



# KHAYAL SE

LEADING THE FIGHT AGAINST HEART DISEASES IN PAKISTAN



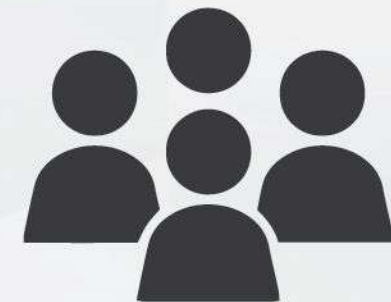
# HEART DISEASE REMAINS THE WORLD'S BIGGEST KILLER, WITH PAKISTAN FACING A GROWING EPIDEMIC.



PAKISTAN RANKED  
**#30 GLOBALLY**  
IN HEART DISEASE-RELATED  
DEATH RATES



**46 PEOPLE**  
DIE FROM HEART ATTACKS  
EVERY HOUR IN PAKISTAN



**1 IN 4 ADULTS**  
IN PAKISTAN SUFFERS FROM  
CORONARY ARTERY DISEASE (CAD)

AT TABBA HEART INSTITUTE, WE EMPHASIZE THE URGENT NEED FOR AWARENESS  
AND PREVENTION AS HEART-RELATED FATALITIES CONTINUE TO RISE.

Upto  
**50% OFF**  
HEART SCREENING PACKAGES

TO GET SCREENED TIMELY

**PACKAGE 1**

- SGPT
- CBC
- ETT
- LDL
- HbA1c
- Screening Echo
- Calcium Scoring
- Creatinine Serum
- Consultation

NOW **Rs. 13,500/-**  
THEN ~~Rs. 27,000/-~~

**PACKAGE 2**

- SGPT
- CBC
- LDL
- HbA1c
- ETT
- Creatinine Serum
- Screening Echo
- Consultation

NOW **Rs. 11,000/-**  
THEN ~~Rs. 17,000/-~~

**PACKAGE 3**

- SGPT
- CBC
- LDL
- HbA1c
- Creatinine Serum
- Screening Echo
- Calcium Scoring
- Consultation

NOW **Rs. 9,300/-**  
THEN ~~Rs. 15,500/-~~

# DIGITAL MEDIA ADVOCACY

TABBA HEART INSTITUTE'S CAMPAIGN MESSAGE WAS AMPLIFIED THROUGH VARIOUS INITIATIVES, INCLUDING CONSULTANT VIDEOS AND INFLUENCER COLLABORATIONS ACROSS DIGITAL PLATFORMS.

**5M+**  
CAMPAIGN REACH

**1M+**  
VIDEO VIEWS



# 4000+

## FREE CARDIAC SCREENINGS



KARACHI | QUETTA | HYDERABAD



MALL ACTIVITY  
**LUCKY ONE**  
THE PLACE TO BE

**1200+**  
**INTERCEPTIONS**

**FREE SERVICES OFFERED**



**DIABETES TEST**



**BMI + BP TEST**



**CHOLESTEROL TEST**



**CARDIOLOGIST CONSULTATION**



**FITNESS ACTIVITIES**



**CPR TRAINING**

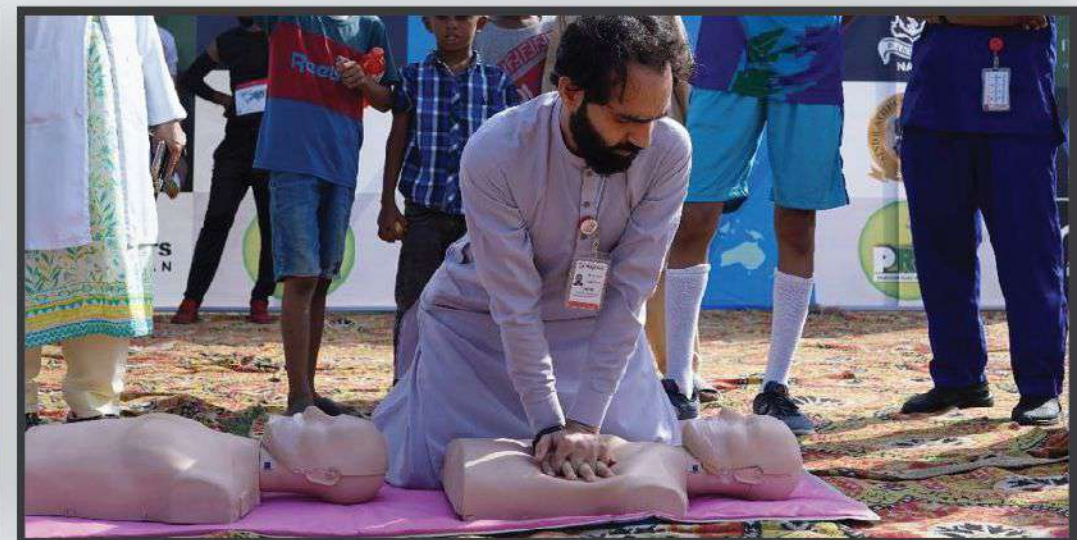




**YES**  
RUN  SE

**KEEP BEACH  
CLEAN RUN 2024**  
AT MANORA BEACH

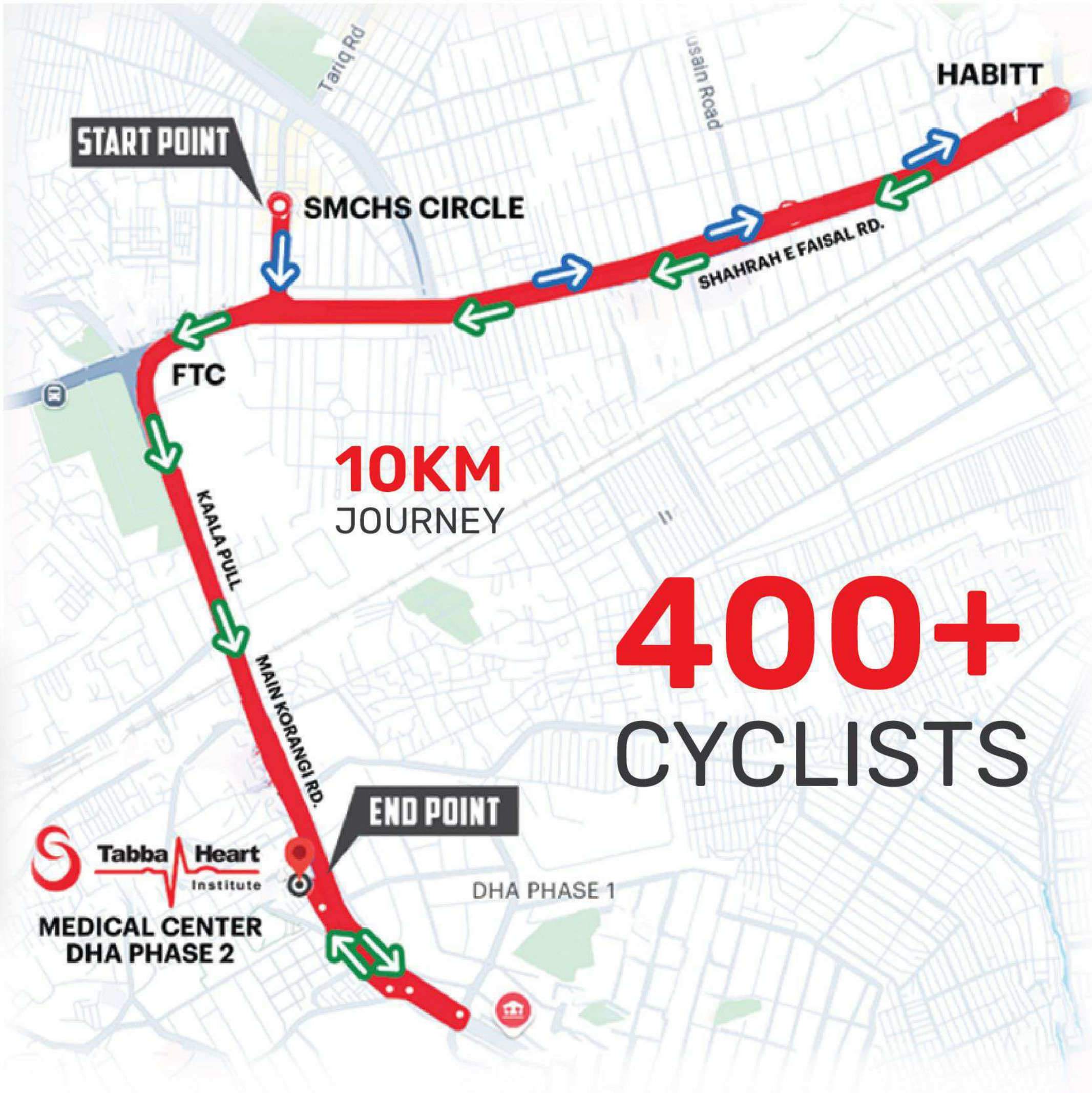
5KM/10KM RUN | FIRST AID CAMP | CPR TRAINING



IN COLLABORATION WITH



**300+**  
PARTICIPANTS



**WORLD HEART DAY  
CYCLE RIDE**  
RIDE **5E** FOR A HEALTHIER HEART



IN COLLABORATION WITH



SUPPORTING PARTNERS

SUPPORTING CAMPUS



# TAKING HEART HEALTH AWARENESS TO EVERY STREET IN KARACHI THROUGH OUR OUTDOOR CAMPAIGN

**450**

STREAMERS

**03**

BUS ROUTES

**03**

DIGITAL SCREENS



## AS BROADCASTED ON



## AS COVERED BY



## AS DIGITALLY FEATURED BY





WORLD HEART DAY

USE FOR EVERY

# THROUGH MULTIPLE RETAIL PARTNERSHIPS AND HEALTH DISCOUNTS,

WE EXPANDED OUR WORLD HEART DAY CAMPAIGN, MAKING HEALTH SERVICES ACCESSIBLE TO A BROADER AUDIENCE.

Valid on loyalty card and keychain as well



Show your Intiaz loyalty card or keychain to avail discounts on the above-mentioned services only



TABBA HEART INSTITUTE  
REMAINS AT THE FOREFRONT,  
LEADING THE EFFORTS FOR  
BETTER HEART HEALTH  
NATIONWIDE.

**RAKHEIN KHAYAL  SE**