



ALSA
LIFE FIRST , MISSION ALWAYS !

**AYUSHMAAN
LIFE SUPPORT
AMBULANCE[®]**

Corporate Handbook

Company Profile | Brand Guidelines



This handbook is the property of
Ayushman Life Support Ambulance.
It contains proprietary information including
the company's name, logo, profile and
design assets.

By using them, **you agree** to comply with the
terms outlined in this handbook.



“Meet Our Founder”

We don’t just move ambulances. We move faster than fear, with the power of care.

At Ayushman Life Support, every second counts — and every life matters more. What started as a vision to bring critical care closer has grown into a trusted lifeline across cities, skies, and railways. Powered by purpose and precision, we move fast, but always with heart. As we grow, one promise remains: Life First. Mission Always.



Sandeep Kumar
Founder & CEO

- Speed with Sensitivity — Every moment counts, but every life matters more.
- Innovation with Intent — We adopt technology with a purpose: saving lives.
- Leadership with Heart — We build systems that serve, and teams that care.

03

INTRODUCTION

10

WHAT WE DELIVER

16

OUR FLEET

20

OUR IDENTITY

33

IN PRACTICE

48

SUSTAINING CARE

CHAPTER ONE
INTRODUCTION

01

ABOUT US

16

Years Of Excellence

Care. Speed. Precision.

At Ayushmaan Life Support Ambulance, every detail reflects our unwavering commitment to timely, compassionate, and expertly delivered medical support. Driven by purpose and guided by urgency, we stand for one mission above all:
Life First. Mission Always.



ALSA
Around the world

Preserving every
heartbeat with the
power of care.



MISISON

To serve humanity with swift, compassionate, and dependable emergency medical care, preserving life and dignity at every critical moment.



VISSION

To build a world where timely and trusted medical support is accessible to all, guided by empathy, strengthened by precision, and committed to life above all.

| OUR VALUES



Life First

We exist to protect and prioritize life in every action we take.



Compassion in Motion

We move with purpose, led by empathy, care, and human connection.



Trusted Care

We hold ourselves to the highest standards of excellence in all we do.

CHAPTER TWO
WHAT WE DELIVER

02



OUR SERVICES



Road

On-ground emergency support with real-time dispatch and expert care.



Air

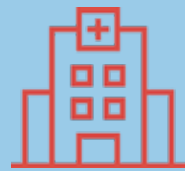
Fast and equipped for critical care across cities and remote areas.



Rail

Comfortable, long-distance medical transport via dedicated rail units.

Care that **connects** Systems, People, and Purpose.



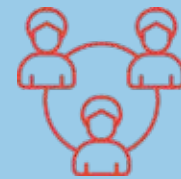
Hospitals

Integrated patient transfers and emergency response for healthcare facilities.



Events & Gatherings

On-site ambulance and paramedic teams for crowd safety and rapid response.



Corporate Enterprises

Workplace medical support and readiness programs for organizations.



Government & Public Sector

Robust emergency infrastructure supporting public health initiatives.



CHAPTER **THREE**
OUR FLEET

03



| Our **impact** in mission



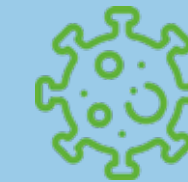
350K +
LIVES
ASSISTED



250 +
CITIES
REACHED



1000 +
FLEET
MOVEMENTS



50K +
COVID
EMERGENCIES
HANDLED



100 +
TEAM
MEMBERS

CHAPTER **FOUR**
OUR IDENTITY

04



BRAND STORY

Speed saves lives. Compassion keeps them going.

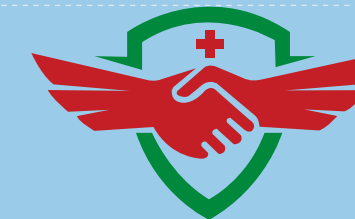
Ayushman Life Support Ambulance began with one mission — to reach faster, care deeper, and serve better. We're more than a fleet; we're a lifeline that connects urgency with empathy. With every call we answer, we uphold a simple truth: life comes first, and our mission always follows.





| Logo Wordmark Spacing

Maintain clear space around the wordmark to ensure visibility, impact, and brand clarity.



ALSA
LIFE FIRST , MISSION ALWAYS !

**AYUSHMAAN
LIFE SUPPORT
AMBULANCE[®]**

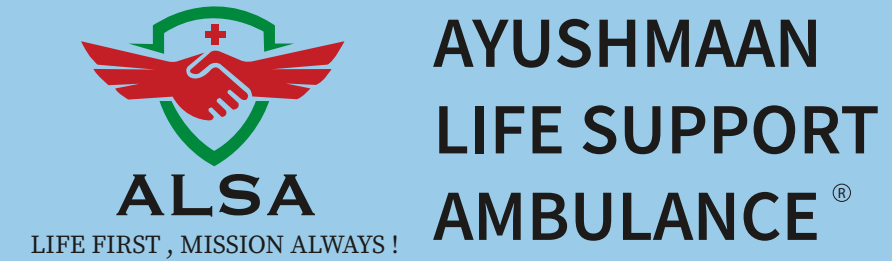
| Main Logo

The primary logo represents the core identity of Ayushmaan Life Support Ambulance and should be used across all key brand communications.



| Logo Variations

Symbol & Wordmark



Solid Colorway



Keyline Colorway



White
#FFFFFF

Red
#B4312E

Green
#328746



Logo Misuse

To protect the brand integrity, brand logo must never be altered or disorted.



Color Palette

These define who we are; urgent, trusted, and life-saving.

Emergency Red

#C41F26

Healing Green

#00893D

Vital Black

#1C1B1A

Secondary Color Palette

Supportive tones for backgrounds, layouts, and design balance.

Emergency Red

#BE3232

#C63938

#C94545

#D35353

#DB6665

Healing Green

#419654

#5BAA69

#6CB476

#87BF8B

#9DC99F

Trust Blue

#27518C

#325C8E

#406D9B

#5281A8

#6C99B7

Neutral Pulse

#EFEFEF

#C1C2C3

#989899

#5F6060

#2D2D2D

| Primary Typeface

Copperplate is our primary display typeface. It reflects strength, legacy, and clarity — ideal for brand names, headings, and identity marks.

COPPERPLATE

AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU
VV WW XX YY ZZ

O 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () { } / ?

ABC 1 2

ABC 1 2

ABC 1 2

| Secondary Typeface

Source Serif Variable complements the boldness of Copperplate with elegance and readability. It is used for taglines, supporting text, and formal communication materials.

Source Serif Variable

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () { } / ?

ABC12

ABC12

ABC12

ABC12

ABC12

ABC12

ABC12

CHAPTER FIVE
IN PRACTICE

05



ID Card



Visiting Card



Visiting Card



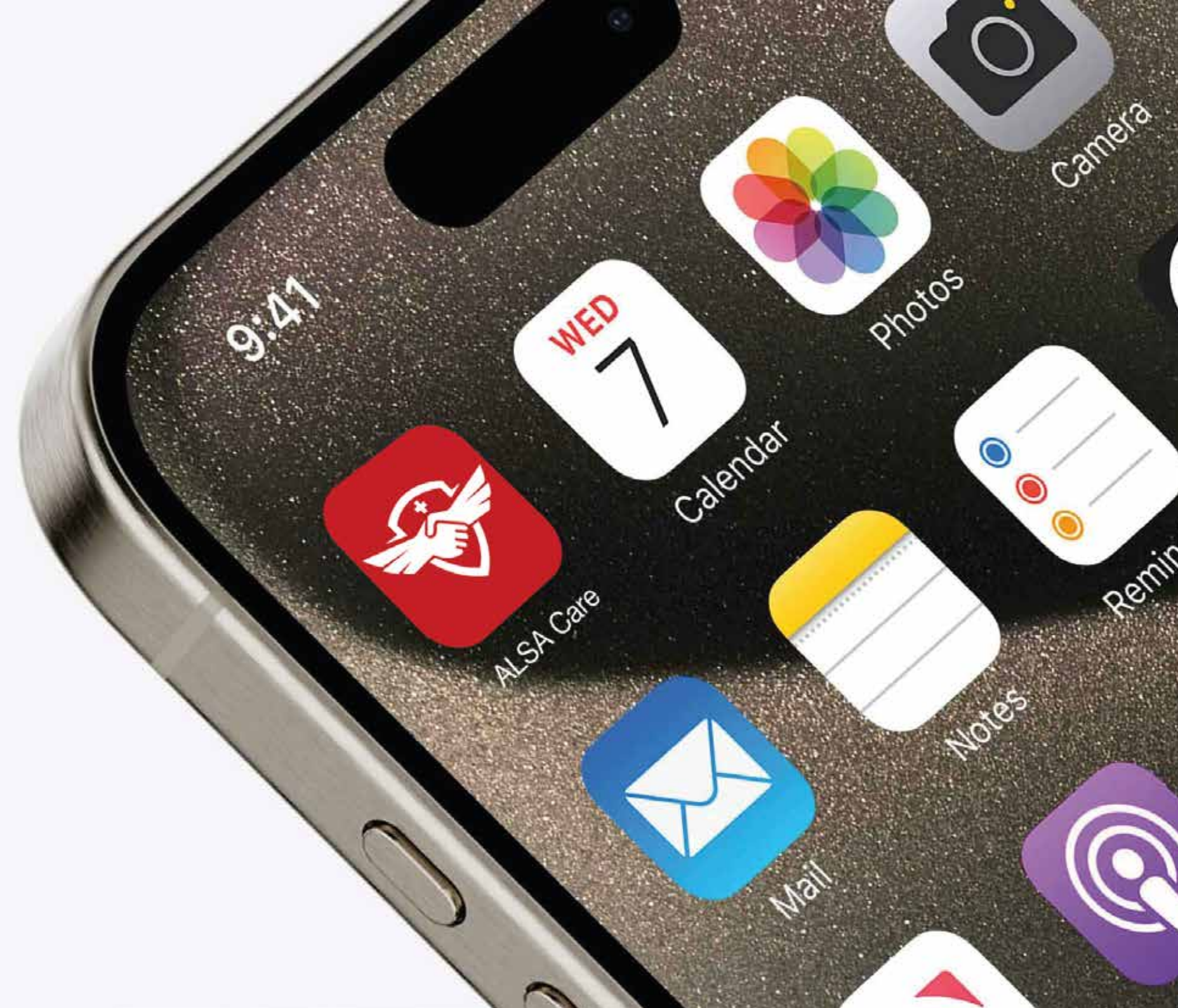
Envelope

Letterhead



Calendar





App Icon



Bag

 **AYUSHMAN
LIFE SUPPORT
AMBULANCE**

**Where Minutes Matter,
WE LEAD THE WAY**



ayushmanairambulance.com
alsagurgaon@gmail.com

88 02 02 02 45

Banner

 **AYUSHMAN
LIFE SUPPORT
AMBULANCE**

**CALL
88 02 02 02 45**

TO SAVE LIFE

Saves lives with
timely first aid.
Call immediately
in road
accidents.



Bilboard



Website Preview



Instagram Preview

CHAPTER **SIX**
SUSTAINING CARE

06



At Ayushman Life Support, our mission doesn't stop at delivering critical care — it extends into how we deliver it. We believe that progress in healthcare must also protect the future.

From reducing our environmental footprint to contributing meaningfully to the communities we serve, we are committed to more than just movement — we're committed to mindful action. Our focus on fuel-efficient operations, ethical medical disposal, and equitable access is just the beginning.

Every ambulance we dispatch, every partnership we build, and every life we support is guided by a deeper responsibility — one that keeps people and the planet in mind.

| Tagline

A bold promise that puts every life at the heart of every mission—always, without compromise.

LIFE FIRST , MISSION ALWAYS !

Source Serif
Roman

| Contact & Helpline



Head Office

Ayushmaan, H.No. 1114 Sector 38
Near Medanta - The Medcity Hospital
Gurgaon, Haryana - 122001



24x7 Emergency Helpline

+91 88 02 02 02 45
+91 99 11 700 900



Email

alsagurgaon@gmail.com



Website

www.ayushmanairambulace.com



Social Media

    /alsaambulance



+ 91 88 02 02 02 45

+ 91 99 11 700 900



www.ayushmanairambulance.com

Concept, Design & Production:
Ayushmaan Brand & Creative Team
Printed in India

© Ayushmaan Life Support Ambulance, 2025