



Pacific Healthcare's Mumbai Centre Appointed Official Makeover, Wellness and Smile Partner for Prestigious Femina Miss India 2009 Pageant

- ***Involved in Attending to the Makeover needs for all the finalists, including India's representatives for the Miss World and Miss Universe pageants***

Singapore, 6 April 2009 – Mainboard-listed Pacific Healthcare Holdings Ltd. (“PacHealth”, “the Group” or “太平保健”), a leading Singapore provider of integrated, multi-disciplinary specialist healthcare services, is pleased to announce that its Mumbai Cosmetic Specialist Centre, was appointed the official smile and wellness partner for the recently concluded Femina Miss India 2009 pageant.

Pacific Healthcare through its 42.5% associate Birla-Pacific operates two centres under the Evolve MediSpa brand (“EVOLVE”) in the prime residential-cum-commercial districts of Phabhadevi and Walkeswar in Mumbai. Doctors and dentists from Evolve were responsible for providing dental makeover and skincare services for all the finalists for the competition.

The Femina Miss World pageant is the most prestigious beauty pageant in India. The winners will represent India in the Miss World and Miss Universe competitions later in the year. Previous winners of this competition, such as Aishwarya Rai, Lara Dutta, Sushmita Sen and Priyanka Chopra are today well known International celebrities in the Bollywood film industry and beyond.

In the finals held yesterday evening in Mumbai, Ms Ekta Chowdhury was crowned Miss India Universe and Ms Puja Chopra, was crowned Miss India World, Ms Shreya Kishore was crowned Miss India Earth & Ms. Dimple Patel, Miss Photogenic was crowned Miss Evolve.

Dr William Chong (张来良), the CEO of Pacific Healthcare said: “We are proud to be associated with this prestigious event and am glad to have played a role in enhancing the natural elegance and stunning beauty of each of the participants. We are pleased

that our smile makeover and wellness programmes have provided them with the added confidence for the pageant and wish the winners the very best for the International competitions which lie ahead.”

Dr Abhijit Desai, the Medical Director of Evolve Medical Spa said, “Platforms such as these serve as excellent opportunities for entrenching Evolve as the leading provider of medical and dental aesthetic services. Our success can be attributed to the strength and excellence of Pacific Healthcare in the field of specialist healthcare, as well as the reputation for business integrity of the Yash Birla Group. I believe that Evolve will be the trendsetter in this field in India.

About Pacific Healthcare Holdings Ltd.

Incorporated in 2001 in Singapore, Pacific Healthcare is an integrated healthcare provider offering a comprehensive range of healthcare services, encompassing specialist medical and dental care, and wellness services as well as the operation of nursing homes and day surgery centres.

Pacific Healthcare aims to be the premier healthcare group in both Singapore and Asia, renowned for its dedication to patient care, compassionate approach and medical excellence. Through a team of more than 100 dedicated healthcare professionals and a wide network of clinics and facilities, it focuses on the total health and well-being of patients. Its core competencies include the fields of cosmetic surgery and aesthetic medicine, obstetrics & gynaecology, cardiology and implant & aesthetic dentistry.

Pacific Healthcare has operations in Singapore, India and China.

For more information, please visit our website at www.pachealthholdings.com

About Yash Birla Group

The Yash Birla Group, a conglomerate of 14 companies that cover diverse businesses ranging from textiles to engineering, recently ventured into the lifestyle and healthcare sectors as well. It carries the distinguished Birla family name, long associated with philanthropic causes worldwide and the freedom movement that led to the independence of India. Today, the group has five publicly listed companies in India.

For more information, please visit our website at
<http://www.yashbirlagroup.com/index.htm>

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