



TATA MEDICAL CENTER

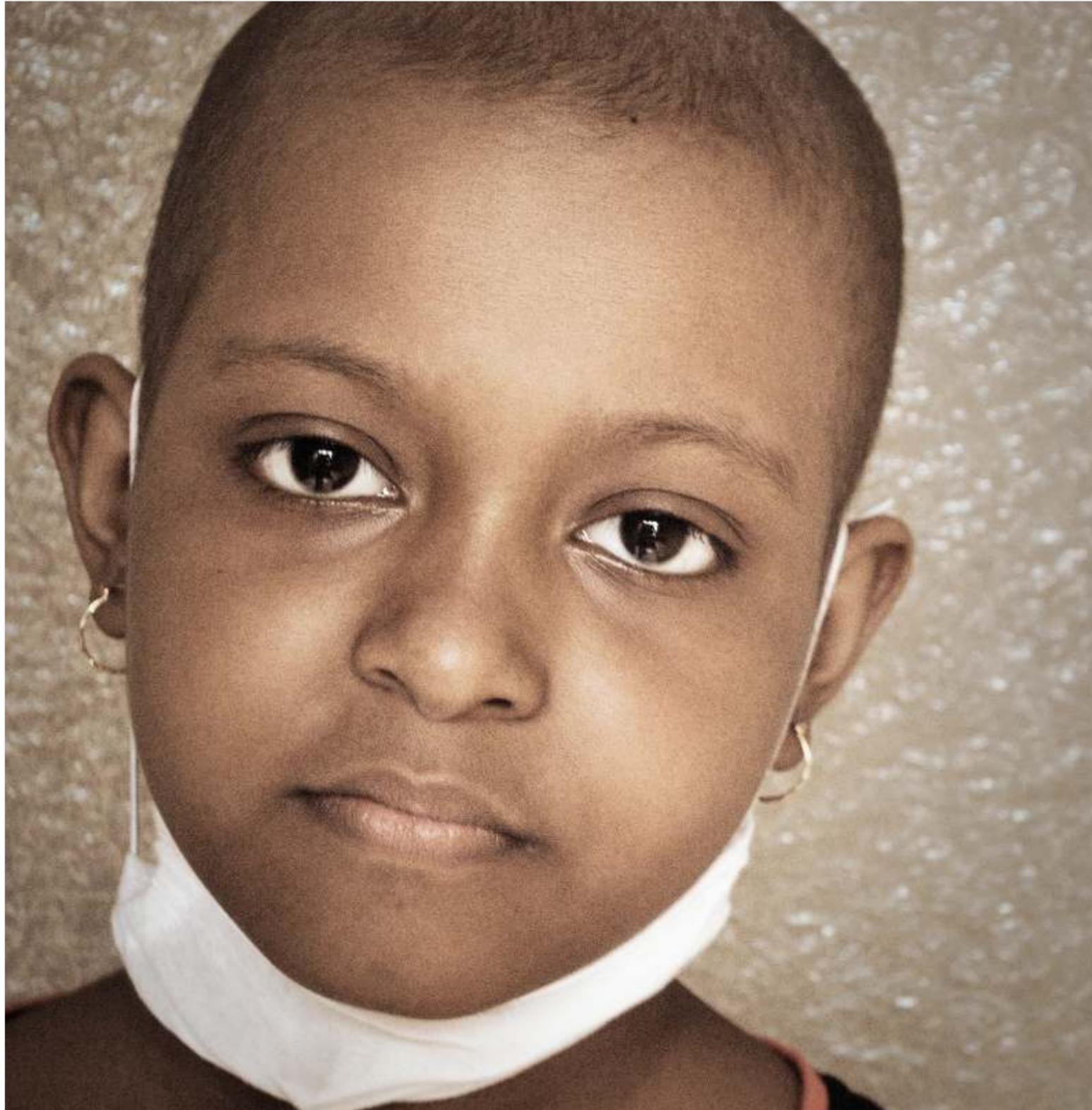
www.tmckolkata.com

[www.v2filmandesign.com](http://www.v2filmanddesign.com)



Koel made it

Select viewers' responses
after the airing of the
TATA MEDICAL CENTER
film on television



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On 16 May 2011, Ratan Tata threw open a 'not-for-profit', 'state-of-the-art' and '*straight-from-the-heart*' facility for the treatment and rehabilitation of Cancer patients.

The film, a seamless string of striking stills, sends out a clear message with rare poignancy. In the make-believe world of advertisements where trash rules the day, this film arouses a sense of awe and esteem.

Kamini

Architect living in Seattle, WA for 22 years
Store Designer for Coffee Giant Starbucks, Inc. for S. California stores
Relocated to India in 2006

May the story of 'Koel' be an inspiration for scores more to follow and the Tata's initiative in the country's eastern wings help alleviate the suffering of many. As a pathologist with special interest in infections in cancer patients (my MD thesis topic of research at AIIMS) I have a very personal score to settle with this malady!

Dr. Nishi Singh

Faculty Health Science
Sharjah Higher Colleges of Technology
Sharjah, U.A.E

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After watching your ad on TV, I searched on Youtube and saw that the Tatas have done a lot for the development of our country. From a one lakh Nano to this Cancer hospital I salute to Mr Tata! Next time I will give preference to Tata products.
Gauravzerogravity

Proud to be a Tata products end user. Look at Tatas - they contribute for people's welfare. Hats off TATA and hats off to the concept writer and the director producer for this soulful TVC.
Vijay

Speechless! I feel proud to be part of your company Sir.
Jeetus786

Really touching video... it brings tears to my eyes... I am proud to be an employee of TATA group.
Raams82

Heart touching rendition and visuals. Kudos to the TATA group for such a noble support. Other corporate houses must learn from this.
Harivis

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“

Hats off Mr. Ratan Tata! Seeing the sorrow in the eyes of little 'Koel' makes me feel how cruel we are just busy doing our own things and not able to see the misery around.

hsptg

You rarely get to see such ad films with a noble message.

rajuda3

Marvelous work! May Almighty save every soul from this deadly disease.

Makinmak

Great Cause!! Had tears watching this...

Mr. Freak2424

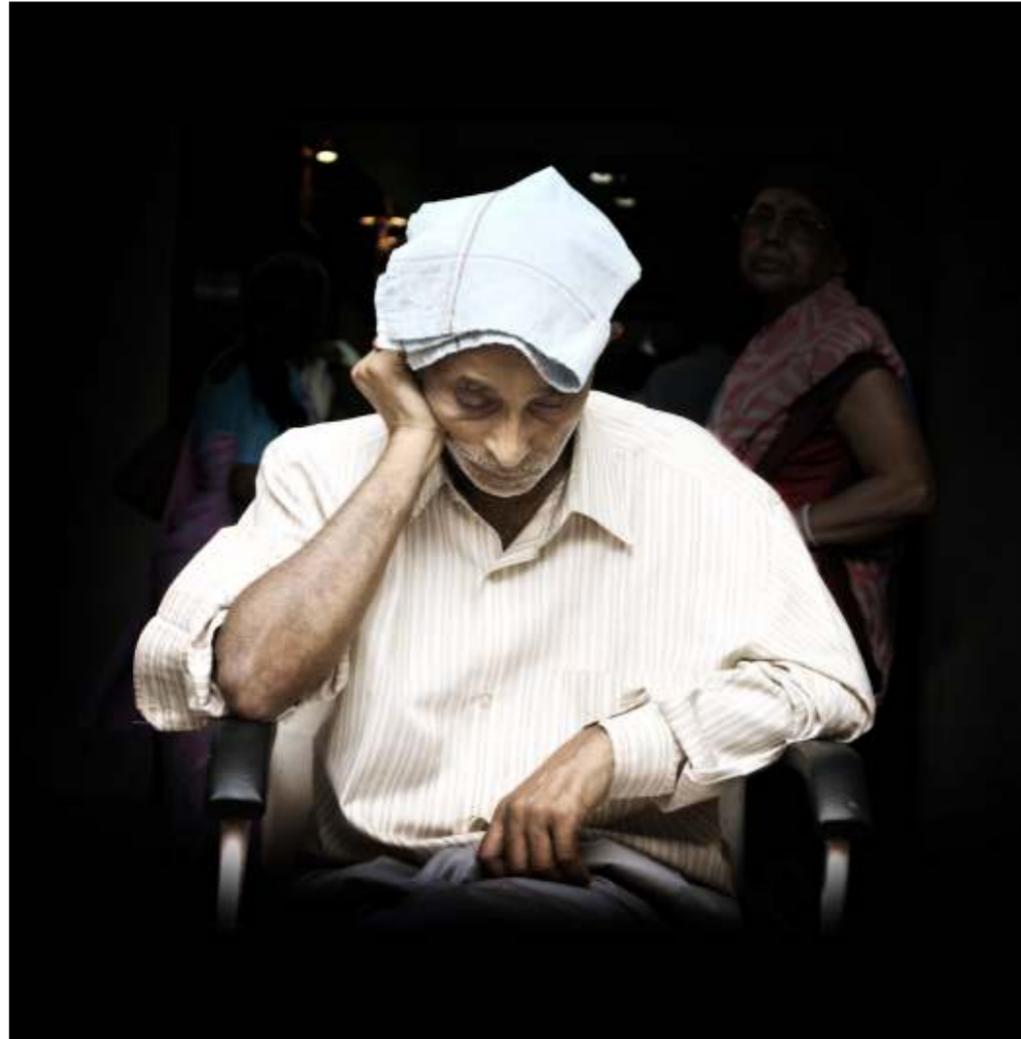
Incredibly moving, haunting music, and a noble cause.

chunchibi

Every time I listen to this ad, tears roll down.

Madhujalan

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“

Thank you Mr. Ratan Tata. I am really grateful to see TMC in Kolkata. I saw this ad yesterday in Star News. One of the best heart touching ads I have ever seen in my life.

A great message to world!

06Sujit

Mr. Ratan Tata, I salute to the Tata Group.

Sayamsarkar96

Tatas are Great! Post this video on Facebook and every where possible.

Karthik14121989

Corporates share your profits! Especially groups like Reliance who do nothing but take money from the country!! Mr. Ambani do you really need such an expensive house?

Mr. F...

Shocking that Kapil Sibal reduced penalty of 600 crore rupees on Reliance communication to 50 crore rupees and Tata built a hospital in just 350 crore rupees. Shame on our govt and shame on those industrialist who don't even think of the society which is behind their success.

Gauravzerogravity

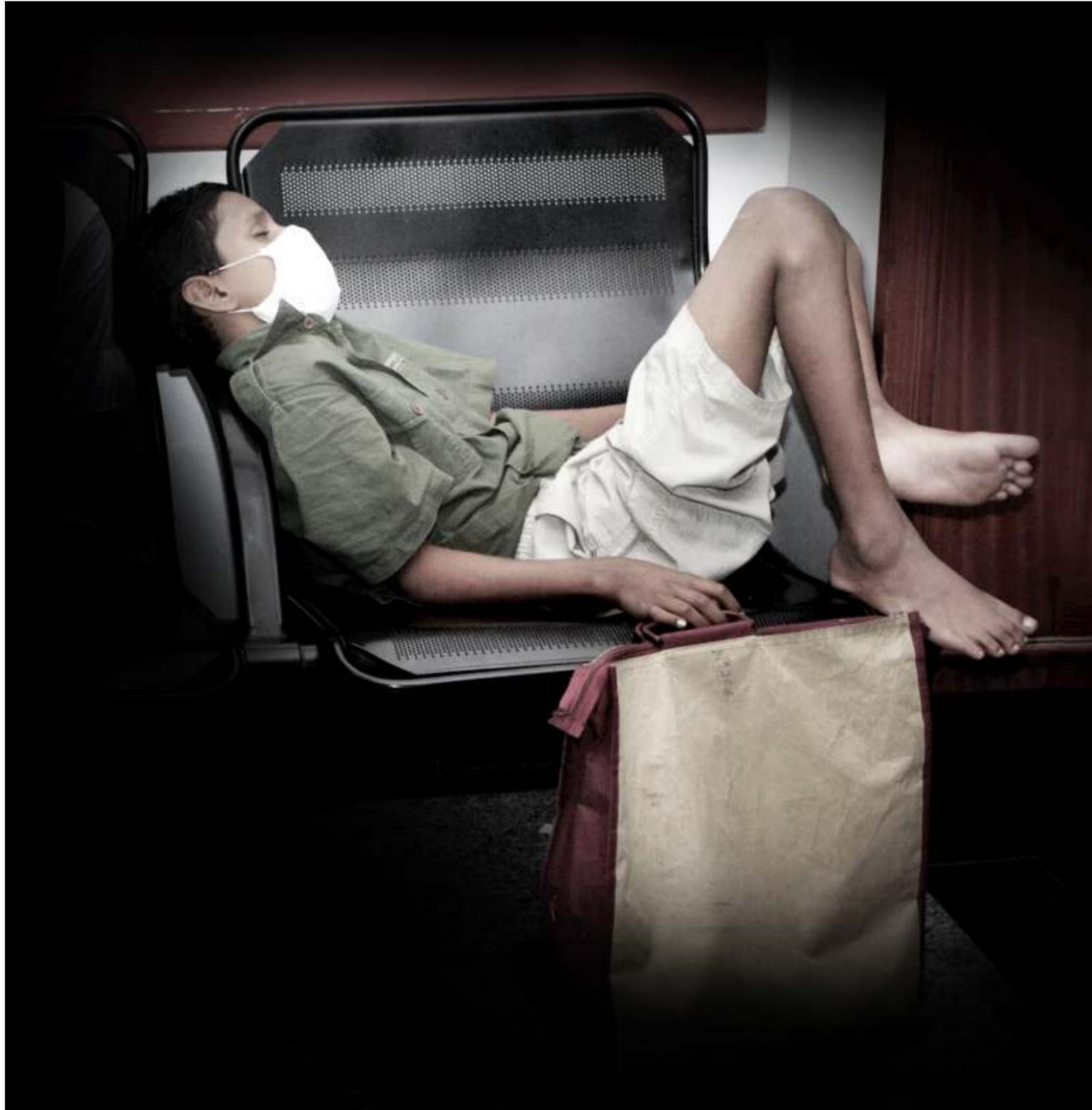
I salute to Tata Group! Other industrialists must come forward to help.

dharmavntn

Great step from the Tata Group!

Saheb2305

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Long live Ratan Tata! Ambanis should learn something from this man.

Sairaj27

I am very much thankful to Mr. Ratan Tata for his dedication. The most touching ad I have ever seen throughout my life. Whenever I watch this ad, I feel sorrow for the cancer patients.

Isaacgalenkai

Money is nothing in this world if you do not do good with it.

ecaeldhose

It's very unfortunate that politician white pigs like Kapil Sibal itching Ambani's back by reducing fine to companies like Reliance industries and the Ambani brothers fighting themselves for our national treasures like CNGs and PM arbitrates for them. Shameless politicians.

Vijay

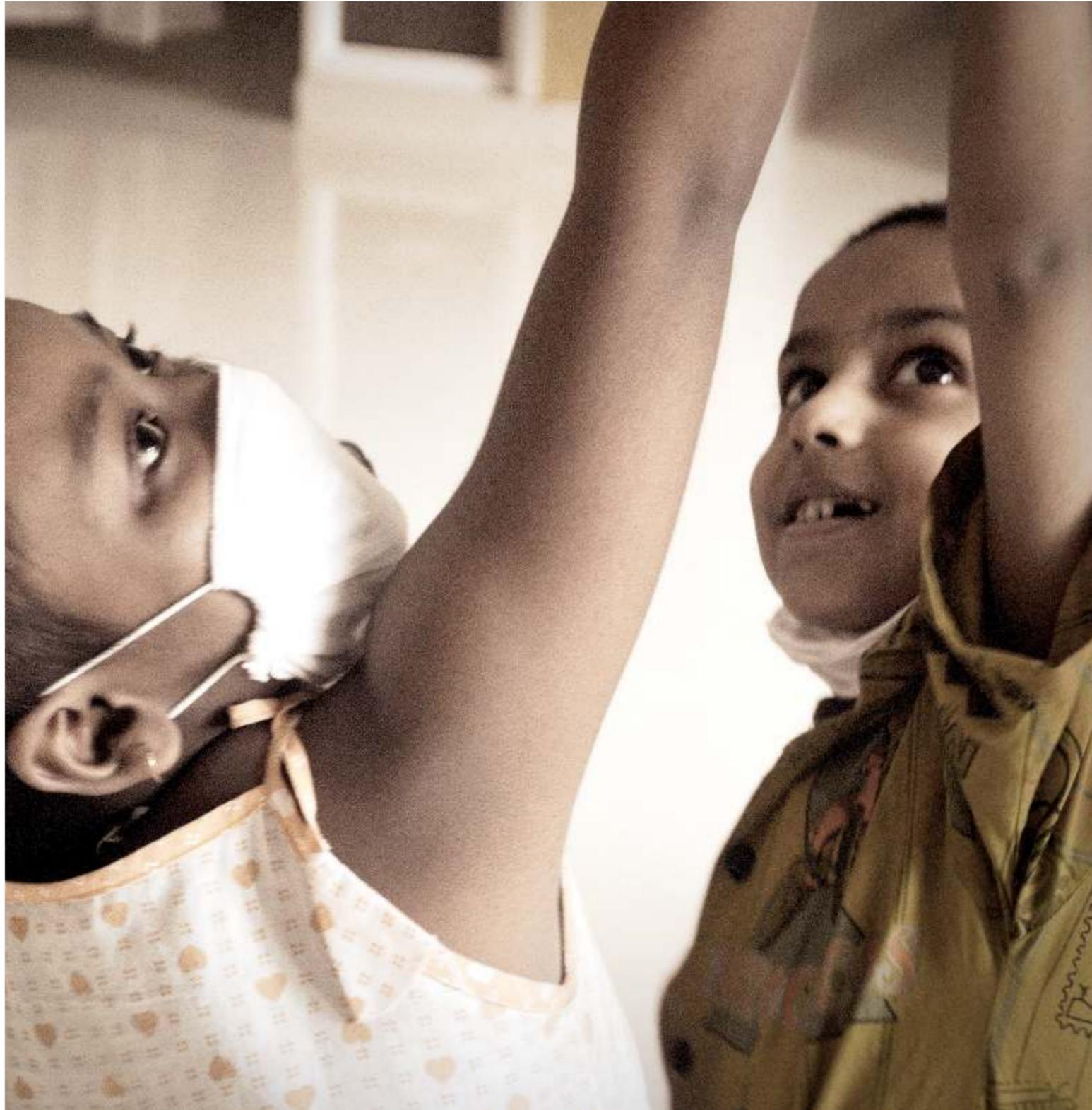
Thank you Mr. R. N. Tata. This is really really great, Sir.

Gplshp

GREAT Tata Group

Avinashgdeshmukh

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Most emotional advertisement on TV I ever seen.
Chankymallick

A brilliant ad with an incredible theme song.
You rarely get to see such ad films with a noble message.
Rajuda3

Nothing can be better than this ad.
Aschnchn

This is a really a soul-filling ad. The song is composed by Kabir.
Suman and sung by Lopamudra Mitra (both artists from Bengal) I
give the closest translation:

*“You do not listen to my story nor do you look into my eyes
You do not sense my calmness nor the dark nights in my heart
You do not soak in my rain nor do you sway in my storm”*

*Thanks - Ghatak1048.
Translated by one of the viewers*

The song and the video is so touching. Very superbly made.
Sabyasachipatt

The vignette finish on the pictures bring the focus to the subject and
the music is not going to let me sleep for nights.
Kdbulls

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