



The MobileStore & PurpleTeal to launch novel value added services to help subscribers improve their health

LiveWell, a complete wellness solution, to be launched first

Mumbai, 01 February 2010: – The MobileStore, India's largest telecom retailer and a part of the Essar Group has partnered with PurpleTeal, a leading mobile value added services company to offer health-oriented services across its 1300 stores in over 200 cities. LiveWell, the first service to be launched will allow customers to receive personalized and timely day-to-day messages, alerts, hints and prompts via the mobile, for the purpose of getting motivated and activated to perform regular or scheduled health-improvement and maintenance activities.

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 The MobileStore 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 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.

The MobileStore 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. Rajiv Agarwal, Director & CEO, The MobileStore Limited, said "Wellness, and Preventive Health Care is becoming a necessity. LiveWell is truly an innovative service that will help handhold each of our customers to better health, in a very personalized way. This will be the start of a series of health related products and services that will work exclusively on mobile phones helping our customers improve their quality of life. We are confident that this service will be greatly appreciated by our customers."

Mr. Ram Narayanan, Founder & CEO, PurpleTeal, said "We are excited to launch our unique and patent-pending services with the largest telecom retailer in India. PurpleTeal has been extremely well received, while The Mobile Store has a wide reach and a clear brand identity in the market. The

combination of The Mobile Store's reach and the demand for PurpleTeal's services makes this an ideal partnership, and is poised for success."

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 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 and is poised for explosive growth. For more information log on to www.purpleteal.com

About: The MobileStore

The MobileStore, promoted by the Essar Group, is a one stop mobile solution shop which offers Telecom Products like Mobiles, Handset Accessories, Mobile Connections & Recharges, Mobile Bill Payments, Value Added Services, Handset Repairs & Exchange, Music & Gaming Devices and DTH, all under one roof, in a world class shopping ambience. With major move in entering into Consumer Durables, Information & Technology retail business, The MobileStore acquired Impact Retail Pvt Limited and presently operating in key cities like Delhi, Gurgaon, Bangalore, Hyderabad, Pune & Ahmedabad.

India's first national chain of multi-brand and multi-service telecom outlets, The MobileStore, is also the country's largest mobile retailer, with over 1300 Company Owned – Company Operated stores, and over 3500 employees, spread across the country.

Visit www.themobilestore.in for more information and for an exciting on-line shopping experience

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