

LifeCell offers special Babymoon offer for pre-birth pampering

~Sign up with LifeCell Babycord and get a free vacation with your spouse ~

Chennai, August 2, 2011: Before your little one arrives and changes your life, sneak out for a few days of pre-baby bliss with your spouse to enjoy some rest and relaxation before entering parenthood. LifeCell International, India's largest stem cell bank offers yet another exquisite **Babymoon** offer for the new parents to be.

To avail the Babymoon offer, the parents-to-be need to enroll for the Babycord service offered by LifeCell International and will get 2 nights and three day free vacation with spouse at select resorts. Babymoon is a romantic getaway for expectant couples, in an attempt to pamper and make the most of their last few months as a family of two.

Speaking on the occasion, **Mr. Mayur Abhaya, Executive Director, LifeCell International** said, *"We at LifeCell International always endeavour to give the best offer to our customers. On our daily interaction with expectant moms we have found that women are stressed out during this period rather than enjoying moments of their parenthood journey. Keeping this in mind we have launched this exclusive Babymoon campaign for our clients."*

"Babymoon as a concept is slowly picking up in India. It is a very special and memorable gift for any expectant mothers" adds **Mayur Abhaya**.

So, if you are you pregnant and are looking for some tranquility and pampering before lack of sleep and midnight feedings become the norm, register for LifeCell Babycord and go for an exciting Babymoon holiday.

For registration; call 1800- 103 -5353 or sms **BABYCORD** to 53456. For further details visit www.lifecellinternational.com.

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 Magazine. 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.

Contacts for media enquiries and further information

V. Ravi Shankar
Head – Corporate Communications & Marketing
LifeCell International
Handphone: 09677003344
ravishankar.v@lifecellinternational.com

Hanmer MS&L
ritu@hanmermsl.com /
saloni.bisani@hanmermsl.com

Handphone: 9884173290/ 9840412140