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MANAGEMENT DESK

Dear Team,

Welcome to the 1st edition of the newsletter for the new financial year.

New beginnings, new boundaries, and new possibilities await us as we step into this exciting chapter.

As we embark on this journey, I hope my incredible DATRI team is ready to embrace fresh goals, unlock new achievements, and, most importantly, open doors to saving more lives. Every effort we put in brings us closer to creating miracles—one life at a time.

I have immense trust in our team's dedication and believe this year will set new benchmarks for DATRI. Together, we will push boundaries, set higher standards, and create a lasting impact.

This edition of our newsletter celebrates the triumphs of the past year, showcasing inspiring success stories that serve as a foundation for the rising stars of tomorrow. We take pride in highlighting the small yet significant wins of our peers and recognizing the emerging talents shaping our future.

As we set new goals, let's remain committed to our mission, supporting each other and striving for excellence every step of the way. Here's to another year of making a difference!

Warm regards,

Claudia Rutt
Chief Financial Officer

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NUMBERS THAT MATTER (2024 - 2025)

Online Registration



2024 - 2025

47,113

Funds Received



2024 - 2025

78,16,593

Verification Typings



2024 - 2025

474

Infectious Disease Markers



2024 - 2025

307

Collections



2024 - 2025

233

(PBSC – 227 and
6 - DLIs)

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KERALA DONOR RECRUITMENT - 2024: A STORY OF VISION, GRIT, AND HEART

This year, Kerala created history by recording the highest number of donor registrations across India—a remarkable milestone that speaks volumes about vision, dedication, and teamwork.

At the helm of this incredible journey was Athulya, whose passion and perseverance transformed an ambitious dream into a life-saving reality. With the unwavering support of Ratheesh and Udhayan, and under the wise mentorship of Aby, the Kerala team proved what's possible when strategy meets heart.



The goal was bold—12,000 donor registrations in a year. That meant 1,000 donors every month, an ambitious target that called for adaptability and precision. Athulya and her team adopted a flexible game plan—anticipating that some months would be slow, they maximized efforts during high-opportunity windows. Educational institutions across Kerala became central to this strategy. By aligning recruitment activities with academic calendars, they ensured that every moment on campus was

leveraged to its fullest. Simultaneously, public drives anchored in patient stories created strong emotional resonance, driving both awareness and action.

A key factor in their success was the use of repeat drives with institutions that hosted donor events annually or biennially. These trusted partnerships helped the team anchor their KPIs and provided consistency throughout the year.

But numbers weren't achieved by comfort zones alone. Breaking into new territories involved persistent outreach—cold calls, community networking, and countless follow-ups. While these efforts often came with rejections, every new lead opened doors to new opportunities and fresh registrations.

Among the most moving aspects of the year were patient-led campaigns. Raw, urgent, and deeply human, these campaigns turned stories into action, igniting participation from families, friends, and entire neighbourhoods. A handful of such efforts played a powerful role in building momentum and reminding everyone of the life-or-death importance of stem cell donation.



One of the most magical parts of Athulya's journey was her "Bucket List of Manifestation"—a personal wishlist of locations and organizations she hoped to engage. One standout success was Kannur District, which started with modest engagement but soon flourished. Through counselling sessions and genuine community interest, it quickly evolved into one of the year's strongest contributors.

Another driver of sustained momentum was the practice of revisiting institutions with inspiring stories—updates about successful donations, life-changing transplants, and messages of gratitude from recipients. These stories kept the spirit of the mission alive, creating an emotional loop that fuelled continued participation.

Athulya's journey was nothing short of transformative. With meticulous planning, people-first outreach, and a mission-driven mindset, she and her team didn't just hit the target—they redefined what's possible. With the combined energy of Ratheesh, Udhayan, and Aby, this year stands as a beacon of what's achievable when passion meets purpose.

Here's to 12,000 potential lives saved, countless hearts moved, and one extraordinary team that made it all happen.

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POWERING HOPE: 42 LIVES TOUCHED THROUGH TEAMWORK IN AP & TELANGANA

In the financial year 2024–2025, 233 stem cell donations were completed across India - a powerful testament to DATRI's mission of saving lives. Among these, a remarkable 42 donations came from Andhra Pradesh and Telangana alone, thanks to the tireless efforts of Ravi Chava, supported ably by Praveen and Rajkiran.

This milestone is more than just a statistic. It represents unwavering dedication, human connection, and the strength of a team united by purpose.

Ravi led from the front with boundless energy, overseeing the donation process with a sharp eye for detail and a heart rooted in compassion. He was closely supported by Praveen, who ensured that operations ran smoothly - whether it was coordinating logistics or being present with donors when it mattered most. Meanwhile, Rajkiran played a pivotal role in counselling, hand-holding

donors through every step with patience, empathy, and clarity. Together, they created a seamless experience for every individual who chose to donate.

What truly set this effort apart was the team's willingness to go the extra mile — quite literally. They often stepped beyond city limits, crossed district lines, and entered remote communities to meet donors where they were. From calming nerves and speaking to worried families, to organizing last-minute transport and medical logistics, they did whatever it took to ensure each donation went through smoothly.

Each of these 42 donations was a beacon of hope — not just for the recipient, but for their entire family. Every single one was a powerful reminder that when people come together with compassion and resolve, lives are changed.

Beyond the numbers, this journey has sparked greater awareness and trust in the stem cell donation process across Andhra Pradesh and Telangana. The ripple effects of these efforts are already being felt in growing community engagement and donor confidence.

This is more than a story of achievement — it's a story of showing up, standing by people when it matters most, and working as one. Here's to Ravi, Praveen, Rajkiran, and the spirit of selfless teamwork that fuels our mission every day.



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EMERGING STAR OF DATRI: MAHAFUZ FROM MUMBAI

We are thrilled to spotlight Mahafuz as the Emerging Star of DATRI, a recognition truly well-deserved for his unwavering dedication, passion, and relentless pursuit of our lifesaving mission.

In the past year alone, Mahafuz has successfully coordinated 83 donor drives, registering an impressive 2,857 potential lifesavers. His commitment to the cause and tireless efforts on the ground reflect not just hard work, but a deep-rooted belief in DATRI's vision—to give every patient a fighting chance at life.

Mahafuz has truly left no stone unturned in his journey, leading from the front and inspiring his peers through action. His determination to make a difference, one drive at a time, serves as a shining example of what it means to be part of the DATRI family.

Join us in celebrating Mahafuz and his incredible journey—your dedication is saving lives, and we are proud to have you on our team!



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A SALUTE TO OUR SUPERHERO PARENTS AT DATRI!

At DATRI, we are no strangers to saving lives—but over the past few months, some of our team members were also tackling another life-changing mission at home: Board Exams 2024!

A huge shoutout to Lavanya, Srinivasan, Sai, Gayathri, Jackulin, and many others who successfully juggled HLA matching at work while conducting last-minute revision marathons at home!

We Know the Struggles Were Real:

- Balancing donor drives while trying to understand why trigonometry exists.
- Reviewing patient requests while being voluntold to solve algebraic equations.
- Preparing work presentations while acting as the chief motivational speaker at home.
- Repeating “Stay calm, you’ll do great!”—to both donors and their children (but secretly sweating more than them!).



The Hard Part is Over... Now, The Real Waiting Begins!

The exams may be over, but now comes the true test of patience—waiting for the results! While the kids are out enjoying their well-earned break, we know the parents are still low-key calculating cutoff marks in their heads.

Just like at DATRI, where every match can save a life, your support at home is shaping a future topper.

Wishing all our amazing DATRI parents and their kids fantastic results! May the marks be high, the cut-offs be kind, and may there be no shocking report card plot twists!

Stay strong, stock up on coffee, and remember—this too shall pass (hopefully, with flying colours).

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CREATING HER OWN OCCASION - ABHISHA'S SAREE STORY

In our fast-paced work lives, many things take a backseat—including the little joys we often put off for a "special occasion." Beautiful sarees, tucked away in our cupboards, are a perfect example.

But Abhisha chose a different approach. Instead of waiting for an occasion, she decided to create her own. Every week, she walks into the office draped in elegance, turning an ordinary day into a celebration of tradition and self-expression.

Her initiative is a gentle reminder to all of us:

- Appreciate what you have today instead of saving it for 'someday.'
- Celebrate yourself—your culture, your choices, and the small moments that bring joy.
- A simple decision can inspire others to embrace their own unique expressions.



At DATRI, we admire those who bring their individuality to the workplace. Here's to Abhisha for inspiring us all to find beauty in the everyday!

8

YOUNG HEARTS, BIG IMPACT - A SHOUTOUT TO NAVNEETH

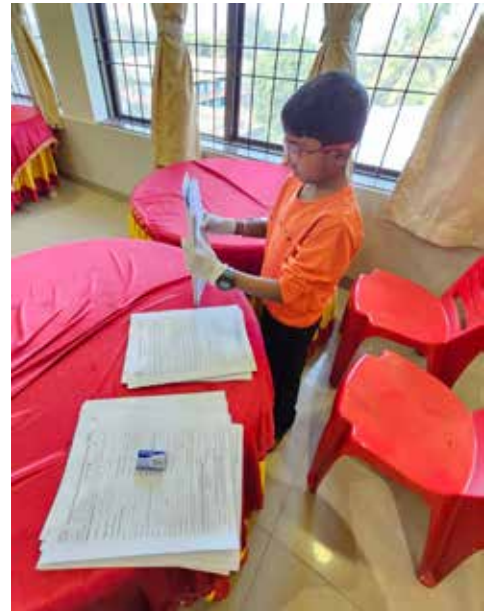
At DATRI, inspiration comes in all sizes—and today, we're thrilled to spotlight our youngest budding volunteer, Master Navneeth, the enthusiastic son of our committed team member Kaushalya.

While most kids spend their weekends watching cartoons or playing games, Navneeth chooses to spend his time a little differently—by supporting his mom during donor recruitment drives! Whether it's opening swab covers, stapling forms, or double-checking for empty fields in the registration sheets, his tiny hands are making a mighty difference.



Kaushalya viewed these weekend drives as more than just work—they became an opportunity to educate her son about the noble cause of stem cell donation. And young Navneeth took it all in with an open heart, embracing the mission and doing his bit with enthusiasm.

His curiosity, compassion, and willingness to help remind us that volunteerism knows no age. Thank you, Navneeth, for showing us that even the smallest hands can play a big role in saving lives. And hats off to parents like Kaushalya, who are raising socially conscious and compassionate children, one drive at a time.



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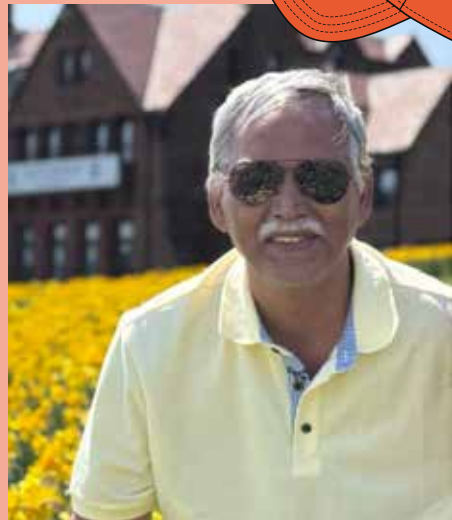
9 MILESTONE CELEBRATION

Congratulations on completing an incredible milestone with DATRI.

Thank you for your passion, perseverance, and the positive spirit you bring to the team every single day. Your journey is not just a number - it's a story of loyalty, excellence, and impact.

Here's to the memories made, the challenges conquered, and the milestones yet to come. We look forward to many more years of success together!

Congratulations once again - and thank you for being such a valued part of the DATRI family!



R. Venkatesan
Associate - Admin

