

Direct Coverage on Religare Wellness, July 8, 2009

<http://www.socialmedian.com/story/5641986/religare-wellness-launches-swine-flu-kit-to-combat-the-deadly-disease>

Religare Wellness launches Swine Flu Kit to combat the deadly disease

The special kit is available across Religare Wellness stores for just Rs. 65/-

Religare Wellness, one of India's largest wellness retail chains, has launched a special Swine Flu Kit that will help in preventing people from the deadly virus that has afflicted hundreds of people across the world. The pandemic has also claimed the lives of many in Mexico, USA and Europe. Nearly a 100 people have contracted this disease in India alone, largely while on travel to the swine flu affected countries.

The special Swine Flu Kit comprises a Face Mask, a Hand Sanitizer, Paracetamol Strip, a Thermometer, Surgical Gloves and Disinfectant Wipes. The products in the kit are also available separately.

The kit is reasonably priced at Rs. 65/- and is largely popular amongst those who are health conscious. The kit is available across the country at nearly 131 Religare Wellness stores and since its launch recently has seen a steady increase in sales, especially amongst the people who are travelling to the swine flu affected countries.

Speaking on the initiative taken by Religare Wellness to curb the pandemic in the country, Rahul Chadha, CEO, Religare Wellness Limited, said, *“The Swine Flu kit has been launched in the country so that people can take preventive measures to avoid any unwanted situation. Health conscious customers are showing good response towards this product and since it is available at an affordable price, even ordinary people are showing interest in it so that they can protect their family against the deadly virus.”*

<http://www.indiaprwire.com/pressrelease/other/2009070328737.htm>

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<http://www.investchips.com/2009/07/religare-wellness-launches-swine-flu.html>

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<http://twitter.com/drrodcruz/status/2494519300>

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<http://en.wordpress.com/tag/religare-wellness/>

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<http://www.webnewswire.com/node/461290>

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http://www.buzztracker.com/story/64bc89b52ac43b25454d768a/swine_flu

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