

50th Year.

HAPPY NEW YEAR 2020

The Golden Era of DHI is here!

Note from the CEO

I warmly wish you a very happy new year! May this year give you better health, more joys and happiness, and more successes!

Today DHI International operates **38 clinics around 18 countries** in the world and is one of the largest hair restoration companies in the world.

2019 saw us "coming of age" with great focus on building great motivated teams around the world, spreading knowledge aggressively and strengthened all processes of the business.

Our business **grew by 50% year on year** over last two years. Out of **38 clinics in DHI International, 31 had positive sales growth** mostly in high double digits. This is a great testimony to the strength of our business.

The difference between a successful clinic and not so successful one is not really the external factors like economy, competition, pricing etc. It is the Quality of Management and Teams. I genuinely hope that you all share my views and would continue to build great teams that are knowledgeable, passionate and motivated.

In 2020, we will be celebrating our **50th anniversary!** We have planned yearlong events to celebrate this moment and build the brand. Do make big media noise in your markets, spread the cheer and make the most of it.

Let's focus on **The Excellence Mentality** and deliver the best to our patients in every Moment of Truth.

Best Wishes! Los Mejores Deseos! Meilleurs Voeux!

Ajay Bansal



Sketch Courtesy:
Dr. Anju Balakrishnan, Calicut Clinic, India



A picture speaks a thousand words

Global Expansion

With 75 clinics in 42 countries, **DHI is already the third largest hair restoration company in the world!** And the **only company to have presence in all continents of the world.** There is no company in the world which operates outside of their own base, leave alone in 42 countries globally. With 50% annual growth rate, we are slated to be the number 1 company in the world very soon.

In 2020, we will open clinics in at least 10 new countries where discussions are at advanced stages.

New VIP clinic in Delhi

We opened the stunning, **new VIP clinic in New Delhi**, a 400 square meter state of the art facility with multiple procedure rooms and fully functional International Academy to train surgeons and nurses from around the world. The building follows green norms, is air quality and temperature controlled, and fully compliant with UK CQC safety norms.





DHI Sydney

DHI has moved into a new clinic in Sydney, creating a warm and inviting space, an exciting addition which introduces a very modern artisan feel.



DHI Gold Coast

DHI Gold Coast opened its doors in October 2019, making it the 4th clinic in the island continent and 5th clinic in Australasia.



Artistic impression



Actual site photograph,
November 2019

DHI Tijuana, Mexico

The DHI clinic in Tijuana, the border city with United States, is moving to a new world class medical facility with an attached 7-star hotel. The clinic will be located on the top floor with uninterrupted, panoramic views of Tijuana and San Diego



DHI Karachi, Pakistan

DHI is starting operations in January 2020 in the city of Karachi, a hub of financial and industrial activity in Pakistan. This boutique style clinic, is located in one of the most influential areas of Karachi, and renovated to high standards, in a state of the art medical facility.



DHI at World Congresses



High powered DHI team at ISHRS, Thailand

Dr Kuntal Deb Burma, Medical Director, Dr Nishat Fatima, Senior Master Surgeon and Trainer, Dr Auda Adriyanif, DHI Surgeon Indonesia, Dr Juan Vlieg, DHI Surgeon Panama



ICAD, Bangkok, Thailand

At the International Congress of Aesthetic Dermatology (ICAD) conference in Bangkok, attended by Asia's leading dermatologists and plastic surgeons. Bangkok is one of the most evolved cosmetic hubs in the world and it was heartening to see great respect for and interest in DHI.



DHI International at AMWC, Medellin, Colombia

At the prestigious Aesthetic & Anti-Aging Medicine World Congress (AMWC) in Medellin, Colombia. Participants were amazed at the DHI system and there was strong interest from potential partners across South America. We expect to double our clinics in South America from 10 to 20 in 2 years.



AMWC, Shenzhen, China

DHI's presence in AMWC, Shenzhen generated huge interest in what is about to pave way for a landmark breakthrough in the biggest market for hair restoration.

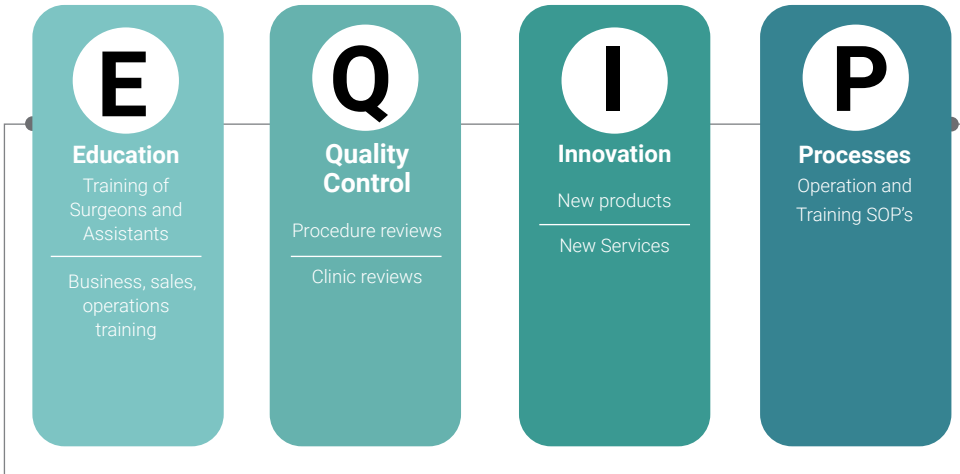
Presentation by Dr. Ajay Dubey at AMWC, Medellin

Dr Ajay Dubey, Medical Director, was a **guest speaker at AMWC, Medellin in Colombia**, on "Evolution of Hair Transplant and Latest Trends". His lecture was extremely well received by a strong gathering of cosmetic and plastic surgeons from around the world.



Training Academy – The New Era!

The DHI International Training Academy has been institutionalised to **EQUIP** the business for rapid expansion. The core responsibilities of the Academy are -



Education

The training protocols of the Academy have continued to evolve and now we are able to train new surgeons in 4-6 weeks. All the doctors trained at the International Academy are able to regularly perform Giga sessions (4,000+ hairs) by the end of their training.

The Academy trained 15 surgeons in 2019 and now operates from 4 clinics in India with capacity to train 40 surgeons a year.

DHI Business Training Program is also refreshed and we recently conducted one such training over 4 days for participants from 5 countries. The highlight of the training was that Dr Rana Alammadi from Bahrain attended this program for the second time after 5 years. Philippines team also joined in for the 3rd time in a row, not wanting to miss out on any learnings.



This training is **completely free** and we strongly urge everyone associated with DHI to attend it at least once in a lifetime. Meanwhile, all the presentations covered in the Business Training Program are updated on our online **Learning Management System (LMS)** which you can access and learn from. Please contact Sangeet Peter on sangeet.peter@dhiinternational.com for your login credentials.

Quality Control

We are reviewing the quality of DHI procedures on strict parameters to implement a feedback mechanism to ensure highest level of standards. For this, we are using an assessment tool which captures various critical aspects of the procedure. There is already a significant improvement in many clinics around the world. From January, we will aim to cover each and every procedure around the world for this initiative. We need your cooperation to get the relevant data and pictures on timely basis for this crucial effort.

Innovation

We are in the process of developing a range of products with active, plant-based ingredients. Stay tuned for updates on this front.

Processes (SOP's)

Last year, we made significant updates to the Standard Operating Procedures (SOP's) including pre and post procedure protocols, forms, checklists and safety/hygiene protocols. If you have not received the same till now, please contact Sangeet Peter at sangeet.peter@dhiinternational.com.



Business Training in Colombia for Franchisees

Recognitions for DHI

“International Expansion Award” at The European Business Awards 2019!

The “Germany Trade & Invest Award for International Expansion” was awarded to DHI for developing and implementing **a successful business model for international expansion**

We are amongst the top 3 hair restoration companies in the world! And more importantly, the only one with presence in every continent of the world whereas all the other companies only operate in their base country. With 50% annual growth, we are well on our way to becoming the largest hair restoration company in the world.



India's Greatest Brand & Leader 2019 (Hair Restoration Category)



The prestigious AsiaOne Magazine chose DHI as “**India's Greatest Brand**” in hair restoration category, based on research by United Research Services under Process Advisor Deloitte Touche Tohmatsu. This was a great testimony to the undisputed leadership position and industry respect that DHI has earned in India.



In the same process, AsiaOne Magazine awarded Mr Ajay Bansal, Managing Director and CEO of DHI International as “**India's Greatest Leaders 2019**” in recognition of his leadership in building one of the most iconic companies in hair restoration globally.

Burn Victim eyebrow reconstruction

DHI partnered with a not for profit organisation in India that helps burn victims to resurrect their lives.

Patient presented with contracture scarring (when the skin "shrinks", leading to tightness and restriction in movement), which creates a difficult platform to reconstruct a natural set of eyebrows.

Just **609 follicles** were delicately placed, helping to redefine the patient's facial features and reduce the negative impact of scars. The visual improvement was outstanding.



Before implantation



2 months after implantation

New DHI World Record

DHI Australia set a new world record, by performing a **single session of 13,151 hairs over 2 days**. The work was an exceptional example of how minimally invasive our technique is, with the patients donor looking healed in only just 3 days post a maximum donor extraction. Australia team did a fabulous job of recording and promoting the patient's journey on a daily basis



Before implantation



After implantation



After 1 day



After 1 week



After 2 weeks

Another Afro case, this time by our newest surgeon!

One of our newest surgeons, Dr Jimena from Tijuana, Mexico completed a beautiful session on an extremely difficult afro hair case. Doctors outside DHI system generally dread afro hair as it is very complex, slow, and laborious, with very high transection rate. These cases are normally reserved for most experienced surgeons.

So when a new surgeon takes up the challenge within two months of her training and delivers a great result, it is truly great achievement. Congratulations!



World's biggest body hair transplant case

DHI Australia performed another feat by successfully completing the world's largest body hair transplant case with a **whopping 11,215 follicles in a single session over 2 days.**

The patient already had some hair on his chest and abdomen, but he wanted the Chuck Norris look! The direction, distribution and density of follicles was very meticulously designed and to achieve a totally natural look.



Before implantation



After implantation

The most efficient in-house Digital Marketing Agency

Around the world, many markets struggle due to inefficient marketing agencies who do not understand our business and end up making costly mistakes. For example, when recently Google changed the policy to block certain treatments such as PRP, the Google Ads of many markets were blocked and the agency could not provide solution.

The in-house marketing team at DHI International, headed by Naval Sharma, works on a **not for profit** basis and is the world's cheapest agency focused only on DHI. This team is currently handling digital marketing, website and social media for 5 countries with excellent conversions.

The new Coffee Table Book

The design team has created a new Coffee Table Book with 44 pages highlighting DHI's journey, DPR Programme, DHI Total Care System, differences versus DHI VS FUE, 7 Key Questions, Training academy, IMRB report, world records, patient results, special cases, brief about treatments, awards & recognitions.

Please click to open the link:

<https://www.dhiinternational.com/coffee-table-book.php>

This book is focused on India and we will be happy to share the open file for you to develop one for your market



Years of DHI - The Golden Era has just begun!

2020 is a very special year and **DHI enters the 50's!** This is a great moment for us and we will be celebrating this through the year with various events and promotions.

We are working on an **Augmented Reality Experience** like - <https://www.youtube.com/watch?reload=9&v=wS5UodFpB-so&feature=youtu.be> which will play out at prominent locations like shopping malls etc. to generate brand awareness and act as a crowd puller. We will be happy to share the software with you which will enable you to do this activity in your market with only the hardware rental cost.

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Do you like anything from this newsletter?

If you do, remember that you are also obliged to **share best practices** with us at communications@dhiinternational.com. This is what makes us truly a global company where information can be shared freely.