

Press Release

UniverCell Launches MOBILE MEDI ALERT

Novel mobile service from UniverCell to help you and your loved ones stay healthy

Chennai, 29th July 2009:- UniverCell, the leading mobile retailer is announcing a new personalized mobile based service from PurpleTeal to help cell phone users improve their health. UniverCell has always been at the forefront of offering value-added services to its mobile customers. UniverCell is the first mobile retailer in India to go live with the service.

Mobiles are pervasive in India, people are always carrying them, and they are quite comfortable using SMS. They are also becoming much more health conscious, but their busy lives and work schedules makes it difficult for them to perform regular activities that improve health – they need some hand-holding.

UniverCell is addressing this need by using the mobiles 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 UniverCell 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

- Better manage these conditions by more consistently following the doctor's orders for medications, self-testing (e.g. blood sugar, BP, etc.)
- Going for follow up tests, treatments and appointments.
- Customers can also use the service to take better care of their elderly parents and children.

UniverCell believes in the power of mobile to hand-hold people in order to participate in wellness and preventive health activities, follow their doctor's instructions and enjoy better overall health.

Mr. Ramesh Barath, Vice President, UniverCell says, *"This service will help our customers stay healthy by helping them develop regular habits by reminding them through SMS to go for exercise, take medications, etc. It will also help to ward off serious complications for people who have conditions like diabetes by prompting them to go for checkups and follow up with doctors. We see great benefits to our customers in terms of improved health and quality of life. We also see a great opportunity to help people become more involved in the care of their aging parents and young children, with minimal effort."*

“PurpleTeal is excited to go live with this novel service for UniverCell.” says Narayanan Ram, CEO of PurpleTeal, *“This is the first cell phone retailer in India going live with this groundbreaking service to improve the health of mobile users.”* he added.

About UniverCell – The Mobile Expert:

UniverCell now is synonymous with mobile retailing in India with 220 showrooms in the country and is presently on an aggressive expansion spree. UniverCell is a synergy of mobiles, aesthetics and techno-digital hands on experience. Today as a brand UniverCell stand for Trust and Service.

Starting from scratch, the organization has grown to become a 100 million dollar company with more than 1300 employees and many thousands being benefited as associates. The Mobile Expert definition encompasses everything related to telecommunication including handsets, activation, accessories and value added services (VAS).The vision is to be in the space of MOBILES, MUSIC, MOVIES & MALLS meaning the horizon of communication and entertainment. UniverCell is also offering DTH and Data Cards of all brands. UniverCell is the one stop shop for your communication needs.

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