



Sangeetha Mobiles and PurpleTeal introduce novel health SMS service for customers

Chennai, 23 February, 2010: - Sangeetha Mobiles, a large telecom retailer has partnered with PurpleTeal, a leading mobile value added services provider to offer health-oriented services for its customers. Sangeetha Mobiles believes in the power of the mobile to hand-hold people and help them participate more regularly in wellness and preventive health activities, follow their doctor's instructions and enjoy better overall health. In keeping with this belief, Sangeetha Mobiles will include PurpleTeal's **LiveWell** service as part of every handset sold for an introductory period.

LiveWell uses mobile phones to deliver personalized health messages and reminders to take timely and regular health actions on a day to day basis. Every one with a mobile is a potential user of this service, either for themselves, or on behalf of their dependents. The service will prompt Sangeetha Mobiles customers to go for preventive screening tests for conditions (e.g. cholesterol, high BP, diabetes, breast cancer, etc.) for which they may be at risk, based on their age & gender. The service will also help those with diagnosed conditions to more consistently follow doctor's orders for medications, self-testing (e.g. blood sugar, BP, etc.), and to go for follow up tests, treatments and appointments.

Mr. Subash Chandra, Managing Director, Sangeetha Mobiles Limited, said "Staying Healthy is becoming a necessity, while managing conditions like BP or Diabetes are becoming more common, even in younger people. Chronic conditions can be prevented through better lifestyles and following doctor's orders, but without day to day hand-holding, it is difficult. LiveWell is a very innovative service that will do this hand-holding for each of our customers in a very personalized way. Customers can set up their own activities and they will find the day to day helpful hints and messages very useful in staying healthy. We have also been at the forefront in this industry in taking care of our customer, and this service will further strengthen our customer's belief that Sangeetha cares."

Mr. Ram Narayanan, Founder & CEO, PurpleTeal, said "We are excited to launch our patent-pending LiveWell service with another marquee telecom retailer in India. PurpleTeal has already been very well received in the market, and with Sangeetha's unique vision to provide this service for all, we are confident that this will further enhance market reach."

About: PurpleTeal

PurpleTeal Technologies India Pvt. Ltd. is a health services company based in Chennai, and is a subsidiary of PurpleTeal, Inc. of Fremont, California, USA. Their vision is to improve quality of care by helping people improve their medical adherence. PurpleTeal provides an automated, personalized solution to engage individuals on a day-to-day basis and prompt them with timely messages and reminders to help them improve their health and manage any medical or elective conditions they may have. The service is delivered through cell phones as well as email and internet and is being used by hospitals, clinics, insurance companies, financial institutions, retailers, wireless operators and others.

Following the launch of the LiveWell service in July, 2009, PurpleTeal easily exceeded the benchmark of serving more than one million messages per month, in November, 2009. We have served more than 4.5 million messages so far and are poised for explosive growth. For more information visit our website www.purpleteal.com

About: Sangeetha Mobiles : Pioneer then Leader now.

Sangeetha started off selling music [gramophones and records] way back in 1974 then gradually moved to air conditioners, computers, T.Vs, pagers, cellphones and so on.

Sangeetha Mobiles has its wings spread across South in Karnataka, Andhra Pradesh and Tamil Nadu. Sangeetha is unique in its insurance policy in that it covers theft, physical damage and liquid damage. Another huge attraction is claim settlement in 72 hours flat. Sangeetha also offers life long service to its customers even after the expiry of guarantee period. Sangeetha is the super distributor of Micromax and Zen mobiles in South India.

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