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Videocon Telecom, the telecom brand of the Indian conglomerate Videocon Group, has introduced specialized Ayurvedic mobile health service for its subscribers. This wellness service is developed in collaboration with world renowned JIVA Ayurveda Group and offers specialized Ayurvedic treatment to the masses.

These days consumers are getting more inclined towards holistic treatment and are looking at Ayurveda as an effective mode of treatment. This first-of-its-kind mobile based Ayurvedic health service will provide access to top Ayurvedic doctors round-the-clock and is exclusively available by dialling 535133, which is chargeable at Rs. 6/min.

To bring the health service to the masses, Videocon Telecom has partnered with Think Health Services which is a leading provider of mobile health and wellness related products and services. Through this service the subscribers can speak with a Certified Ayurveda Expert to discuss health problems and seek treatment advice. Post consultation, they can order their medicines directly on the phone. The medicines will be delivered to their homes across 1300 cities all over India on a Cash-on-Delivery basis.

The service is managed through Asia's largest Ayurveda Telemedicine Center with a panel of over 150 doctors. With the world turning increasingly towards alternative medicine for holistic treatment and with Ayurveda gaining immense popularity, this one-of-its-kind service will enable the subscribers in receiving the consultation and treatment right onto their mobile phones.

Mr Arvind Bali, director and CEO, Videocon Telecom said, "We are pleased to roll out the M Health service for our subscribers. Ayurveda is not just a treatment but a way of life which helps maintain one's health from the outset. With the launch of this service, we seek to bring convenience and affordable healthcare services to our consumers. This new service shall enable our subscribers to get in touch directly with certified Ayurvedic doctors round the clock and discuss their health issues and seek treatment advice. Now with this service one can access health related help and consultation anywhere and

anytime, and also can order medicines which are directly delivered onto their doorsteps."

"We are committed in improving the lifestyle of our customers, and aim to raise awareness on healthcare through this one of its kind health service. Our latest venture into the M-VAS sector is sure to herald more innovations in coming times which will bring greater ease into the consumers' lives", he added.