

## **Alniche Lifesciences launches awareness campaign on World Kidney Day**

Being the therapy leader in the Nephrology space, Alniche Lifesciences, one of the leading and fastest-growing pharma companies in India launches the awareness campaign #KidneyHealthForAll on World Kidney Day across various hospitals in cooperation with KOLs.

The campaign focuses on efforts to spread awareness, increase education, and improve the understanding of the patients related to kidney health. World Kidney Day specifically calls on all of us to work to bridge the knowledge gaps to better kidney care.

Kidney disease affects 10% of the population. Approximately 850 million people suffer from Chronic Kidney Disease (CKD) in the world. Diabetes, hypertension, family history of kidney diseases, smoking, obesity, heart disease, kidney stones, and old age are the risk factors for CKD.

*“This initiative extends kidney patient education (including practical advice on diet and lifestyle) to empower patients, their care partners and their support systems to achieve the health outcomes and life goals that are meaningful and important to those with CKD including kidney failure”* shares **Mr. Girish Arora, Founder & MD - Alniche Lifesciences.**