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MANAGEMENT DESK

Dear Team,

As we reflect on the past year, it is important to do so with honesty and clarity.

FY 25-26 has been a year where we set out with strong intent - to ensure that our efforts translate into more patients receiving the life-saving transplants they need. While we made meaningful progress across several areas, we also recognize that we did not meet the goals we had set for ourselves.

Over the course of the year, DATRI team achieved:

- **59,140** new donor registrations against the target of **75,450**
- **₹93,66,359** funds raised against the target of **1,14,50,000**
- **274** life-saving opportunities against the target of **320**

Each of these numbers reflects effort and impact. At the same time, they remind us of the growing need and the work that still lies ahead.

One of the most important shifts we made this year was taking a conscious and difficult decision to pause non-paid donor recruitment drives. This was done to strengthen donor commitment and readiness, and to focus on building a registry of individuals who are prepared to follow through when called upon to save a life.

As we move forward, our focus will be on driving more committed paid donor registrations or sponsored through CSR.

This year has reinforced an important learning - that while effort matters, alignment and direction matter just as much. As new strategic plan takes shape, we move ahead with greater clarity and a renewed commitment to ensuring that our work translates into meaningful outcomes for patients.

Thank you for your continued dedication.

Warm regards,

Claudia Rutt
Chief Financial Officer

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NUMBERS THAT MATTER

Online Registration



Apr 2025 - Mar 2026

59,140

Funds Received



Apr 2025 - Mar 2026

93,66,359

Verification Typings



Apr 2025 - Mar 2026

500

Infectious Disease Markers



Apr 2025 - Mar 2026

318

Collections



Apr 2025 - Mar 2026

274

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90–90: WHY WE BEGAN

A Commitment to Every Patient:

The 90–90 initiative was born out of a simple but urgent realization - that patients reaching out for a stem cell transplant could not afford delays or missed opportunities and DATRI could not serve this purpose efficiently.

With this understanding, the 90 days 90 lives initiative was introduced - to bring sharper focus, urgency, and alignment across teams, ensuring that more patients could move forward in their transplant journey without delay.

90 days 90 lives: Phases, Progress, and Learnings: One Goal. One Direction.

Across Phase 1 and Phase 2 of the 90-90 initiative, the organization worked towards a shared goal of improving patient outcomes through coordinated action.

We achieved:

- 73/90 in Phase 1
- 77/90 in Phase 2

While we did not meet the targets, these phases demonstrated something far more important - the power of alignment across teams.

All the teams have worked together with a unified sense of purpose. A significant shift was observed where recruitment teams extended their role beyond registrations and actively contributed towards strengthening donor counselling and readiness.

This marked an important transition - from focusing purely on numbers to focusing on quality, commitment, and conversion.

The 90–90 journey reinforced that meaningful outcomes are achieved when we function not as individual teams, but as one coordinated system working towards a shared mission.



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FROM REGISTRATION TO REAL IMPACT A REMINDER OF WHY OUR WORK MATTERS

In 2010, during a donor recruitment drive at MIT College in Chennai, two young women - just 19 and 20 years old, made a simple decision to register as blood stem cell donors.

Like many others, they signed up with the hope of making a difference someday, not knowing when that moment would come.

Sixteen years later, in March 2026, that moment arrived.

In a remarkable coincidence, both donors were identified as matches for two different patients and went on to donate stem cells in the same month. What makes this story truly meaningful is not just the timing, but the commitment they carried over the years.

When contacted by our DATRI representative, Asher, both donors immediately recalled their registration experience. Despite the passage of time, their awareness of the process remained strong, and without hesitation, they agreed to move forward.

Their readiness to step up after 16 years reflects something we often speak about - that donor commitment is just as important as donor registration.

As we continue to strengthen our approach through initiatives like 90-90, focusing on coordination, counselling, and preparedness, stories like this reaffirm that every effort we make today can create impact years later.

This is what our work ultimately builds - a registry of individuals who are not only willing, but ready when it truly matters.

Because sometimes, a decision made in a moment can go on to save a life years later.



Kaviya
Blood Stem Cell Donor



Preethi
Blood Stem Cell Donor

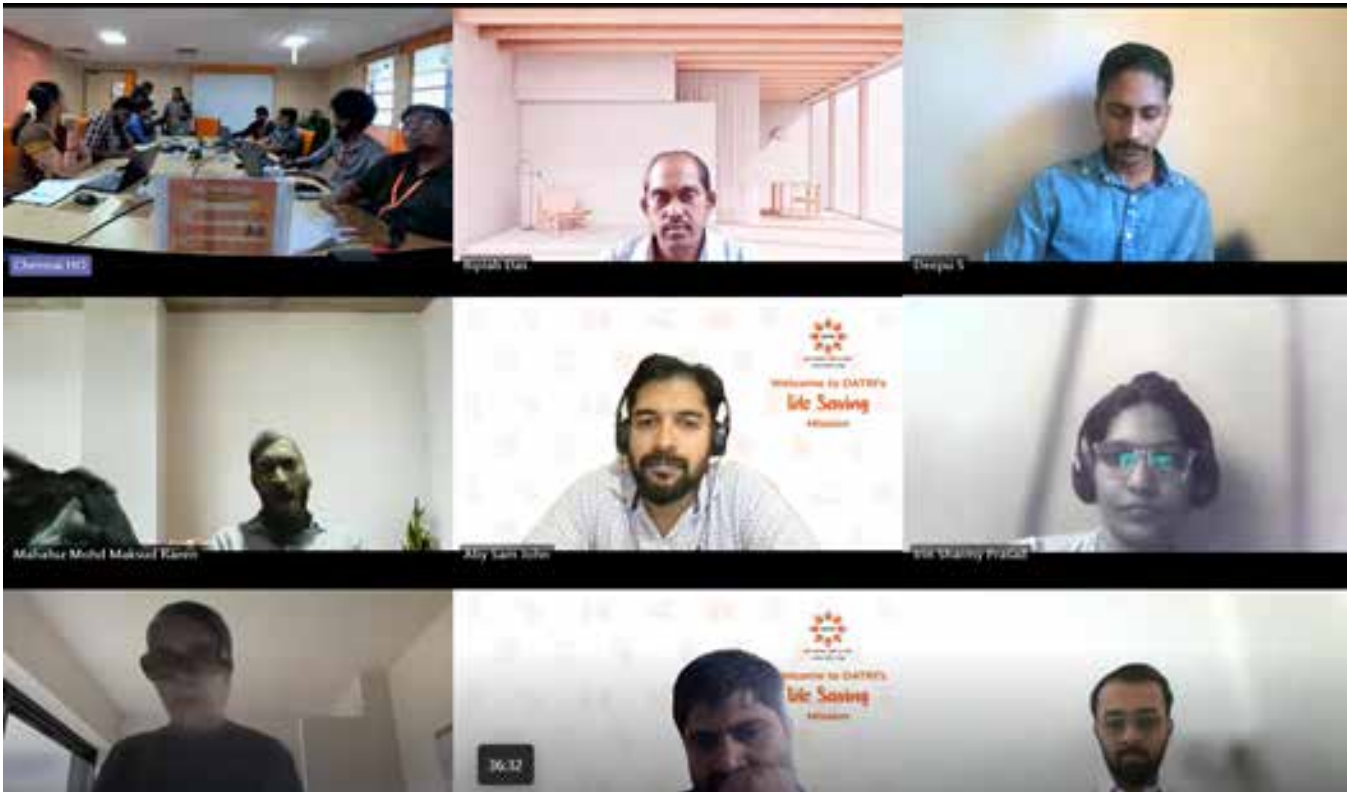
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STRENGTHENING CONVERSATIONS THAT SAVE LIVES

Counselling Excellence Program:

This year, DATRI took a focused step towards strengthening one of the most critical aspects of our work - donor counselling.

Through the Counselling Excellence Program, team members were equipped with structured approaches to better engage with donors, build trust, and guide them through the decision-making process with clarity and empathy.



The training reinforced an important shift for the organization - that effective counselling is key to improving donor commitment and conversion, and ultimately, to enabling more life-saving transplants.

It also helped bring greater consistency in how we approach donor interactions, ensuring that every conversation moves us closer to our goal.

As an organization, this marks a step forward in strengthening not just skills, but the quality and impact of our engagement with donors.

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STAYING ALIGNED THROUGH SOPS - KEEPING OUR PROCESSES STRONG AND CONSISTENT

As we continue to strengthen our work and improve outcomes, it becomes important that we remain aligned in how we operate across teams.

Our Standard Operating Procedures (SOPs) are designed to guide us in maintaining consistency, clarity, and quality in everything we do. Staying updated with the latest SOPs ensures that we are all working with the same understanding and approach.

As processes evolve, there may be instances where gaps, updates, or improvements are identified. In such cases, we encourage everyone to share feedback with the respective teams, so that these learnings can be incorporated and strengthened further.

At the same time, it is equally important that any updates or changes are reflected in the SOPs, ensuring that they remain current and relevant for everyone.

By collectively staying aligned and informed, we can ensure that our processes continue to support our shared goal — delivering the best possible outcomes for patients.

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WELCOMING ON BOARD

Meet Our
Chief Operating Officer
BALAJI VENKITARAMASUBRAMANIAN

We're excited to have you on board
and can't wait to see the amazing
contributions you'll bring.

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COMMITMENT THAT CREATES IMPACT

While we emphasize on the changes and adaptation made in the role, Every step forward at DATRI is made possible by individuals who go beyond their roles to make a difference.

Here are a few such individuals who made a difference in the work we did.

With over 8 years at DATRI, Rajan has consistently demonstrated dedication in engaging with donors and building meaningful relationships.

In a recent interaction, he identified an opportunity to introduce DATRI's work beyond donation. By initiating a conversation around CSR contribution and facilitating further discussions, he played a key role in securing a generous contribution of ₹1,00,000 in March 2026.

His effort reflects the importance of proactive engagement and creating value beyond immediate responsibilities.



S. Rajan
Senior Associate- Donor Engagement

Since joining DATRI in December 2024, Subha Aarathi has quickly established herself as a dependable and high-performing Search Coordinator.

Her work is marked by accuracy, consistency, and discipline, achieving 100% TAT compliance in domestic searches while maintaining minimal data rejections.

Her approach reflects strong ownership and a commitment to delivering quality outcomes consistently.



Subha Aarathi
Associate - Search



A key contributor to the Kerala team, Ratheesh has demonstrated strong performance in donor counselling, achieving conversion rates close to 45% with efficient turnaround times.

Over the past few months, he has supported multiple counselling and donor-related activities, playing an important role in strengthening donor readiness and engagement.

Ratheesh Sujathan
Senior Associate - Counsellor

Udayan's journey from volunteer to donation coordinator reflects deep commitment and adaptability.

Currently managing donor activities across key centres such as AIMS Kochi and MVR Hospital Calicut, he has consistently ensured smooth execution with high accuracy and minimal errors.

His contribution continues to be vital to the success of donor operations in the region.

S.P Udayan
Senior Associate - Collection Centre Management



The past year has shown us that while we are committed to saving lives, the need continues to grow faster than our current efforts.

It has also reminded us that progress requires not just effort, but focus, alignment, and continuous improvement.

As we step into the coming year, our direction is clear - to strengthen donor commitment, improve conversion, enhance collaboration across teams, and ensure that every action we take contributes meaningfully to saving more lives.

There is more to be done. And together, we will continue to move forward with purpose.

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RECOGNIZING MILESTONES

A decade with DATRI is not just a milestone - it is a legacy, reflecting lasting commitment and impact.

Congratulations, Saranya, on completing 10 wonderful years. Wishing you many more ahead.





Five years at DATRI marks a journey of dedication and steady contribution.

Congratulations Srinivasan & Vinoth on this milestone and wishing you continued success ahead.

