

LifeCell International honored as one of India's Most Promising Brands, 2011 by 4Ps Business & Marketing

Chennai, August, 2011: LifeCell International, India's largest and premier umbilical cord and menstrual blood stem cell bank has been honored the most prestigious award of "**India's Most Promising Brands 2011**" by 4Ps Business & Marketing.

Besides, being recognized as the Most Promising Brand, LifeCell was also shortlisted for the category of India's Most Popular Brands 2011.

Speaking on the occasion, **Mr. Mayur Abhaya, Executive Director, LifeCell International** said, *"We are thankful to 4Ps Business & Marketing for giving us this honor. We would like to share this success with our customers and everyone who has supported us in our journey towards excellence since inception. This recognition serves as an encouragement for us to enhance our brand image and further strengthen our industry leadership through various innovative strategies and value addition to our customers."*

It is a significant achievement for LifeCell since LifeCell is the only company in stem cell industry to have won the title of "India's Most Promising Brand" and for getting shortlisted for "India's Most Popular Brands 2011-12" title that too in just 6 years of incorporation of the company.

LifeCell has over 40,000 parents who have entrusted their children's' precious stem cells with them. LifeCell has also recently launched Femme, the menstrual stem cell banking services for the women to preserve their stem cells and secure them from life threatening diseases.

About LifeCell International Pvt. Ltd: LifeCell is India's largest and most accredited stem cell bank with over 40,000 customers since inception in 2004, and has over 75 centers across India and abroad. LifeCell facilitates the cryogenic preservation of stem cells in technological collaboration with Cryo-Cell International Inc, USA - the world's first stem cell bank with more nearly 2 decades of expertise in stem cell banking. LifeCell is the first stem cell bank in India to be accredited by AABB (American Association of Blood Banks) and College of American Pathologists (CAP) for adopting their international standards. LifeCell has also been honored as one of India's most promising brand for 2011-2012 by 4P's Business and Marketing. LifeCell is also uniquely positioned as comprehensive stem cells solutions provider with a complete spectrum of services in stem cells through multi-service stem cell banking, R&D, clinical trials and stem cell therapy.

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