

News bites

September 2014

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Babycell celebrates 5th anniversary

September is the month of celebrations at Babycell. On this 29th, the company turns 5 years old. In a short period of half a decade, Babycell has become the trusted stem cell banking partner of more than 10,240 families in India. With footprints across the country, in over 114 locations, it has helped a number of parents preserve their love for the future security of their babies and families.

Over the years, Babycell has grown from being just a cord blood bank to a holistic pregnancy care provider to families. Its ante-natal care program, Mummy & Tummy, has helped numerous expecting parents sail through the journey of pregnancy. Sibling program¹, father's wellness program² and new born screening³ are just some of the special benefits offered to parents who bank with Babycell.

- 1. If your existing child is suffering from a condition treatable with cord blood stem cells, then we shall provide free stem cell banking (collection, processing and preservation) for the upcoming child for a period of 5 years.
- 2. Special Thyrocare vouchers are provided to the fathers for screening of kidney, liver and heart.
- 3. New Born Screening helps detect Inborn Errors of Metabolism in the baby. These errors, if not detected in time, can lead to various complications and even death. If detected in time, these errors can be corrected by simple treatments like change in lifestyle or diet.

Wish us on our birthday by giving us a missed call on +91 9833075597. We will donate Rs. 100 per missed call to NGO/Society supporting Cancer and Thalassemia patients.



Join in the 5-year anniversary celebrations

All those who enrol in September will get Rs. 5555 off* on stem cell banking. Incase of twins the discount will be Rs. 9999* and returning clients will get Rs. 7777 off*. So, if you are expecting a baby or know anyone who is, please connect with us NOW for maximum benefits.

*Discount mentioned is on MRP

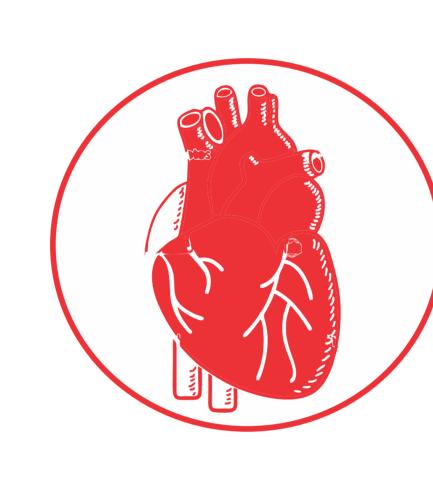
Stem cell therapy breakthrough

Newer treatments using stem cells are under trial and are showing promising results. It will not be long before these magical cells can cure the following diseases and more.



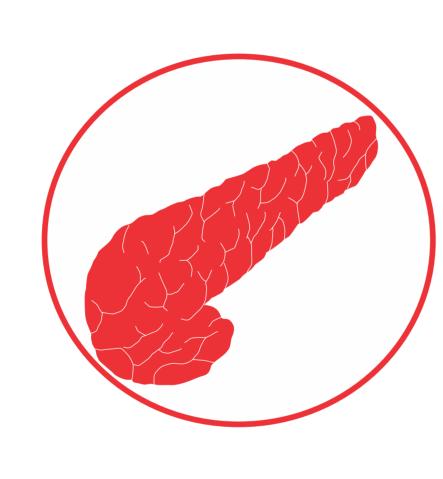
Traumatic Brain Injury

Caused due to external physical force, traumatic brain injury leads to impairment of cognitive abilities or physical functioning. Research shows that cord blood stem cells have the potential to initiate and maintain tissue repair in the brain.



Congenital Heart Disease

It is caused due to the incomplete or abnormal development of the foetus' heart during the first few weeks of pregnancy. It compromises with the heart's ability to pump oxygen to the various organs and tissues in the body. Cord blood stem cells have demonstrated excellent growth potential for tissue engineered vascular grafts that could replace human heart defects.



Juvenile Diabetes

This type of Diabetes is most often diagnosed in children and is characterized by an inability of the pancreas to produce sufficient insulin, a hormone that helps regulate blood sugar levels. This is an 'autoimmune' disease. Studies and clinical trials have shown that cord blood stem therapy can reverse this condition and provide lasting improvements.

Events

Mommies-to-be learning about pregnancy and babycare in the Mummy & Tummy sessions.



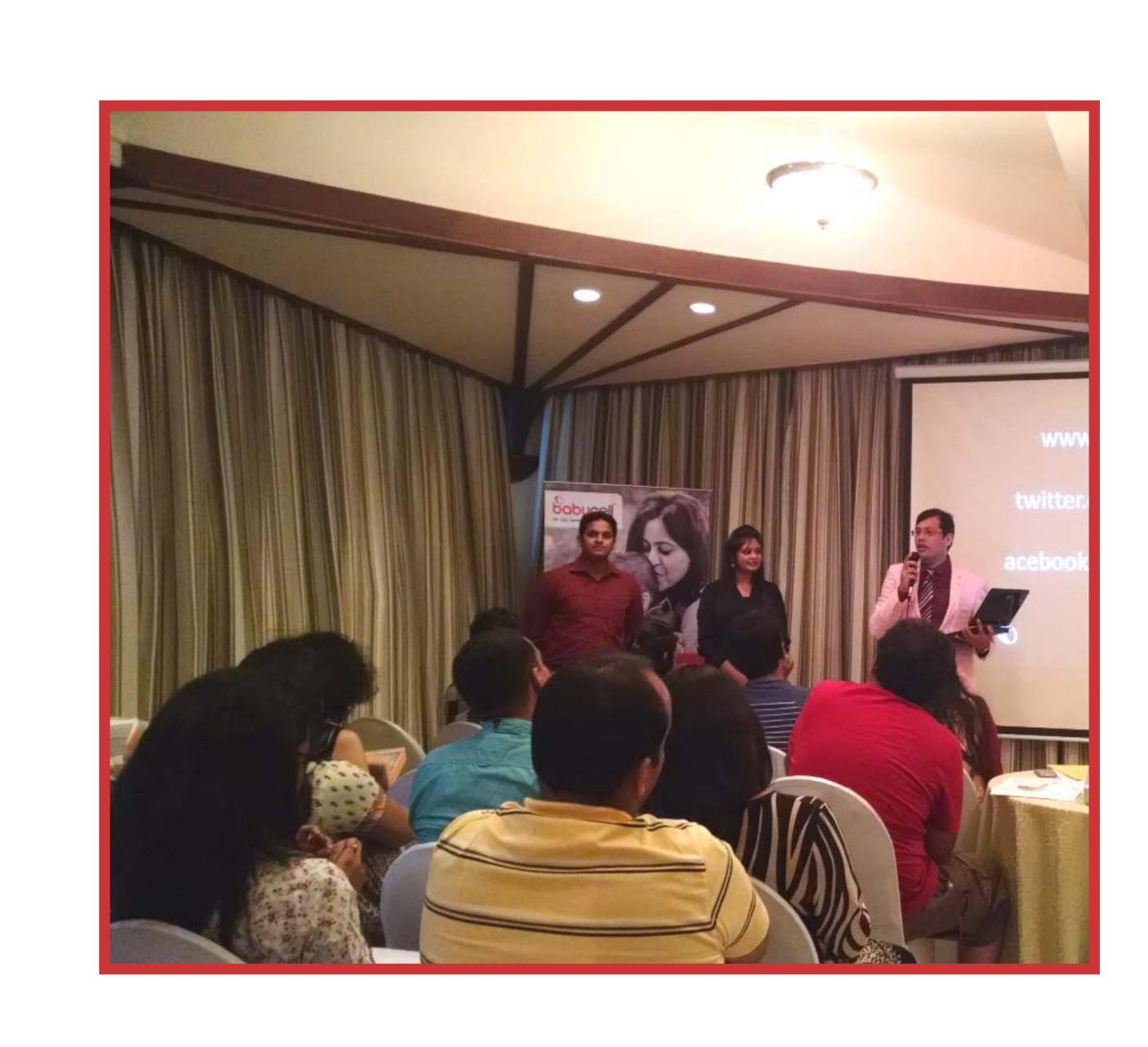




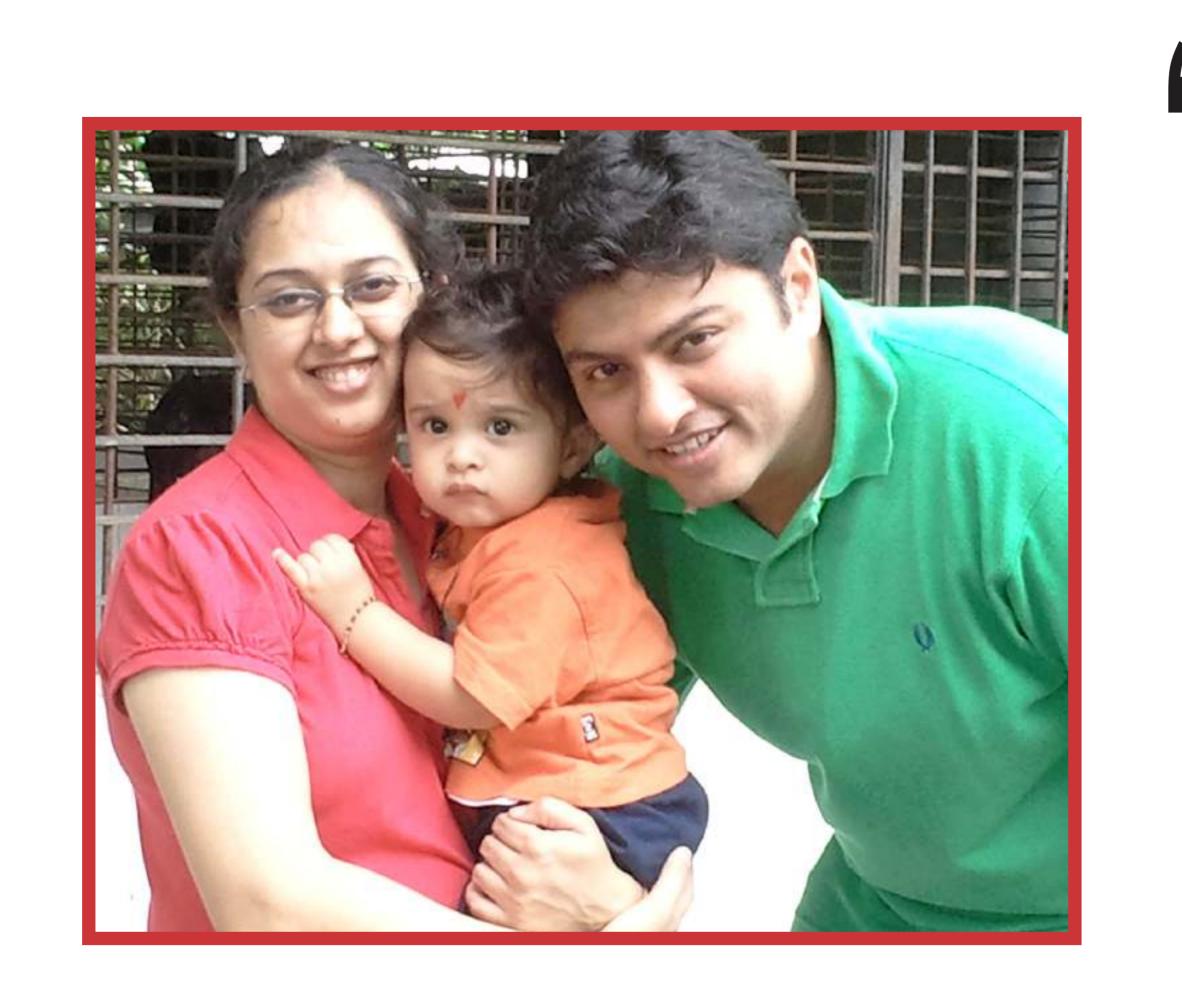
Dr. Shubhangi Borkar educating women about stem cells and its importance at an event by Inner Wheel Northwest, Rotary Club, Mumbai.



Babycell sponsored Babymoon session for expecting parents (organised by Prenatals.in)



Why parents choose Babycell



We were always quite clear that we want to do stem cell preservation for Karan - we're sure that it is one of the best gifts we can give him as parents. In our process of evaluating various options for stem cell preservation, we found Babycell to be the most responsive, courteous, pocket friendly and convenient service provider. Most importantly, they were patient and full proof in answering the millions of queries we had as 1st time stem cell preservers. What made us doubly sure about our decision (after we had registered) was that the representative was readily available on call to collect the stem cells even though I had a prolonged delivery of around 8 hours. Many of our friends have registered with Babycell which goes to show that they are one of the best!

Mr. Vyomesh Panchmatia & Mrs. Swati Panchmatia

Mumbai