

IMPACT REPORT: BHARAT FORGE

FOCAL ONE: ROBOTIC HIFU

A CSR Initiative by Bharat Forge Ltd



INTRODUCTION



Ruby Hall Clinic has always been at the forefront of innovation in healthcare, offering cutting-edge solutions to ensure the best outcomes for patients. With the support of Bharat Forge Ltd, the hospital has established the **Kalyani Institute of Robotic HIFU Therapy** — home to the **Indian subcontinent's first Robotic High-Intensity Focused Ultrasound (HIFU) programme** for the non-invasive treatment of localised prostate cancer.

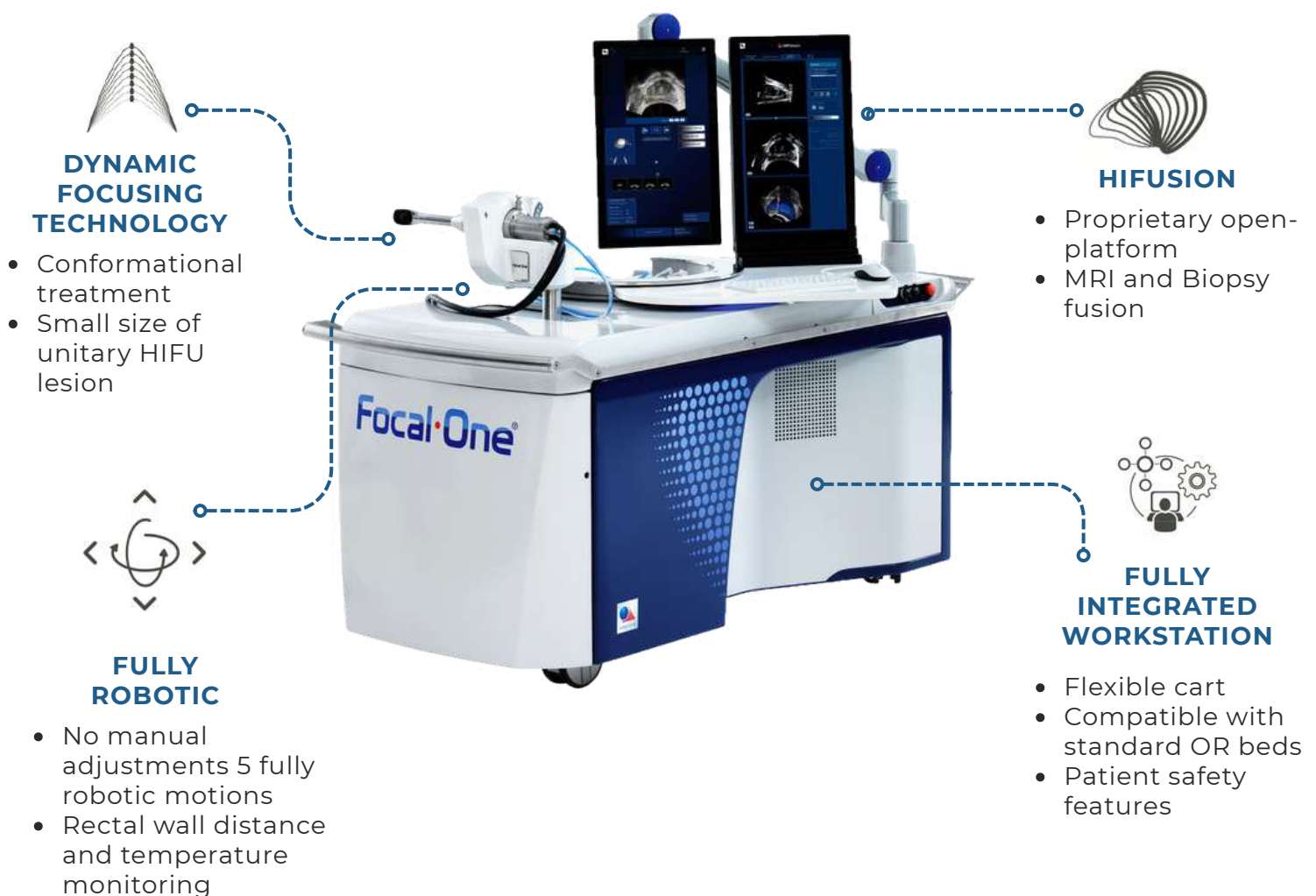
Through its CSR commitment to advancing access to innovative healthcare, Bharat Forge's MoU with Grant Medical Foundation has enabled the acquisition of Robotic HIFU, a first-of-its-kind technology in India.

As India's first Robotic HIFU programme, the focus extended beyond technology to creating awareness among doctors and patients. Through continuous medical education, outreach and public engagement, Ruby Hall Clinic has successfully established Robotic HIFU as a recognised treatment option across the country.



ROBOTIC HIFU

By bringing together the latest advances in imaging, robotics and HIFU technology, Focal One® meets the requirements for ideal focal therapy — delivering accurate MRI and 3D biopsy-guided treatment, controlled throughout by the treating urologist.



OBJECTIVE

- To assess the growth, progress and clinical development of the Kalyani Institute of Robotic HIFU Therapy and its CSR impact since its launch.
- To evaluate the utilisation of the Robotic HIFU programme against the expectations set out with Bharat Forge Ltd. and the Kalyani family.
- To document the outreach, awareness and marketing activities undertaken to build referral pathways and public awareness for this new treatment option.

RUBY HALL CLINIC'S GOALS: CREATING AWARENESS

Offer men with localised prostate cancer a **targeted, non-invasive alternative** to surgery or radiation — supporting faster return to normal life and preserved urinary and sexual function.

Build sustainable clinical and referral infrastructure — through physician education, regional outreach and multidisciplinary collaboration — so precision cancer care reaches patients beyond Pune.



WHY AWARENESS MATTERS

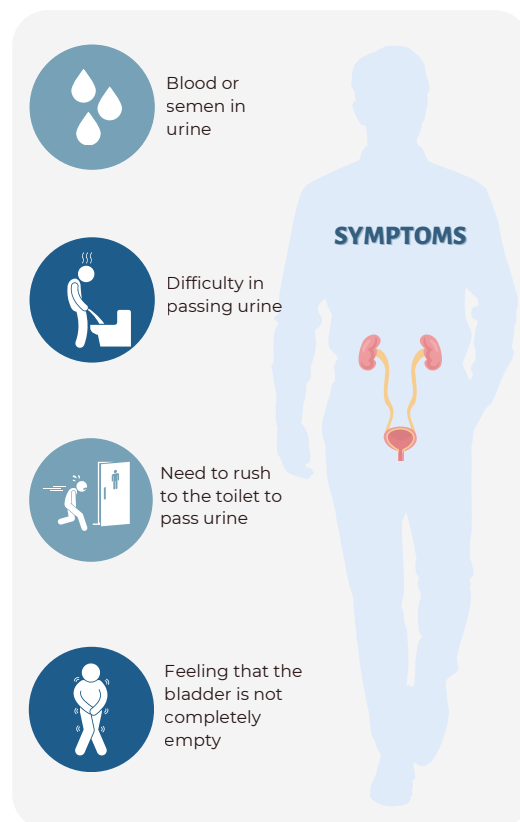


1 in 8

In India, 1 in 8 men above 60 years of age will get prostate cancer at some point in their life

If detected early - **100%**
survival rate

If detected late - **3 out of 4**
men will die



Who is at Risk

Over 60 years

Prostate Cancer mainly affects men over 60 and the **risk increases with age**. Recently, there has been a high influx of cases of those in their 50s and late 40s.

Family History

Someone is more likely to have prostate cancer if their **father or brother** have had it in the past. Men whose **mother or sister** have breast cancer also have higher chances of getting prostate cancer.

CLINICAL EVIDENCE AND PROGRAMME LAUNCH

100+

peer-reviewed
publications on HIFU for
prostate cancer, with
10- year follow-up data

**Asia's
1st**

Live Robotic HIFU
transmission
from the OT,
streamed 6 May
2026

**World's
First**

PSMA PET-MRI Fusion
Robotic HIFU
procedure performed
at Ruby Hall Clinic

Asia's First Live Robotic HIFU Transmission

was performed live from the OT on 6 May 2026 by Dr Himesh Gandhi (Director of Robotic Surgery and of the Kalyani Institute of Robotic HIFU Therapy, Head of Uro-Oncology, Ruby Hall Clinic), broadcast live to the medical community via Ruby Hall Clinic's official channels.

Building on this, a multidisciplinary team went on to perform one of the world's first **PSMA PET-MRI Fusion Robotic HIFU** procedures, combining highly sensitive PSMA PET imaging with high-resolution MRI mapping and robotic HIFU ablation for unprecedented diagnostic and treatment precision.

•Live from the OT

Asia's First Live Robotic HIFU Transmission

Fully Robot-Assisted HIFU using the
Focal One Robotic HIFU by EDAP TMS,
France for Localised Prostate Cancer



Performed by
Dr. Himesh Gandhi
Director of Robotic Surgery
Director of Kalyani Institute
of Robotic HIFU therapy
Head of Uro-Oncology,
Ruby Hall Clinic

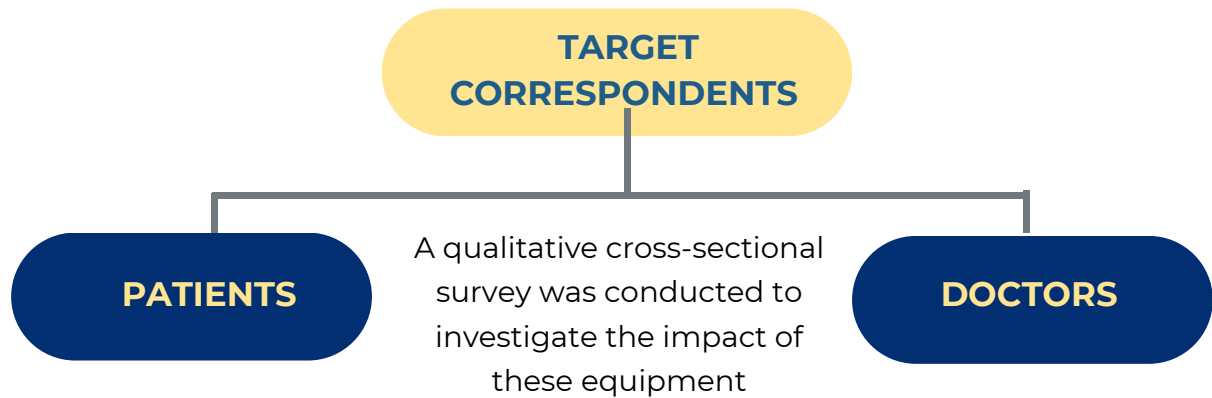
Date: **Wednesday, 6 May 2026**

Time: **10 AM Onwards**

•Live   Ruby Hall Clinic Official



METHODOLOGY



TECHNOLOGY INTEGRATION

- The Focal One® Robotic HIFU system was integrated into Ruby Hall Clinic's existing uro-oncology, radiology and nuclear medicine infrastructure through its CSR
- Clinical teams underwent structured training and calibration, supported by international experts from Focal One (Prof. Pascal Rischmann, Dr Damian, Ryan) at the time of launch.

DOCTOR EDUCATION AND COMMUNICATION

- Informational and outreach materials were developed to educate referring physicians and patients on the benefits, safety and eligibility criteria for Robotic HIFU.
- Pre- and post-procedure consultations ensured patients were informed and reassured about the process and expected outcomes.

AWARENESS AMONGST DOCTORS



882

DOCTORS REACHED

Through academic meets, conferences,
international programmes and outreach



12

CMEs / RTMs

Continuing Medical Education
programmes conducted



7

CONFERENCES

Participation in national level
conferences & scientific forums



2

INTERNATIONAL PROGRAMMES

Global outreach to share knowledge
and build collaborations

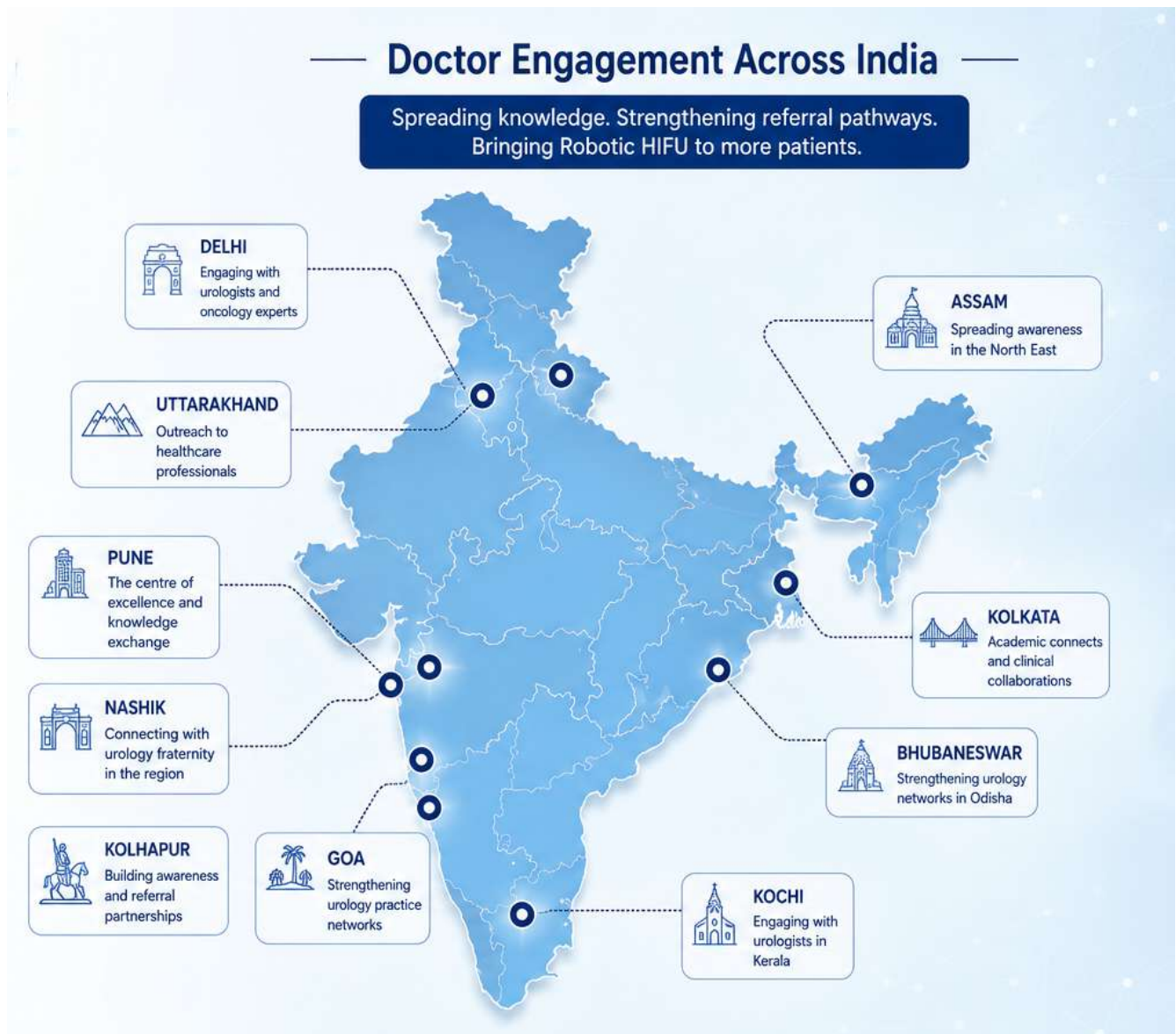


**BUILDING A STRONG NETWORK OF UROLOGISTS
ACROSS INDIA AND BEYOND**

AWARENESS AMONGST DOCTORS

Doctor Engagement Across India

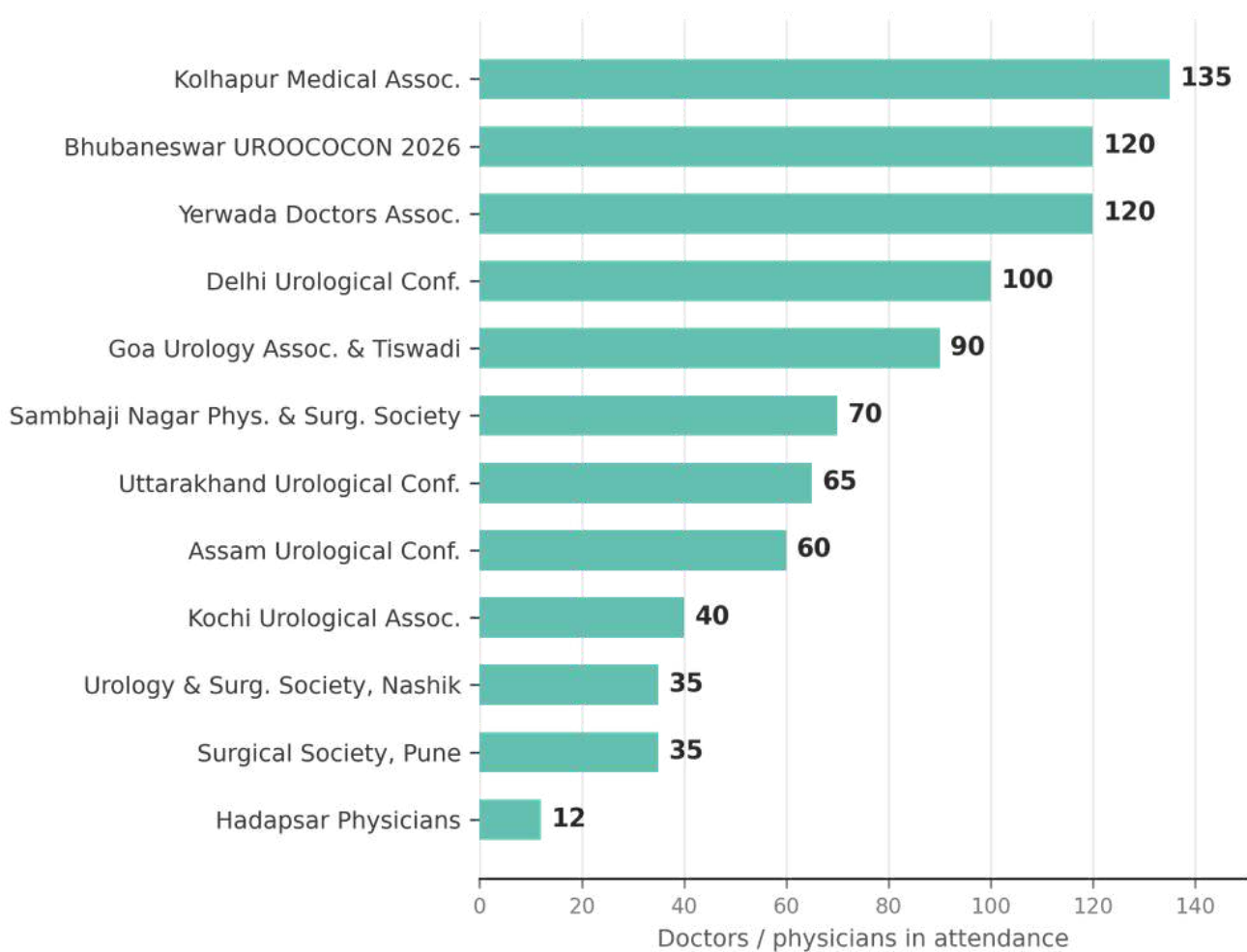
Spreading knowledge. Strengthening referral pathways.
Bringing Robotic HIFU to more patients.



TOGETHER, WE ARE BUILDING A NATIONWIDE MOVEMENT
AGAINST PROSTATE CANCER.

AWARENESS AMONGST DOCTORS

Doctor engagement by CME / RTM / conference



DIGITAL DASHBOARD FOR COMMUNITY AWARENESS



2

FILMS

Impactful films created to educate and inform audiences



2

PODCASTS

Expert conversations to spread knowledge widely



10

SOCIAL MEDIA POSTS

Engaging posts across platforms to build awareness



8

RADIO INTERVIEWS

Radio conversations reaching diverse communities



15+

PUBLICATIONS

Features and articles in leading print & online media



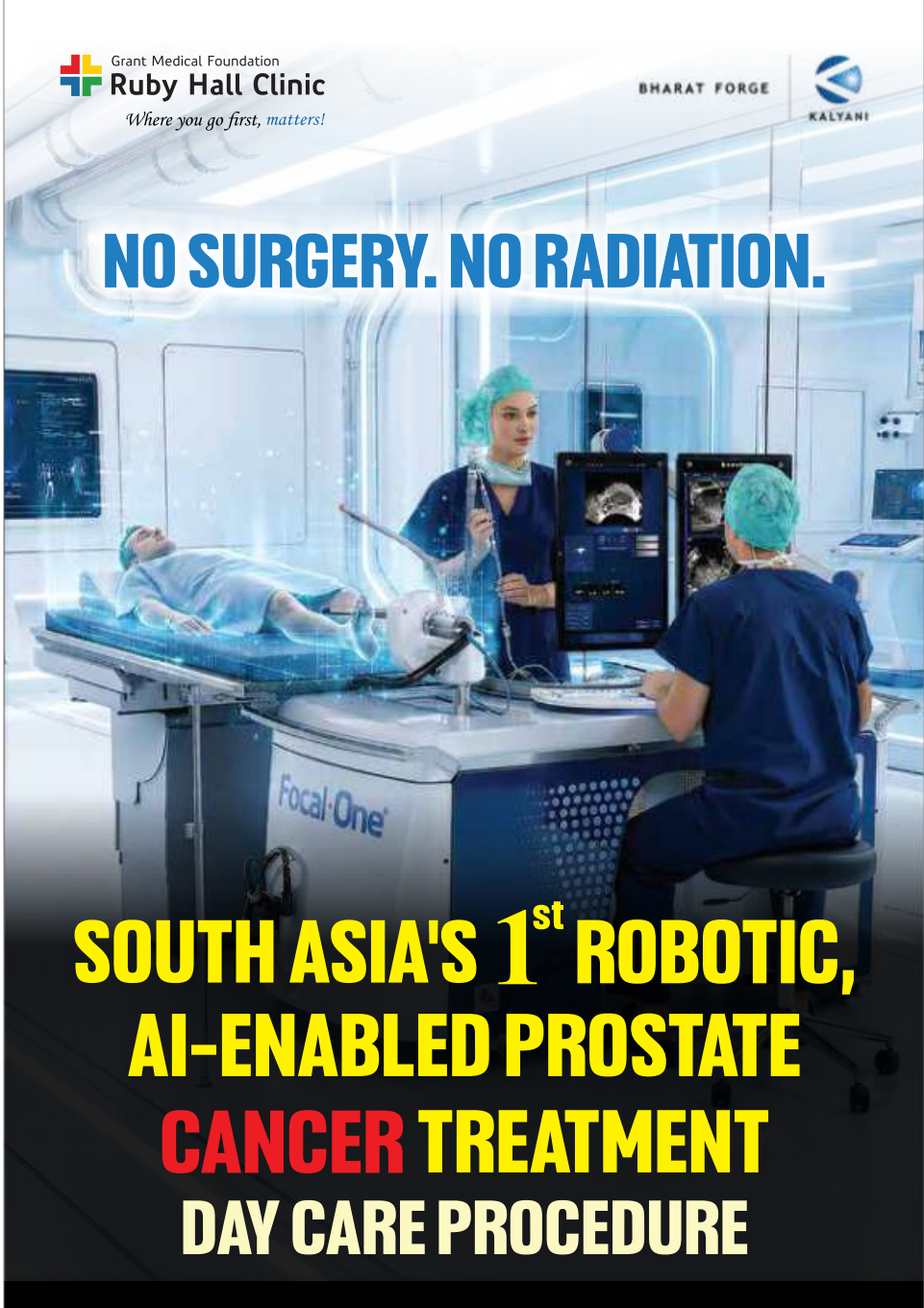
7

RMS CENTRES

Branding at RMS Diagnostics Centres across Maharashtra

14 total number
of robotic HIFU
performed

AD CAMPAIGN



 Grant Medical Foundation
Ruby Hall Clinic
Where you go first, matters!

NO SURGERY. NO RADIATION.

**SOUTH ASIA'S 1st ROBOTIC,
AI-ENABLED PROSTATE
CANCER TREATMENT
DAY CARE PROCEDURE**

Dedicated helpline number for HIFU
86009 93595

40, Sassoon Road, Sangamvadi,
Pune, Maharashtra, India 411001

 [rubyhall.com](https://www.rubyhall.com)
Follow us on

**Kalyani Institute of
Robotic HIFU Therapy**

Disclaimer: Treatment suitability will be determined by the treating specialist after a detailed clinical evaluation at Ruby Hall Clinic.
Disclaimer: AI-generated image used for illustrative purposes only.

FEEDBACK

Themes emerging from the qualitative cross-sectional survey of patients and referring doctors

Relief from fear of invasive treatment

Patients repeatedly described feeling reassured once they understood the procedure was incision-free and radiation-free, with many citing this as the deciding factor in choosing Robotic HIFU over surgery.

Faster return to daily life

A recurring theme among patients was surprise at how quickly they resumed normal routines after a day-care procedure, compared to expectations set by prior conversations about surgery.

Confidence from multidisciplinary precision

Referring physicians noted that combining PSMA PET, MRI and robotic HIFU gave them greater confidence in recommending focal therapy for appropriately selected patients.

Preserved quality of life

Both patients and physicians highlighted preserved urinary and sexual function as a meaningful outcome, particularly among men who had actively delayed treatment over these concerns.

FINDINGS

- The Focal One® Robotic HIFU system enabled Ruby Hall Clinic to launch the Indian subcontinent's first robotic HIFU programme, treating 14 patients across mediclaim, private-paying and overseas categories within its first eight months through the CSR initiative of Bharat Forge
- The multidisciplinary PSMA PET-MRI Fusion Robotic HIFU procedure — among the first of its kind globally — positioned Pune and Ruby Hall Clinic at the forefront of precision prostate cancer care.
- Extensive physician outreach (882 doctors across 12 CMEs/RTMs), regional media coverage and corporate screening camps have built a referral funnel extending well beyond Pune, into Nashik, Kolhapur, Goa, Kochi, Bhubaneswar, Assam, Uttarakhand and Delhi.
- Early patient and physician feedback points to strong satisfaction with recovery time, preserved quality of life, and confidence in the precision of combined imaging and robotic ablation.

PROCEDURES ENABLED

- Robotic Focal HIFU Ablation
- Robotic Hemi-Ablation
- Robotic Whole-Gland Ablation
- PSMA PET-MRI Fusion-Guided Robotic HIFU

BRANDING & VISIBILITY



Bharat Forge branding on Kalyani Institute of Robotic HIFU Therapy patient-facing collateral.

THANK YOU



*We thank you for your continued support in
our effort to save patient lives*

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