



LifeCell Launches Its Latest National Campaign: “Ayushman Bhava”

~ Positions umbilical cord banking as a necessary consideration during pregnancy ~

August 5th: LifeCell has launched its new national campaign Ayushman Bhava for creating awareness and increasing uptake for its umbilical cord banking service. The campaign features LifeCell’s brand ambassador Aishwarya Rai Bachchan and positions the decision of subscribing to the service as a necessity among the realm of things that expectant parents plan for their baby. The campaign was conceptualized by the creative team at McCann Mumbai and executed by production agency Electric Dreams. The new campaign has been launched following LifeCell’s strategic price transformation that lowered the starting price of the service to Rs.9,990.

The campaign *Ayushman Bhava* connotes the blessing for a long life – a blessing that can be given by preserving the umbilical cord stem cells at birth, which can fight many medical conditions and provide a healthy foundation for the child to live a long, healthy life.

Speaking about the campaign V.Ravi Shankar, Chief Marketing Officer, LifeCell said, *“LifeCell holds the pride of being the first brand in the industry to have spread the concept of umbilical cord stem cell banking to the public at large. Through our earlier campaigns we placed greater priority on concept awareness which gave a big boost to the industry and subsequently resulted in building brand equity for LifeCell. This campaign too will lay greater emphasis on the concept of umbilical cord banking and aim to educate expectant parents about the importance of preserving the nature-given resource at the time of birth, among the other necessities that get planned. Ayushman Bhava is expected to connect with the larger audience across the country and position the service as a lifetime blessing given at the time of birth.”*

LifeCell’s brand ambassador Aishwarya Rai Bachchan said, *“I was deeply impressed with this campaign which positions umbilical cord stem cell banking as one amongst other important things that expectant parents should consider for their child. The film has beautifully captured the moments of the lives of expectant parents who wish to do the best for their baby. Umbilical cord stem cell banking has been appropriately positioned as a necessity for every child. Pregnant couples across the country would easily relate to this film as a part of their journey towards parenting.”*



Govind Pandey, Chief Operating Officer, McCann World Group said *“LifeCell, is a valued partner with a unique product offering that is at the cutting edge of healthcare revolution. Creating a communication campaign to take the benefits of umbilical cord stem cell banking out to expectant parents also has a larger social responsibility of education on the impact that stem cells are set to make in the future. We are happy to associate with LifeCell and believe that this campaign will take the cause of stem cell banking and brand LifeCell forward.”*

The campaign will be rolled out across television, print, and multiplex media. The television commercial will be on air in 5 languages including Hindi, Marathi, Telugu, Tamil and Bengali, for 4 weeks across all general entertainment, movies, regional and HD channels apart from digital campaigns. The film can also be viewed on www.youtube.com/mylifecell.

About LifeCell

Established in 2004, LifeCell is India's first and largest stem cell bank, enjoying the trust of over 1,30,000 parents who have banked their children's stem cells with the company. With state-of-the-art laboratories at Chennai & Gurgaon and a network spread over 200 service centers in the country & footprints in GCC countries, the company is also the most accredited stem cell bank with certifications from national and international organizations for standards. LifeCell is also the only player in the industry providing comprehensive stem cell solutions including menstrual stem cell banking, R&D and point-of-care stem cell therapy for orthopedic and vascular specialties.

For further information

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