



*Together we share & learn*



# ANNUAL REPORT

2024-2025

Friends of Max  
[friendsofmax.info](http://friendsofmax.info)



# Table of Contents

01 *About  
Friends of Max*

02 *Message from  
the Trustees*

03 *Activity Report*

04 *Project Shiksha*

05 *Diagnostics Project*

07 *Chai for Cancer  
Season 11*

09 *Leadership Summit*

10 *Patient Advocates*

12 *Financial Report*

# About Friends of Max

Friends of Max (FOM), is a registered Charitable Trust and stands today as the largest patient support group of its kind globally. Recognized as India's benchmark organization in patient advocacy, FOM brings together a compassionate community of patients, physicians, caregivers, patient leaders and volunteers—united in their mission to improve the quality of life for those affected by Chronic Myeloid Leukaemia (CML) and Gastrointestinal Stromal Tumour (GIST).

With over 18,000 patients connected through 36 City Chapters across India, FOM continues to foster hope, strength and solidarity among those it serves.

## Our Vision

No Cancer patient should live a diminished and compromised life.

## Our Mission

To extend emotional, informational and practical support to every CML and GIST patient and their caregivers, empowering them to lead fulfilling and dignified lives.

## Our Approach

With your support we

- Arrange regular face-to-face meetings for patients with their treating physicians who are amongst the best oncologists and haematologists in the country.
- Train volunteers to help fellow patients live a positive and productive life.
- Organise events to spread awareness about the disease and the importance of compliance
- Aid and facilitate access to monitoring tests for financially challenged patients.
- Provide financial aid to cover the education costs of paediatric cancer patients who are on lifelong medication

## Organizational Information

### Board of Trustees

Vijayalakshmi Venkatesh  
– Chairperson, Managing Trustee

Nirmesh Prakash  
– Secretary

Pramod George  
– Jt. Secretary

Sunder Krishnan  
– Treasurer

Anil Nagpal  
Pramod Agarwal  
Shyam Kankani  
Sujeesh Sukumaran

N. Nagendran  
Amruta Patidar  
Neel Kankani

### Advisors

Subratanath Koner  
Ushakanth Shah  
Sriram Ranganathan

### Statutory Auditor

Shyam Padia & Co.

### Consultant

CA Santosh Kadam

### Program Head

Archana Arora

## Our Board of Medical Advisors

### Dr Pankaj Malhotra

Prof HOD of Clinical Haematology and Medical Oncology, Postgraduate Institute of Medical Education and Research, Chandigarh

### Dr Mammen Chendy

(Retired) Director Tata Medical Centre, Kolkata

### Dr Shyam Aggarwal

HOD (Medical Oncology) Sir Ganga Ram Hospital, Delhi

### Dr Gangadharan V.P.

HOD, Medical and Paediatric Oncology VPS Lakeshore Hospital, Ernakulam

### Dr Warriar, Narayanan Kutty

Medical Director and Sr. Consultant, Department of Medical Oncology MVR Cancer Centre and Research Institute, Calicut

### Dr Hari Menon

Professor and Head, Department of Haematology and Head Medical Oncology St. Johns National Academy of Health Sciences, Bangalore

### Dr. Suresh Advani

Chief of Medical Oncology Jaslok Hospital, Mumbai  
SL Raheja Hospital, Mumbai  
Sushrut Hospital, Mumbai

### Dr. Mohan B Agarwal

Haematologist & Haemato-Oncologist, Mohan B Agarwal Clinic, Mumbai

### Dr Shripad D Banavali

Director of Academics, Professor and Head of Paediatric and Medical Oncology, Tata Memorial Hospital, Mumbai

### Dr. Hemant Malhotra

Director, Sri Ram Cancer Centre & Professor and Head, Dept. of Medical Oncology, Mahatma Gandhi Medical College Hospital, Jaipur

### Dr. Tapan Saikia

Director of Oncology Sciences  
Jaslok Hospital and Research Centre, Mumbai

### Dr Raghunadharao Digumarti

Chief Consultant Medical Oncologist, KIMS ICON Hospital, Visakhapatnam

### Dr Senthil Rajappa

Consultant and Head of Medical Oncology, Indo-American Cancer Institute & Research Centre, Hyderabad

### Dr Rejiv Rajendranath,

Senior Consultant, Medical Oncology, Apollo Cancer Centres, Chennai

### Dr Ramanan Ganapathy,

Senior Consultant Medical Oncologist, Kumaran Hospitals Pvt.Ltd, Chennai

# Message from the Trustees

The Friends of Max (FOM) continues to focus on practical, emotional and financial aspects related to the total management of Chronic Myeloid Leukaemia (CML) and Gastrointestinal Stromal Tumour (GIST) patients across the country. Our intervention activities include creating awareness, promoting compliance and raising funds for patient care and support activities for those in the lower income strata of our society. In the recent past, FOM has launched two important projects viz. FOM Diagnostic & Monitoring Project and FOM Shiksha Project.

The Diagnostic and Monitoring Project ensures that patients all over India have access at no cost and at their home, to the all important BCR-ABL tests as and when they are advised by their treating physicians. This is possible through our partnership with a renowned Diagnostic Laboratory.

The CSR contributions, donations received from donors through various sources such as Chai For Cancer have enabled us to increase substantially the number of patients benefiting from this project.

FOM's Project Shiksha provides educational support to the pediatric patients and children of patients in our vast FOM family. Till date we have over 49 children whose complete educational needs are taken care of through the funds we raise.

These projects we hope will continue to attract CSR donations from various companies and help us extend our services to more deserving patients in the country.

This financial year Friends of Max geared itself up to extend its support to a larger number of patients from financially challenged backgrounds. With support from our physicians and institution partners and other supporters

we continued to augment our funds extending our home diagnostic test (at no cost) benefits to patients and providing support by covering school fees, uniforms, books & stationery as well as school bus fees to the young ones.

Both the above projects have shown improvement and maturity in this past year.

An important Friends of Max All India Leadership Summit Meeting was held on March 8th and March 9th 2025 in Kolkata attended by over 70 patient leaders. The goal of this meeting was to ensure better organisation and arrangement of efforts, resources and governance of FOM in a more strategic manner ensuring long term continuity of Management and Affairs of FOM. The meeting culminated into concrete action plans for the future and would be tracked in a structured manner in the monthly Trustee Meetings.

Today the Friends of Max is more than just a patient support group, it is a people's movement. In the last decade and a half, we have partnered with like-minded foundations and research institutions which have helped create a self-sustaining ecosystem in India, benefiting the faction of our society dealing with life-long diseases, who would not have otherwise received the medical access and care they do now.

The Friends of Max Trust has attained reputation and is now represented in some of the most important global platforms for CML and GIST and has made its own special place in the world of cancer care. It is truly heart-warming to see Friends of Max continue to transition from a traditional patient support group to a catalyst of social change in India, while creating gratifying stories of impact.

Friends of Max will continue its journey of dedicating ourselves to the enhancement of the quality of life of patients and communities that it serves, adhering to its motto of "Together We Share and Learn." -

- On behalf of the Trustees,  
**S.V. Sunder Krishnan,**  
(Treasurer, Friends of Max)



# Activity Report

## Patient Support Group Meetings

**OUTREACH** 29 States & 7 Union Territories



Patients **980** Caregivers **561** Physicians **68**



Total Attendance **1609**

	DATE	REGIONS COVERED:	VENUE & WORKSHOP	PATIENTS	CAREGIVERS	PHYSICIANS & SPECIAL GUESTS	TOTAL ATTENDANCE
1.	2024 APR 06	Lucknow, UP	<b>Meeting &amp; Compliance Workshop</b> Sanjay Gandhi Postgraduate Institute of Medical Sciences, Lucknow	51	28	4	83
2.	2024 MAY 18	Nashik	<b>Meeting &amp; Volunteer Training Workshop</b> Kusumagraj Smarak Auditorium, Nashik	31	18	3	52
3.	2024 JUN 08	In and around Mumbai	<b>Meeting &amp; Art Therapy Workshop</b> Tata Memorial Hospital, Parel, Mumbai	106	72	7	185
4.	2024 JUL 13	Mumbai	<b>GIST meeting</b> The Max Foundation Center, Mumbai	6	4	0	10
5.	2024 JUL 27	Faridabad, NCR	<b>Meeting &amp; Compliance Workshop</b> Sarvodaya Health Care, Faridabad	41	29	3	73
6.	2024 AUG 25	Coimbatore, Nilgiris, Erode, Tiruppur, Karur, Dindigul, Namakkal, Pollachi, Valparai	<b>Meeting &amp; Volunteer Training Workshop</b> Sri Ramakrishna Multi Speciality, Coimbatore	93	55	3	151
7.	2024 SEP 21	Mumbai	<b>Patient Support Group Meeting</b> KEM Hospital, Mumbai	79	0	0	79
8.	2024 SEP 22	Telangana	<b>Patient Support Group Meeting</b> NIMS Hospital, Hyderabad	57	100	2	159
9.	2024 SEP 22	Rajasthan	<b>Meeting &amp; Compliance Workshop</b> HCG Cancer Centre, Jaipur	57	56	8	121
10.	2024 SEP 22	Kerala	<b>Patient Support Group Meeting</b> MVR Cancer Centre and Hospital, Calicut	82	0	2	84
11.	2024 OCT 14	Mumbai	<b>Meeting, Compliance &amp; Story Telling Workshop</b> <b>Max's Day Celebration</b> The Max Foundation Center, Mumbai	11	9	2	22
12.	2024 OCT 26	Puducherry, Chennai, Chidambaram, Villupuram, Vedaranyam and Karaikal	<b>Patient Support Group Meeting</b> JIPMER, Puducherry	36	27	2	65
13.	2024 NOV 30	Ludhiana, Karnal, Ambala, Bhatinda, Sangroor, Jalandhar, Chandigarh	<b>Patient Support Group Meeting</b> Christian Medical College & Hospital (CMCH), Ludhiana	70	40	5	115
14.	2024 DEC 07	Bangalore, Mangalore, Kannur, Kasarkode, Kozhikode, Hassan, Udipi, Chikmagalur, Koppal, Uttara Kannada, Davanagere, Kodagu, Belthangady	<b>Meeting &amp; Story telling Workshop</b> Mangalore Institute of Oncology, Mangalore	50	27	5	82
15.	2025 JAN 18	Ernakulam, Palakkad, Tripunathura, Kottayam, Thrissur, Alappuzha, Kozhikode	<b>Meeting, Volunteer &amp; Drama Workshop</b> VPS Lakeshore Hospital, Kochi	121	54	12	187
16.	2025 FEB 01	Pune, Shirdi, Karad, Satara, Ahmednagar, Sangamner, Chhattisi, Hadapsar	<b>Meeting &amp; Art</b> Deenanath Mangeshkar Hospital, Pune	44	18	2	64
17.	2025 MAR 8-9	All India	<b>Leadership Summit</b> Premashray, TATA Medical Center, Kolkata	45	24	8	77

## Project Shiksha

Project Shiksha is an initiative by Friends of Max which aims to provide financial aid to cover the education costs of paediatric cancer patients who are on lifelong medication.

Managing Chronic Myeloid Leukaemia, involves regular follow up visits to the treatment centre and periodic monitoring (specialised blood tests) to ensure the treatment is working as it should. What this means to the family of the patient is the unavoidable expense of travelling from their villages to and staying, in the large cities which house the treatment centres. Over and above are the costs involved in undergoing the required tests as advised by the treating physician. Compliance is key and the patient cannot afford to miss even a day's medication. In most cases, what they also cannot afford is to send their children to school because they are very often not left with enough funds to pay the school tuition fees.

It has been more than two decades, 23 years to be exact, that there have been hundreds and hundreds of such patients whose lives depend on following the above protocol. Thanks to the access program managed by The Max Foundation, a majority of these young patients receive the medication at no cost while Friends of Max, through its Project Shiksha, supports their schooling needs ensuring no parent or their child must choose between treatment and education.



### Outcomes:

49 children



#### TOTAL BENEFICIARIES:

spread across Class 1 to 12  
have been able to continue their education  
with the support extended

₹8,51,622

#### FUNDS DISBURSED

Pan-India

#### FOOTPRINT

October 2022

#### PROJECT COMMENCEMENT

# Diagnostics Project

Patients diagnosed with Chronic Myeloid Leukaemia (CML) have to be on life long medication. This challenging situation burdens them both financially and emotionally.

In order to achieve favourable outcomes, patients must also undergo annual BCR-ABL monitoring and other related diagnostic tests.

The results of these tests determine the future course of treatment.

FOM's Diagnostic Project provides support to patients by underwriting the cost of these tests so that they may continue with their treatment and tests as per their physicians' advice and lead a healthy and close-to-normal life.

The price for each test can range from anywhere between ₹4000 to ₹7000+, which is unaffordable to a lot of our financially distressed patients. The cost is even higher for people living in remote parts of the country who must incur additional expenses such as travelling and lodging.

We have witnessed in many cases, such factors, often lead to non-compliance at the patient's end, which may ultimately result in health complications or relapse.



## Outcome:

2,012 tests

TOTAL NUMBER OF TESTS

₹40,91,307

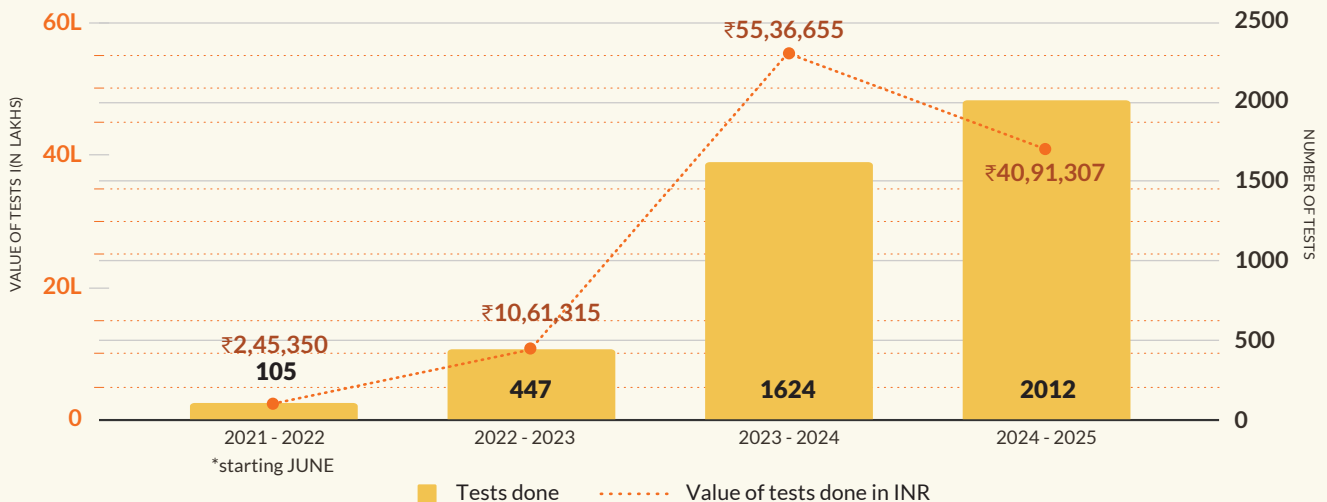
FUNDS DISBURSED



## NUMBER OF TESTS vs. THEIR VALUE

4188  
TOTAL TESTS  
from project commencement

Rs. 1,09,34,627  
TOTAL VALUE OF TESTS  
from project commencement



### Benefits offered under this project are as follows:

1. Annual testing (BCR ABL and CBC) as per the requirement
2. At-home sample collection on Pan-India scale
3. E-delivery of reports

The program is running successfully in partnership with a diagnostic laboratory holding international accreditation.

The day-to-day execution of this project is managed by the FOM Desk with the aid and advice of the FOM Management Committee. FOM Volunteers across India help coordinate with the beneficiaries of this project in their respective regions.

## Support for BCR-ABL Testing under CML TFR Research Study

Friends of Max supported the monthly BCR-ABL testing for 30 CML patients over a period of six months (one test per month per patient). These patients were part of a research study on predictors of Treatment-Free Remission (TFR) in CML, conducted by Dr. Pankaj Malhotra at PGI Chandigarh.

The study includes CML patients on both Glivec and generic Imatinib, who have been recommended for TFR.

Patient registration and testing initiated in coordination with the investigator (physician) as patients became eligible for the study

FOM's contribution covered the facilitation of BCR-ABL and CBC test packages for each enrolled patient under its diagnostic project.

This initiative reflects FOM's continued commitment to supporting CML research and improving patient outcomes through collaborative, evidence-based efforts.

### The source of funding for this project is twofold:

1. **Chai for Cancer**, the awareness-cum-fundraising initiative of FOM created to raise resources to support the unmet needs of patients on lifelong therapy
2. Funding from companies via the **Corporate Social Responsibility (CSR)** route

## Outcome:

30



NUMBER OF PATIENTS

₹4,32,000

TOTAL PROJECT VALUE

6 (1 Per Month)

TESTS PER PATIENT

180

TOTAL TESTS

6 Months

DURATION:  
consecutive months from each  
patient's respective start date

# Chai for Cancer Season 11 Addas

with the support of our Radio Partner Red FM 93.5



Total funds collected:

₹38,02,244

Number of cups raised:

38,022

Number of Addas held:

17

2024

APR

7<sup>th</sup> April, Lucknow

Hosted by Payal Singh, Inner Wheel Club of Lucknow, Prerna, at Saraca Hotel

Attended by members of Inner Wheel, Deaf Women Welfare Foundation, friends and family.

13<sup>th</sup> April, Delhi – Lodhi Gardens

Annual tradition by FOM Delhi City Chapter Leaders inviting strong community participation.

14<sup>th</sup> April, Delhi – Season 11 Curtain Raiser

Hosted by ELSA 1970 batch (well-known Lady Shri Ram College in Delhi) alumnae Snimer Kaur & Sindhu Khullar raised significant funds.



2024

MAY

5<sup>th</sup> May, Pune

Hosted by FOM Pune City Chapter Leaders at Vishnuji Ki Rasoi; focused on CML and GIST awareness.

12<sup>th</sup> May, Thane

Season 11 Launch hosted by Viji Venkatesh

High-energy gathering with large community support from her friends, family, neighbours, peers from cancer care, colleagues and college alumni who championed her cause.

21<sup>st</sup> May, Mumbai

International Tea Day Adda. Hosted by Viji Venkatesh at the iconic Taj Mahal Tea House Awareness, music and patient stories.

29<sup>th</sup> May, Delhi

Hosted by Dr Dinesh Bhurani, Dr Narendra Agarwal and physicians and healthcare professionals at Rajiv Gandhi Cancer Institute (RGCI); 220+ cups raised with strong medical & volunteer participation.

2024

JUN

8<sup>th</sup> June, Mumbai - Tata Memorial Hospital

Hosted by FOM Mumbai City Chapter Leaders Adda by patients for patients

2024

JUL

8<sup>th</sup> July, Navi Mumbai – Commtel Networks

Corporate Adda with employees actively engaging and supporting the cause.

20<sup>th</sup> July, Mumbai – Artisanat India

Hosted by Madhavi Pal Artisans, friends, LSR Delhi college alumnae and colleagues joined to raise awareness and funds.



2024

OCT

**2<sup>nd</sup> October, Mumbai**  
 Hosted by Latha & Sunder Krishnan, Trustee & Treasurer, in memory of Volunteer #1, Appa  
 Supported by FOM Mumbai City Chapter Leaders and Rotary Club of Ghatkopar West.

**2<sup>nd</sup>– 4<sup>th</sup> October, Mumbai–Mahabaleshwar Rally**  
 Led by FOM Mumbai City Chapter Leader Darayus Bhoja  
 Raising awareness for CML on a 977 km bike ride from Mumbai to Mahabaleshwar and back.  
 Supported by his friends.

**14<sup>th</sup> October, Mumbai – Featuring Patient Artwork**  
 Hosted by Pallavi Sabnis & Art for Humanity as part of Atha 2024 at Colaba Art Gallery  
 “Ganesha” patient artwork showcased. Supported by The Max Foundation Global team and leading physicians of Mumbai, Friends of Max Trustees, City Chapter Leaders and volunteers without whom this could not have been possible.

**25<sup>th</sup> October, Mumbai**  
 Hosted by Pooja Patil, The Max Foundation colleagues & her husband Viraj Soni; friends, colleagues and family supported generously.

**27<sup>th</sup> October, Indore**  
 Hosted by Manoj Dhanotiya with MicroMitti & Round Table India 297  
 A full-day blood cancer awareness event in Indore featuring an early morning bike rally, with riders making stops at coffee shops to spreading cancer awareness and raising their cups with the morning crowd. A lively flashmob at a leading mall with talented artists from Anvaratt Theatre Group performing a skit highlighting the stigma faced by cancer patients emphasising the critical need for community support to offer families impacted by cancer. The outdoor Adda raised over 1700 cups of chai along with stories, enjoying delicious food, and most importantly, raise funds to support cancer patients and their families.

As Manoj Dhanotiya expressed, *“It’s challenging these days to engage Gen Z & Gen Alpha in community causes due to lifestyle preferences. That’s exactly why we need to do it more – to preserve the legacy of caring for one another, built over the past two decades.”*



2024

NOV

**7<sup>th</sup>–8<sup>th</sup> November, Mumbai**  
**National Cancer Grid at Tata Memorial Hospital**  
 A proud moment for Chai for Cancer to be part of the annual meeting of the National Cancer Grid. Attended by leading oncologists and patient Advocate groups and Non-Government Organisations (NGOs) of the country. Raising awareness and funds with the medical fraternity.

**24<sup>th</sup> November, Mumbai**  
**An evening of storytelling, culture and Chai for Cancer!**  
 Hosted by Radhika Radia, co-founder of Mythopia; against the breath taking backdrop of the sea, guests were treated to a powerful and captivating performance of Karna Bhasa by Prasad Bhide. Over cups of chai and sharing stories that celebrated culture, reflecting on the profound strength of community and the transformative power of generosity, we raised support.

2024

DEC

**29<sup>th</sup> December, Mumbai**  
**Year-end Adda hosted by Anu Singh Choudhary supported by her family and in collaboration with Dopamine**  
 Both Tamboo and Dopamine are new-age creators and writers-first content studios, with a promise to build a community that lives, breathes and creates stories. An evening with the talented film fraternity amidst much music and poetry.



# Leadership Summit 2025

themed *"The Resurgence: Reconnect & Recharge"* was held on 8-9 March 2025 at Tata Medical Center, Kolkata.



It was a landmark gathering of 85 core group of City Chapter Leaders from across the country, many of them impacted by CML/GIST, Trustees, physician partners and the Max Foundation team, who came together to celebrate two decades of sharing and learning as well as impactful interventions and gear up for the next milestone of 25 years!

Spread over the two days some key highlights of the Summit:

- **Recap & Reconnect FOM 2003-25:** The Journey so far by the Managing Trustees. It was a time to acknowledge, assimilate and analyse challenges faced by FOM and devise strategies together to overcome them.
- **Chai for Cancer Adda:** raising funds to support the small and yet unmet needs of other patients and their families from underprivileged backgrounds, who are living with CML/GIST and are on lifelong treatment.
- **Workshop:** Under the guidance of FOM Trustees through thoughtful discussions and collaborative problem solving we laid the foundation for FOM's Roadmap for FY 2025-26.
- **Poster viewing** of FOM's diverse projects that continue to make a difference:
  - **MPN Clinics**  
A collaboration with Tata Memorial Hospital and The Max Foundation to provide assistance to the treating hospitals and physicians and to holistic care to MPN patients.
  - **Patient Support Group Meetings**  
creating safe and secure platform for patients and caregivers to share experiences and learn from each other.
  - **Project Diagnostics**  
Provide financial support for essential BCR-ABL and CBC tests, reducing expenses.
  - **Project Shiksha**  
Providing financial support towards education of pediatric cancer patients/ children of cancer patients, ensuring children do not miss out on education.
  - **Chai for Cancer**  
Raising awareness and funds to support patients with CML and GIST.
  - **We Run So They Can Read**  
Mobilising support through the Tata Mumbai Marathon to fund Project Shiksha.



- **Remembering Max** the inspiration behind our mission and to reignite our commitment to Max's legacy and our cause. Pat Garcia-Gonzalez, CEO The Max Foundation, joined us virtually and shared her message with the FOM family.
- **Medical Panel Discussion:** A highly interactive session moderated by City Chapter Leaders Dr. Jude Vaz and Dr. Raghu Krishnaswamy, addressed key challenges in long-term survival and access to new drugs. Topics included the evolution from Imatinib to Asciminib and beyond, TKI side effects and their management, long-term patient care and the pros and cons of Treatment-Free Remission (TFR). We are deeply grateful to our esteemed panelists and medical advisors for their invaluable insights and continued guidance to the CML and GIST community.
- **Medical Sessions,** Growing Older (er) with Cancer by Dr Prem Narasimhan & Partnering with the Patient Community, a Physician's Perspective by Dr Reena Nair respectively.
- **FOM Surveys:** unveiling the key findings of the Impact Report on Friends of Max and its activities, derived from an in-house developed online survey.
- **The Way Forward for FOM:** A blueprint of ideas, better strategies, new avenues and practical solutions to enhance our support for the patient and caregiver community we serve.



# Patient Advocates: The Heart Of Our Mission

At Friends of Max, our Patient Advocates are City Chapter Leaders from different cities. They are more than just the voice of the FOM CML & GIST community, they are the heart of our mission.

Their efforts towards creating awareness, promoting compliance, encouraging participation in our projects and supporting those under their watch on this journey of living with cancer, in whatever manner possible, is the driving force behind our programs, events and outreach.

Each one carries a story of courage and transformation and through their advocacy they bring hope and guidance to countless others navigating a similar journey.

## Advocate Spotlights

**Arun and Swati Bhargava**  
FOM City Chapter Leaders  
Kanpur, Uttar Pradesh

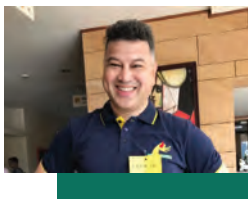


*A Journey of Advocacy and Love*

Arun and Swati Bhargava, a husband-wife duo, embody the spirit of patient advocacy. Their journey began in 2004, when Swati was diagnosed with CML. Hope arrived through The Max Foundation and Friends of Max, inspiring a lifelong commitment to support others. Over the years, they have led Patient Support Group Meetings – including the 2024 gathering at SGPGI Lucknow – hosted Chai for Cancer Addas and guided countless patients and caregivers.

Their advice to other CML patients: *“Make the best of what God has given you and live life to the fullest daily.”*

**Cedric D. Mathew**  
FOM City Chapter Leader  
Kolkata, West Bengal



*An Inspiring Advocate for CML Patients*

Born in Asansol and raised by a single mother, Cedric learned early the values of hard work and determination. He lives a life grounded in discipline and compassion.

As an active City Chapter Leader, Cedric welcomes patients and caregivers—many traveling long distances—who are often anxious and uncertain about their future. He provides information, emotional support and the reassurance of shared community often drawing on his own health challenges to empathize with others. Cedric believes in transforming fear into courage, reminding patients that they are “warriors” against the big “C.”

Deeply inspired by Amma and the FOM family, Cedric wears the FOM t-shirt with pride, saying his motto is simply: *“Happy to Help.”*

**Tariq Javed Jahangir and Prashant Sirse**  
FOM City Chapter Leaders  
Nashik, Maharashtra



*Leading with Experience and Compassion*

Tariq, diagnosed in 2007, credits The Max Foundation and Viji Venkatesh (Amma) for giving him courage and reassurance. At 75, he continues to provide guidance, moral support and leadership, organizing patient meetings in and around Nashik. Prashant, an FOM member for nearly 18 years now, balances treatment with life’s challenges and offers steady support to fellow patients and volunteers. Together, they embody compassion and service, creating safe spaces of hope for the CML community.

Their advice: *“Take Glivec daily despite side effects, eat before doses, stay compliant—face CML with courage and hope.”*

**R. Poongothai**  
FOM City Chapter Leader  
Coimbatore, Tamil Nadu



*A Journey of Gratitude, Hope and Advocacy*

Poongothai was diagnosed with CML in 1999 shortly after her son’s birth. An athlete and Agricultural Scientist she faced her diagnosis with courage, starting treatment with Interferon and later joining a Glivec trial in the UK. Introduced to The Max Foundation, she found strength in community and transformed her journey into advocacy. Poongothai has since supported Patient Meetings, hosted impactful Chai for Cancer Addas and volunteered in awareness programs. With family by her side she inspires patients to stay compliant, hopeful and grateful.

Her Advice to CML Patients: *“Be thankful to your caregivers and to your family. Explore Treatment Free Remission cautiously, only under strict medical supervision.”*

### Dr. Pravakar Sahu

FOM City Chapter Leader  
Bhubaneswar, Odisha

**Together building a supportive community**



Dr. Pravakar Sahu became a patient advocate after his wife, Madhusmita, was diagnosed with CML in 2004. Their journey led them to The Max Foundation and GIPAP, providing access to life-saving Glivec. Inspired by the support they received in their hour of need, Dr. Sahu now actively participates in Patient Meetings, guiding families and promoting adherence to treatment and timely testing. Beyond FOM, he contributes to community health through the Brijia Gopika Seva Mission. Together with his wife, he emphasizes hope, resilience and education for patients, fostering a supportive environment for the CML community.

His advice to CML patients: *"Follow healthy living, regular checkups, positivity and remain in touch with FOM."*

### Sushmita Sen and Subir Ranjan Sen

FOM City Chapter Leader  
Kolkata, West Bengal

**A Story of Hope and Gratitude**



Sushmita and Subir Ranjan Sen's story exemplifies resilience, compassionate care and medical innovation. In October 2000, Subir was diagnosed with CML, a condition with a grim prognosis. Hope came through Glivec, provided free via Novartis's GIPAP program managed by The Max Foundation, making him the first patient in West Bengal to join. Through strict adherence, Subir achieved hematological, cytogenetic and major molecular remission, now aiming for Treatment-Free Remission. Together, the Sens actively support FOM in West Bengal, spreading awareness. Despite challenges of side effects and emotional toll, their gratitude for life extended by Glivec remains boundless.

### Manhar Kochhar

FOM City Chapter Leader  
Delhi

**Strength is Contagious**



Manhar, an 'Old Delhi ka pakka chatora,' a Bollywood fan and an extrovert was diagnosed with CML in 2004. Initially given a grim prognosis, he accessed treatment through Novartis and The Max Foundation, is now celebrating 21 years post-diagnosis. From a backbencher to a compassionate patient leader, he inspires others through FOM Delhi and the Lymphoma Support Group, sharing strength and hope. Remembering how his courage reassured a fellow patient undergoing Bone Marrow Transplant, he emphasizes that strength is contagious. Supported by his parents, friends and partner, Manhar stays strong to the cause.

His advice to CML patients: *"To win, you have to fight..."*

### Kerul Patel

FOM City Chapter Leader  
Mumbai, Maharashtra

**Black belt in Life: A true symbol of strength**



Diagnosed with CML in 2003, Kerul Patel's resilience shines through his 3rd Dan black belt and active FOM advocacy. He supports newly diagnosed patients, shares hope and participates in fundraising initiatives like Chai for Cancer Addas. Kerul inspires the CML community to stay positive, healthy and fit while remaining compliant to their treatment.

His advice to other patients: *"Follow your treatment, embrace happiness, laugh daily and strive to make a meaningful difference in your life and others' lives."*

### Prashant Kumar

FOM City Chapter Leader  
Patna, Bihar

**A pillar of strength to his family and the 'FOM family'**



Prashant who was a devoted caregiver to his mother, is today a dependable patient advocate. When his mother was diagnosed with CML in 2002, he secured Glivec through Novartis and The Max Foundation, witnessing first-hand the power of timely support. Inspired by Amma, a compassionate advocate he was encouraged to connect with others facing similar challenges in Bihar. He organized Patna's first Patient Support Group Meeting in 2003 and has since led FOM's Bihar City Chapters, guiding patients and caregivers, mobilizing donations, and building a community of hope.

His advice to CML patients: *"You are not alone. Stay strong, compliant and hopeful—every step is a victory."*

### Dr Raghu Krishnaswamy & Dr Jude Vaz

FOM City Chapter Leaders  
Hyderabad & Mumbai

**A Tale of Two Doctors: From Diagnosis to Advocacy**



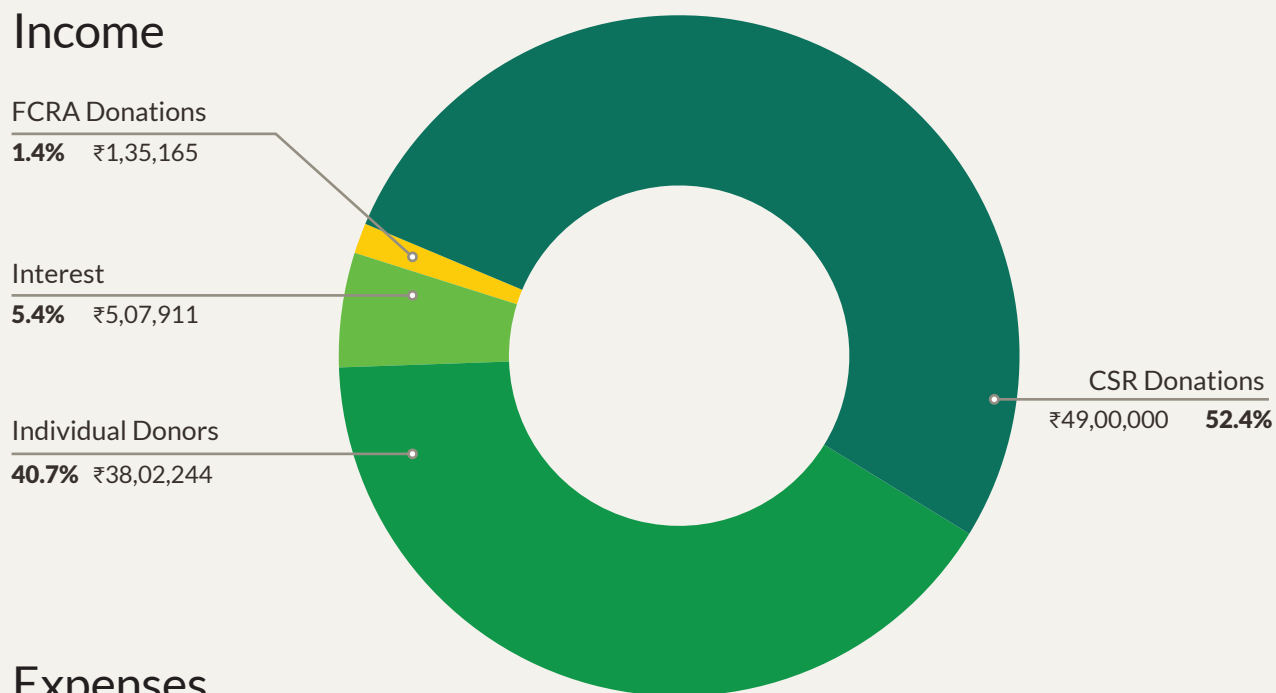
Dr. Jude Vaz, a pathologist from Mumbai and Dr. Raghu Krishnaswamy, a cardiologist from Hyderabad, were diagnosed with CML at a time when treatment options were limited. Today, they are not only survivors but also influential patient advocates, sharing their experiences in panel discussions with leading oncologists and medical experts. With access to Glivec through Novartis and The Max Foundation, both achieved remission, transforming their lives. As FOM City Chapter Leaders, they combine medical knowledge with patient experience, guiding treatment adherence, offering hope and supporting the community through meetings and Chai for Cancer Addas. Their journeys show that CML is manageable.

Their advice to patients: *"Live life fully, plan your future and embrace the support of FOM—together, we will win the fight."*

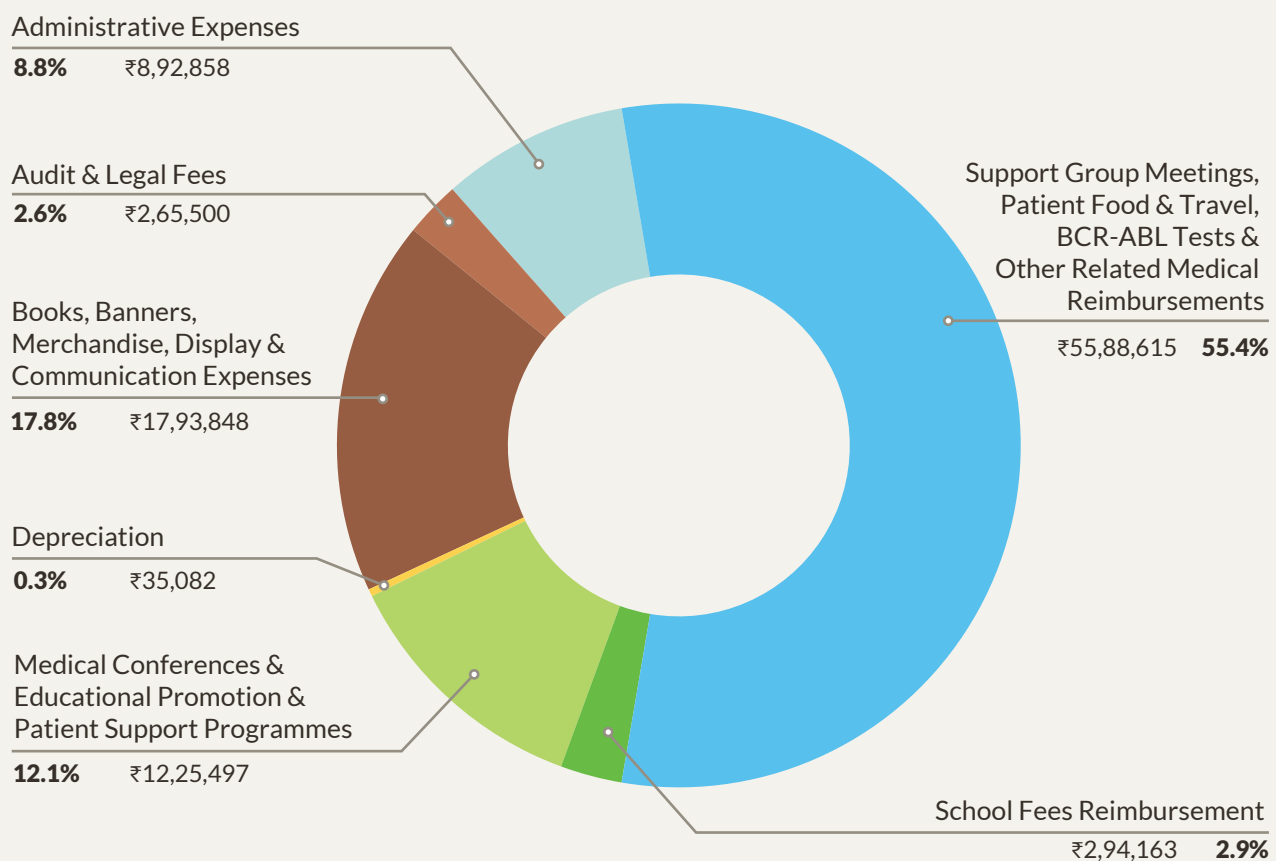
# Financial Report

## Financial Highlights - FY 2024-25

### Income



### Expenses



## Friends of Max - Balance Sheet as at 31st March 2025

PREVIOUS YEAR (₹)	FUNDS AND LIABILITIES	AMOUNT (₹)	AMOUNT (₹)
1,03,30,748.48	<b>TRUSTS FUNDS OR CORPUS:-</b>		
	Balance as per last Balance Sheet	96,93,305.82	
	Addition during the year (give details)		
-	Add/Less: Trf to Income & Exp A/c	-	
		96,93,305.82	
	Add/Less:		
(6,37,442.66)	Surplus/(Deficit) transferred to Corpus	(16,26,882.22)	<b>80,66,423.60</b>
	<b>OTHER EARMARKED FUNDS:-</b>		
	(Created under the provisions of the Trust Deed or scheme or out of the income)		
	<b>LOANS (SECURED OR UNSECURED):-</b>		
	From Trustees		
	From Others.		
	<b>LIABILITIES:-</b>		
	For Expenses		
42,916.00	Outstanding Expenses		
	TDS Payable	2,835.00	<b>2,835.00</b>
	For Advances		
	For Rent and Other Deposits		
	For Sundry Credit Balances		
	<b>INCOME AND EXPENDITURE ACCOUNT:-</b>		
	Balance as per last Balance Sheet	-	
	Less: Appropriation, if any - Transfer to Corpus		
	<b>Less: Tax Deducted At Source</b>		
(5,82,248.56)	Add/(Less): Surplus or (Deficit ) as per Income and Expenditure Account:-	(7,50,243.22)	
(55,194.10)	Add/(Less): Tds	(50,527.00)	
	Add/(Less): Self Asst. Tax	(8,26,112.00)	
	Add/(Less): Income Tax Refund		
		(16,26,882.22)	
6,37,442.66	Deficit transferred to Corpus Account	16,26,882.22	-
97,36,221.82			<b>80,69,258.60</b>

PREVIOUS YEAR (₹)	PROPERTY & ASSETS	AMOUNT (₹)	AMOUNT (₹)
	<b>IMMOVABLE PROPERTIES:- (AT COST)</b>		
	Balance as per last Balance Sheet		
	<b>INVESTMENTS:- ( AT COST)</b>		
85,27,097.20	FDR'S With HDFC Bank	64,66,197.26	
4,46,662.20	Accured Interest	3,61,233.90	<b>68,27,431.16</b>
	<b>Deposit with Government Bodies</b>		
	Deposit with Others	-	-
	<b>Furnitures &amp; Fixtures &amp; Other Fixed Assets</b>		
20,041.00	Computer	68,004.00	
90,034.00	Additions during the year		
	Less: Depreciation up to date		
(42,071.00)		(27,202.00)	<b>40,802.00</b>
	<b>Furnitures &amp; Fixtures</b>		
61,800.00	Additions during the year	52,530.00	
(9,270.00)	Less: Depreciation up to date	(7,880.00)	<b>44,650.00</b>
	<b>Loans (Secured or Unsecured): Good/Doubtful:-</b>		
	Loans		
	Other Loans		-
	<b>ADVANCES:-</b>		
	To Trustees		
	To Employees		
	To Others		
	<b>INCOME OUTSTANDING:-</b>		
	Rent		
	Interest		
	Other Income		
	<b>CASH AND BANK BALANCES:-</b>		
1,930.00	a) Cash on hand	1,440.00	<b>654.00</b>
38,180.61	SBI New Delhi FCRA A/c.40474921728	1,51,576.43	
19,412.38	HDFC Bank Ltd-FCRA A/c. No.13259531	20,000.38	
1,21,549.95	HDFC Bank Ltd-CSR A/c. No.16864772	1,72,405.95	
4,60,855.48	HDFC Bank Ltd-MAIN A/c. No.14508	8,11,738.68	<b>11,55,721.44</b>
	b) With the Trustee		
	c) With the Manager		
97,36,221.82			<b>80,69,258.60</b>

## Auditor's Report

I have audited the attached Balance Sheet of M/s.FRIENDS OF MAX and the annexed Income & Expenditure Account for the year ended on 31st March,2025, both of which I have signed under reference to this report. These financial statements are the responsibility of the management of the Trust. Our responsibility is to express an opinion on these financial statements based on our audit.

I have conducted the audit in accordance with the auditing standards generally accepted in India. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material mis-statement. An audit includes, examining on a test basis, evidence supporting the amounts & disclosures in the financial statements. An audit also includes accessing the accounting principles used & significant estimates made by the management, as well as evaluating the overall presentation of the financial statement. I believe that my audit provides a reasonable basis for my opinion.

Further to above with the book of accounts, vouchers and other documents as were available with the society and produced to us in connection therewith to report that:

1. I have obtained all the information and explanations, which to the best of my knowledge and belief were necessary for the purpose of my audit.
2. In my opinion, proper books of account have been maintained as required under the Mumbai Public Trusts Act,1950, and the Rules of the Trust , so far as it appears from the examination of these books.
3. The Balance Sheet and the Income & Expenditure Account examined by me are in agreement with the Books of Accounts of the Trust.
4. In my opinion and to the best of my information and according to the explanations given to me, the said accounts, read with the Remarks in the Audit Memos attached herewith give all the information required and give a true and fair view :
  - i. In the case of the Balance Sheet, of the State of affairs of the Trust as at 31st March 2024.  
AND
  - ii. In the case of the Income & Expenditure Account, of the Excess of Expenditure over the Income of the Trust , for the year ended on that date.

*- C.A. Shyam Sundar Padia*  
*For SHYAM PADIA & CO.*  
*Chartered Accountants*  
*Firm Registration No.0113528W*

# A Legacy of Care, A Future of Expansion

Next year in 2026, Friends of Max will begin its 25th year of existence. It was conceived as a simple support group focussed on providing a safe platform for patients diagnosed with two rare cancers, CML and GIST. It offered patients (who had to be on life long treatment) and their families a space where they could share and learn from one another's experiences.

Mothers and fathers, sons and daughters, family and friends all learning how to care for a loved one facing a diagnosis of a life limiting and life threatening condition ; someone who had to be on life long medication and patients as young as a year and as old as eighty !

Today Friends of Max is the largest such group in the world and continues to support its members by providing emotional, practical and financial assistance.

In the years ahead I see Friends of Max embrace the cause and welfare of more and more patients living with CML and supporting them through the known and unknown territories they will have to navigate.

*Vijayalakshmi Venkatesh,  
Founder & Managing Trustee - Friends of Max  
Member - Board of Directors, The Max Foundation*





*Together we share & learn*

**Friends of Max**

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