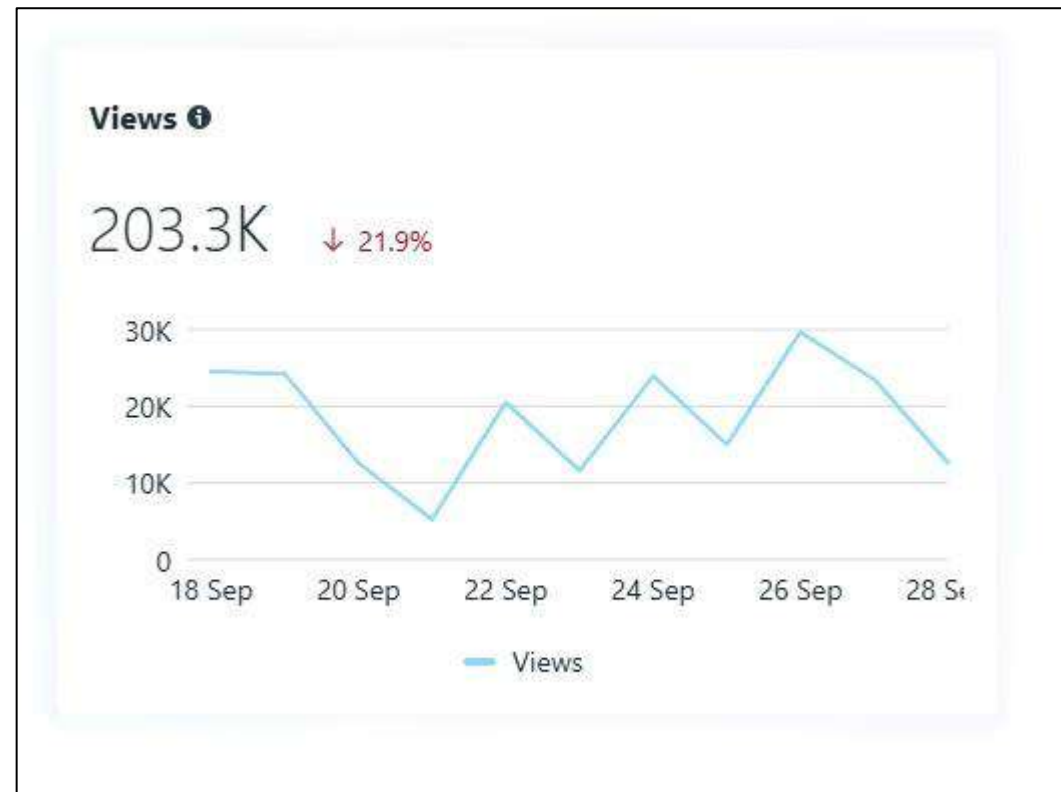
	Description	Meta & Insta
<b>Committed</b>	Impressions	3,734,108
	Reach	2,489,405
<b>Delivered</b>	Impressions	6,483,770
	Reach	3,719,540
<b>Meta</b>	6,483,770 (Impressions)	2,489,405 (Reach)
<b>Insta</b>	250,000 (Views)	108,500 (Reach)



**META**  
75% over  
delivery

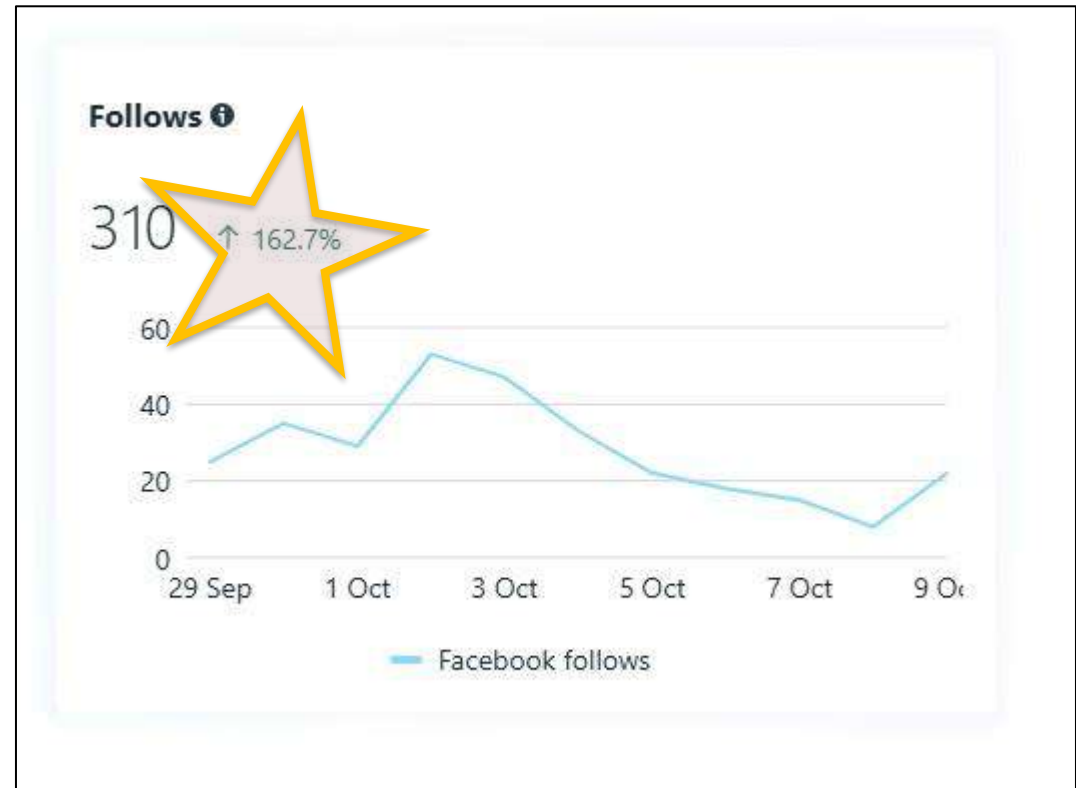
# SOCIAL BEFORE CAMPAIGN

## Facebook



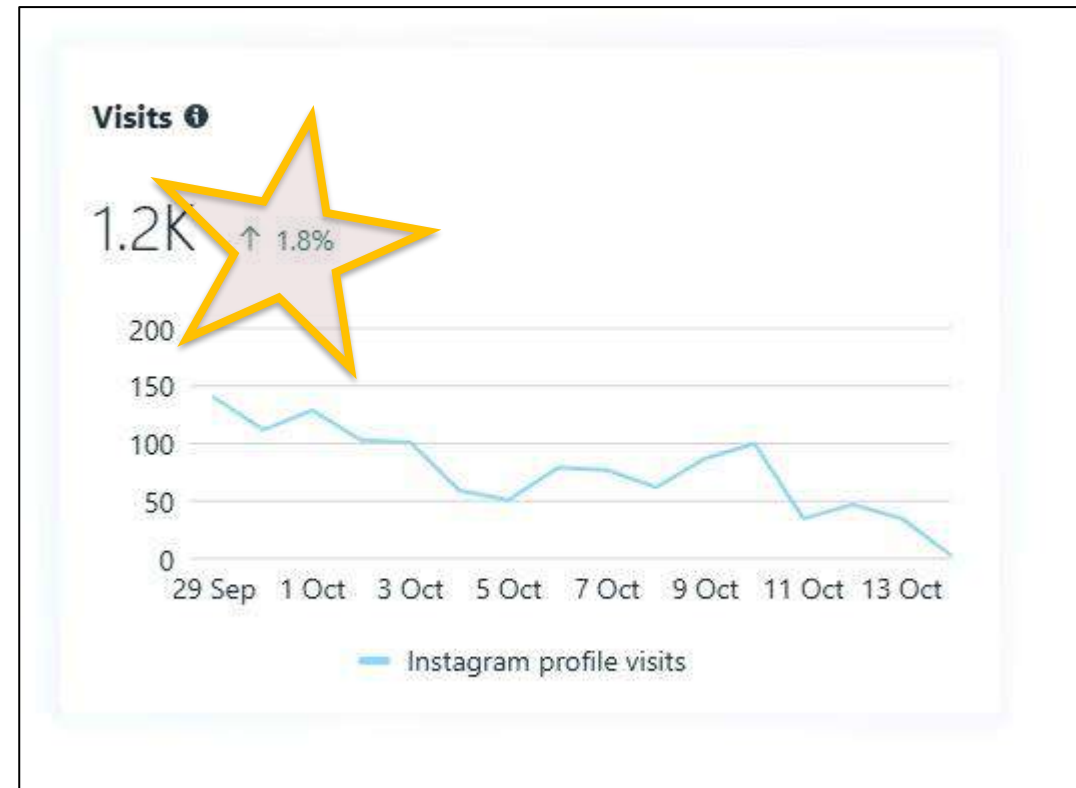
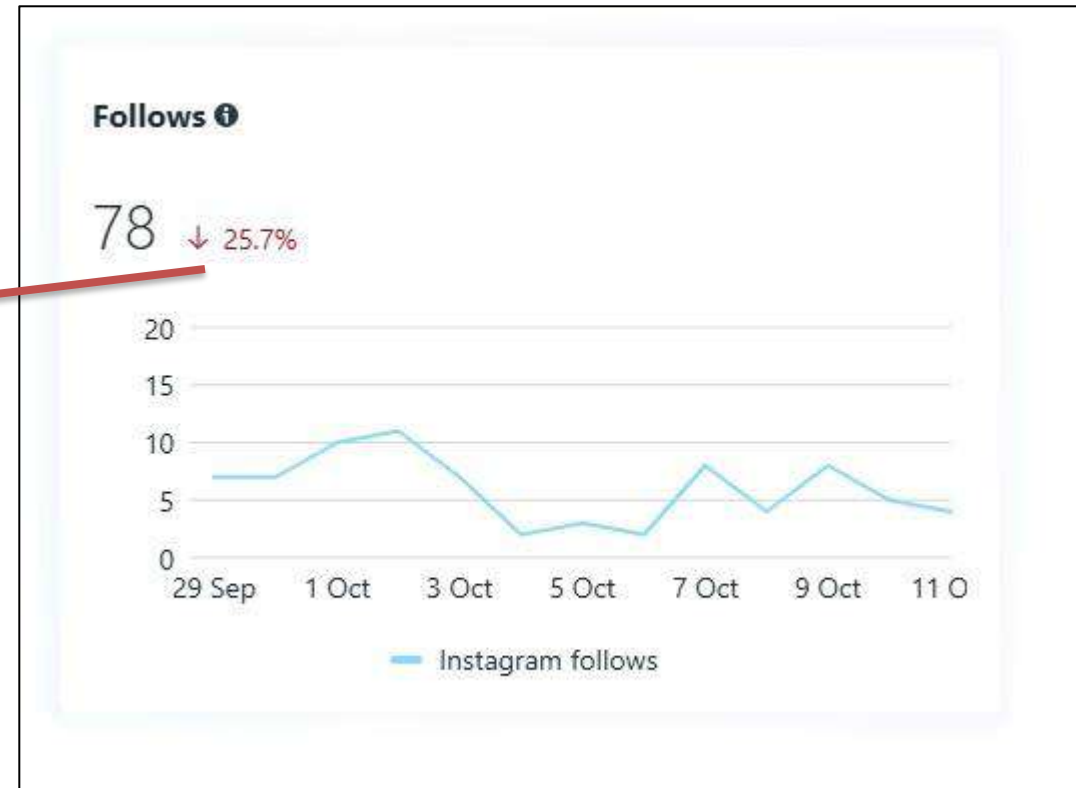
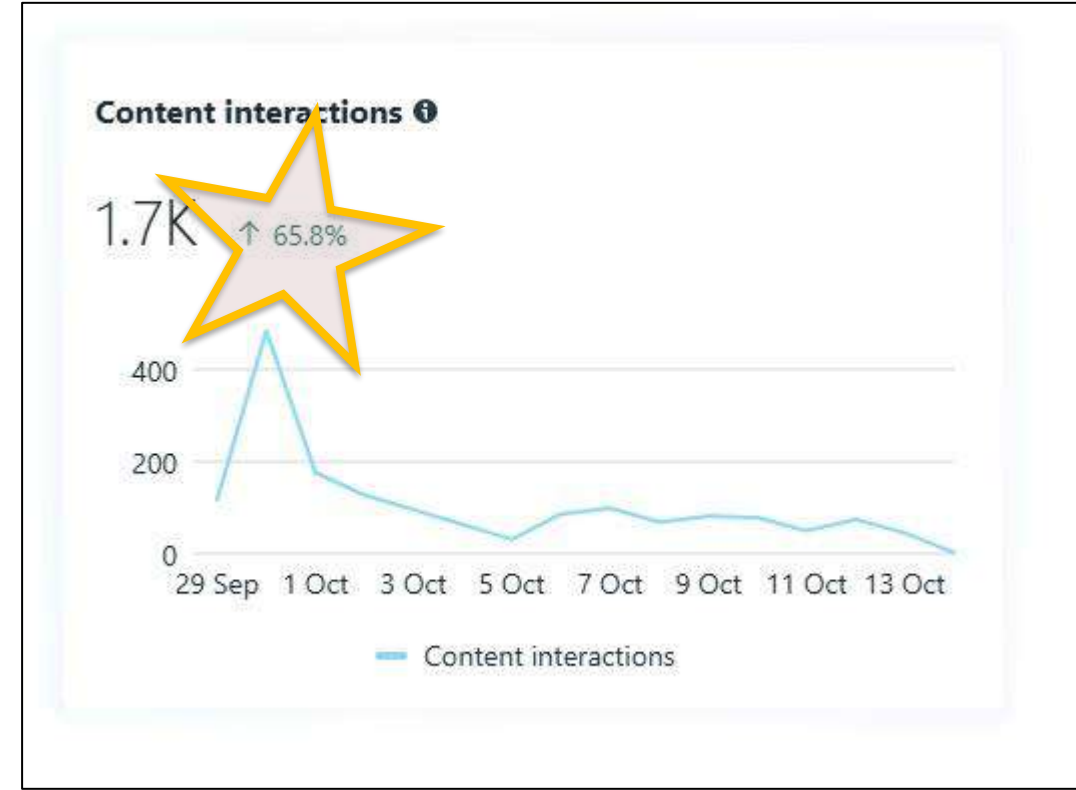
# SOCIAL AFTER CAMPAIGN

## Facebook



# SOCIAL AFTER CAMPAIGN

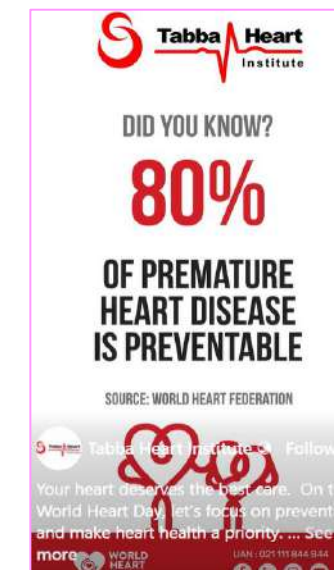
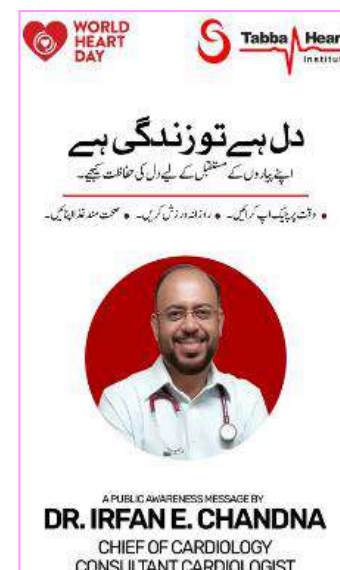
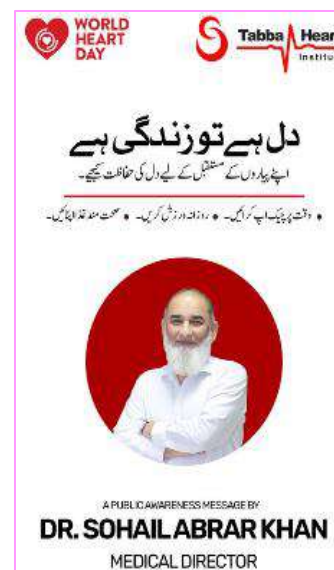
## Instagram



3 More from last 10 days

# CREATIVES X DELIVERIES

Ad name	Reach	Impressions	Views
<a href="#">DR Bashir</a>	1,644,235	2,044,087	1,767,277
<a href="#">Dr. Sohail Abrar</a>	1,536,686	1,705,271	1,517,490
<a href="#">DR Irfan</a>	223,637	238,731	196,149
<a href="#">Fact 1</a>	107,174	109,555	100,950
<a href="#">Fact 2</a>	486,815	497,031	439,147
<a href="#">Screening Package</a>	1,595,165	1,889,421	1,650,913





THANK  
YOU



UP TO  
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HEALTH SCREENING  
PACKAGES

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