To,
National Stock Exchange of India Ltd.
Exchange Plaza, C 1, Block G,
Bandra - Kurla Complex,
Bandra (E),
Mumbai – 400 051.

**Company Symbol: QMSMEDI**

**ISIN: INE0FMW01018**

**Sub: Press Release – QMS Medical Allied Services Appoints Himani Pruthi as Strategy & Marketing Business Unit Head.**

Pursuant to Regulation 30 of the SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015, enclosed herewith the copy of the Press Release which will be given with regard to QMS Medical Allied Services Appoints Himani Pruthi as Strategy & Marketing Business Unit Head.

A copy of the press release is also uploaded on the Company's website.

Kindly take the same on your records and oblige.

Thanking you,

**Yours truly,**

**FOR QMS MEDICAL ALLIED SERVICES LIMITED**


**TORAL BHADRA**
**COMPANY SECRETARY AND COMPLIANCE OFFICER**
**MEMBERSHIP NO.: A56927**
**DATE: MARCH 16, 2026**
**PLACE: MUMBAI**

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**QMS Medical Allied Services Ltd.**

📍 1A-1B / 2A-2B, Navkala Bharati Building, Plot No. 16, Prabhat Colony, Road No. 3, Santacruz (East), Mumbai - 400 055.
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# QMS Medical Allied Services Appoints Himani Pruthi as Strategy & Marketing Business Unit Head

**Mumbai, March 16, 2026:** QMS Medical Allied Services Ltd (QMS), a leading healthcare management solutions company, has announced the appointment of **Himani Pruthi** as **Strategy & Marketing Business Unit Head.** With over 15 years of experience in healthcare and pharmaceutical marketing, she brings extensive expertise in strategic brand planning, integrated marketing, patient support programs, and digital health transformation.

In her new role, Himani will spearhead the Strategy & Marketing Business Unit at QMS, leading initiatives to strengthen the organisation's strategic capabilities and advance integrated growth initiatives across QMS healthcare programs and platforms. She will also focus on building high-impact brand and marketing frameworks that support scalable patient-centric platforms and long-term value creation.

Himani has held senior leadership roles at Publicis and MIMS, where she led multidisciplinary teams and drove large-scale healthcare marketing and strategic communication initiatives across diverse healthcare portfolios. Earlier in her career, she worked with Novartis, where she gained experience in pharmaceutical brand management and commercial strategy.

She was recently recognised as part of BW Marketing World's 40 Under 40 – Future Masters 2025, acknowledging her contributions to strategic healthcare marketing and scalable patient-centric platform development.

Himani holds a Bachelor's degree in Pharmacy and an MBA in Marketing, combining strong scientific understanding with business strategy and brand leadership expertise.

At QMS, she will oversee end-to-end marketing strategy across QMS patient service programs and healthcare initiatives, from insight generation and annual planning to the execution of integrated campaigns and patient support programs designed to drive measurable healthcare impact.

## About QMS Medical Allied Services Ltd

QMS Medical Allied Services Ltd (QMS MAS) is a leading healthcare company specialising in innovative patient screening services and the supply of advanced diagnostic medical devices. Through its pioneering Patient Service Programs (PSP), QMS MAS provides patients nationwide with access to critical diagnostic tests for conditions such as Osteoporosis, Diabetes Mellitus, Chronic Obstructive Pulmonary Disease, and Hypertension. Committed to promoting early intervention and preventive healthcare, QMS MAS plays a vital role in improving patient outcomes and enhancing the overall healthcare experience. With a dedication to excellence and a forward-thinking approach, QMS MAS continues to expand its impact in the healthcare industry, delivering value-added services that benefit patients and healthcare providers alike.

**For Media Queries:**

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