

STANFORD

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SCHOOL OF BUSINESS



PUBLIC MANAGEMENT PROGRAM

March 5, 2010

Swetha Mangal & Amit Antony Alex
1298 Ambulance Company
CSSC, M.N. Roy Human Development Campus
2nd Floor, C Wind, Plot No 6, F Block, Bandra Kurla Complex
Bandra East, Mumbai – 400051, India

Dear Swetha and Amit,

On behalf of the entire Stanford Graduate School of Business India Service Learning Team, we want to send our most sincere thank you for spending time with us during our trip through India. We had an incredibly memorable and impactful experience exploring the diversity of innovative approaches aimed at improving the delivery of healthcare, and the trip would not have been the same without the generosity of our gracious host organizations, such as 1298 Ambulance Company.

In particular, we were very intrigued to learn about how 1298 Ambulance's fee structure has enabled the company to meet the tremendous need for ambulances within the Mumbai community, and the marketing efforts the company has undertaken in order to build awareness of the importance of ambulance transport and the 1298 number. The opportunity for dialogue and the tour of the call center impressed upon us both the importance of these services and the challenges faced in providing them.

We are sincerely grateful to you for allowing us to experience the remarkable work that you are doing. As we get accustomed to our lives back in Northern California, we will hold in our hearts the memories and reflections from this incredible journey. India is a beautiful country, with wonderful people and a rich history, and we appreciate the opportunity to visit.

Thank you for sharing this experience with us and teaching us so much while we were with you. We look forward to a continued relationship with you and your organization, and wish you a happy and healthy year ahead.

All the best,

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