




The Life Saving Cord Blood Bank

1800-209-0309 | babycell.in | SMS 'BabyCell' to 57333



Message from CEO



Mr. Yash Sanghavi, CEO
RMS Regrow®

Congratulations on your pregnancy!

Your little miracle will soon make your world more beautiful and happier. As expecting parents, you must be busy preparing for your little bundle, ensuring that you give your baby nothing but the best.

Health is wealth and you now hold the key to providing a lifetime of good health for your baby by preserving stem cells at the time of birth. Stem cell collection and preservation is as easy as flipping the pages of a book. As you learn more about the importance of stem cells and their preservation through this journey, we hope that you will

MAKE A RESPONSIBLE CHOICE TODAY SO YOUR CHILD CAN THANK YOU TOMORROW.

Our Endeavour

At BabyCell™, we understand that your baby means everything to you, hence we strive to preserve your love in the safest, purest environment possible.

Our sincerity for the cause shows in our work. We are leaders not only in stem cell preservation but our expertise expands into cell-based regenerative medicine as well. While two of our successful therapies are clinically used by multiple doctors at major hospitals across India, many are in the pipeline.

Along the way, we are building a large bio-network of transplant physicians and specialty care hospitals focused on treating blood and immune conditions, who will stand by you at your time of need.

With our ongoing efforts and determination, we strongly believe that we are going to make a paradigm shift in the Indian healthcare sector.



Mr. Satyen Sanghavi
Chief Scientific Officer





Milestones

2010

- Achieved ISO 13485 in the very first year of operations.
- Appointed *Deloitte Haskins*, the global leaders in auditing as our financial auditors from the year 2010 till date.

2012

- Satyen Sanghavi, CSO featured as the Young Entrepreneur on CNBC Young Turks.
- Selected as one of the top five Leaders of Tomorrow by ET Now again!
- Successfully cryopreserved 5000th sample at its Cell Processing Centre™.

2009

Founded in 2009 as the first Indian biotechnology company to introduce cutting edge technology platform for regenerative medicine in India.

2011

- Certified with GMP, GLP and GCP in its 2nd year of operations.
- Selected as one of the top five Leaders of Tomorrow by ET Now.

2013

- Started 25th centre at Indore.
- Received the Healthcare Excellence Award For Cord Blood Bank by Worldwide Achievers and Headlines Today.



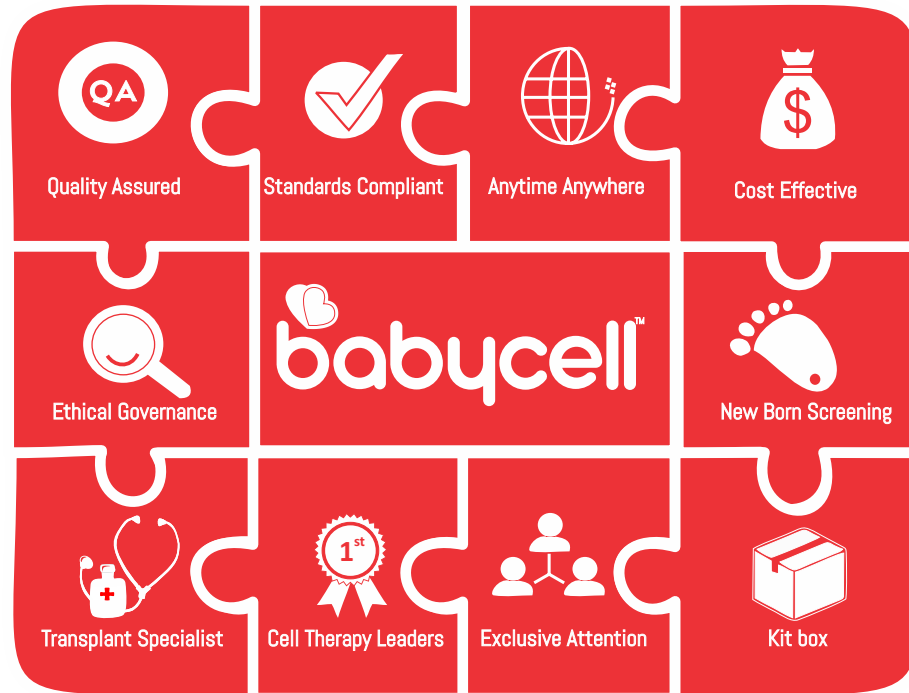


Cell Processing Centre™





The Power of 10



Quality Assured

Automated systems with QA & QC departments to double check critical steps in cell processing.



New Born Screening

Newborn Testing of metabolic, genetic & immunological disorders. Medical advice from expert on diet & medication on detection.



Standards Compliant

Licensed by Indian FDA. Accredited by BSI for GMP, GCP, GLP, and ISO 13485.



Transplant Specialist

Panel of transplant specialists to provide consultation relating to stem cell transplantation.



Anytime Anywhere

24x7x365 support of sample collection technicians.



Cell Therapy Leaders

India's first biotech company to introduce patient specific Cell Therapy for Cartilage and Bone diseases.



Cost Effective

Most economical pricing with low cost EMI payment options. No hidden costs involved.



Exclusive Attention

Dedicated attention to your needs right from registration to sample requirement.



Ethical Governance

Medical, Legal and Financial information about the product and company is brought forward.



Kit box

Temperature validated collection kits ensuring maximum cell viability.





Accreditation

GMP (Good Manufacturing Practices)




This is to certify that:

Regenerative Medical Services Ltd.
Plot No. 22, Shah Industrial Estate
Nergaon
Lonavla, Taluka: Maval
Pune 410 401
Maharashtra
India

Welds Certificate No: **60666**
is complying with the requirements of Good Manufacturing Practices (GMP) for the following scope:

1. The collection, processing, testing, banking and release of human umbilical cord blood and cord tissue units;
2. The collection, processing, testing and release for implantation of Chondron; and
3. The collection, processing, testing and release for implantation of Osseon.

For and on behalf of BSI:



Managing Director, BSI India, Hyderabad-Andhra

Originally issued: 06/10/2013 Latest issue: 08/10/2013 Expiry date: 05/10/2014



Page 1 of 1
...making excellence a habit!

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BSI Management Systems India Private Limited is a subsidiary of BSI Group India.

GCP (Good Clinical Practices)




This is to certify that:

Regenerative Medical Services Ltd.
Plot No. 22, Shah Industrial Estate
Nergaon
Lonavla, Taluka: Maval
Pune 410 401
Maharashtra
India

Welds Certificate No: **60666**
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GLP (Good Laboratory Practices)




This is to certify that:

Regenerative Medical Services Ltd.
Plot No. 22, Shah Industrial Estate
Nergaon
Lonavla, Taluka: Maval
Pune 410 401
Maharashtra
India

Welds Certificate No: **09666**
is complying with the requirements of Good Laboratory Practices (GLP) for the following scope:

1. The collection, processing, testing, banking and release of human umbilical cord blood and cord tissue units;
2. The collection, processing, testing and release for implantation of Chondron; and
3. The collection, processing, testing and release for implantation of Osseon.

For and on behalf of BSI:



Managing Director, BSI India, Hyderabad-Andhra

Originally issued: 06/10/2013 Latest issue: 08/10/2013 Expiry date: 05/10/2014



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ISO 13485:2003




Certificate of Registration

QUALITY MANAGEMENT SYSTEM - ISO 13485: 2003

This is to certify that:

Regenerative Medical Services Ltd.
2/A/1C, 2/3/7E, 2nd Floor
Shah Industrial Estate
Nergaon, Kurli Road, Andheri (E)
Mumbai 400 059
Maharashtra
India

Welds Certificate No: **MD 554283**
and operates a Quality Management System which complies with the requirements of ISO 13485: 2003 for the following scope:

1. The collection, processing, testing, banking and release of umbilical cord blood and cord tissue units;
2. The collection, processing, testing and release for implantation of Chondron; and
3. The collection, processing, testing and release for implantation of Osseon.

For and on behalf of BSI:



Gary Fenton, Global Business Director

Welds registered: 06/10/2013 Latest issue: 08/10/2013 Expiry date: 05/10/2014




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Awards & Achievements



The top 5 Leaders of Tomorrow by ET Now

Healthcare Excellence Award for Cord Blood Bank by Worldwide Achievers





Awards & Achievements

6th annual
BioPharma
ASIA CONVENTION 2013



This is to certify that
Vinayak V. Kedage

was a Distinguished Speaker at
6th annual BioPharma Asia Convention 2013
from 19th March 2013 to 20th March 2013.

With event
Stem Cells Asia
Approved in Malaysia



Rebecca Koh
General Manager

terrapiinn
use your brain.

2013 together with:
Pharma Partnering & Investment WORLD 2013
Drug Discovery WORLD 2013
Pharma Trials WORLD 2013
Biologic Manufacturing WORLD 2013
Sustainable Manufacturing WORLD 2013
Pharma & Biotech Supply Chain WORLD 2013



Featured in young turks





Cryopreservation Report



Certificate of Cryopreservation

Client ID:	Lab ID:
Mother's Name (Client):	Father's Name:
Date of Collection:	Date of Report:
Date of Processing:	

Product: Cord Blood			
Nature Of Packing and Content		25 ml of Cord Blood Unit (20 ml processed CB with 5 ml cryoprotectant) stored in Freezing bag covered with a wrap bag	
Storage Condition		Product stored in Vapour phase of Liquid Nitrogen	
Sl. No.	Test	Specification	Results
1	Blood Group	Blood Group (ABO) and Rh Factor	
2	Total Nucleated Cell Count Automated Cell Counter	NLT 10 ⁸ cells / unit	
3	Total Mononucleated Cell Count Automated Cell Counter	Observed Value / unit	
4	Total CD 34+ Stem Cell Count By Flow Cytometry	Observed Value / unit	
5	Cell Viability (%) By Flow Cytometry	NLT 70%	
6	Sterility Testing By Direct Inoculation Method Automated Microbial Detection System	Negative	
Cord Blood Processed and Cryopreserved Successfully			

Product: Cord Tissue			
Nature Of Packing and Content			
Storage Condition		Product stored in Vapour phase of Liquid Nitrogen	
Sl. No.	Test	Specification	Results
1	Cord Tissue Visual and Quality Check	As observed	
Cord Tissue Processed and Cryopreserved Successfully			

*NLT: Not Less Than
*If sterility is positive, please refer cord blood microbiology results.

Medical Director

Lab Address : Regenerative Medical Services Ltd, 22, Shah Industrial Estate, Nagarpal, Lontrais-410 401, Tal: Ward, Dist: Pune
Tel: 02114 - 273741-42-43.





Cryopreservation Report



Certificate of Cryopreservation

Client ID:	Lab ID:
Mother's Name (Client):	Father's Name:

Product: Maternal Blood			
Sr. No.	Test	Specification	Results
1	Blood Group	Blood Group (ABC) and Rh Factor	
2	HIV I & II Antibodies	Negative	
3	HBs Ag (Surface Antigen)	Non-reactive/Reactive	
4	HBc Antibodies	Non-reactive/Reactive	
5	HCV Antibodies	Non-reactive/Reactive	
6	HTLV I & II Antibodies	Negative/Positive	
7	CMV IgM	Negative/Positive	
8	CMV IgG	Immune / Non-immune	
9	Malarial Parasite	Not Detected/Detected	
10	Syphilis Antibodies	Non-reactive/Reactive	

Remarks:

Medical Director

Lab Address : Regenerative Medical Services Ltd, 22, Shish Industrial Estate, Nagargaon, Lonarata-410 401, Tal: Marol, Dist: Pune
Tel: 02114 - 273741-42-43.





Cryopreservation Report

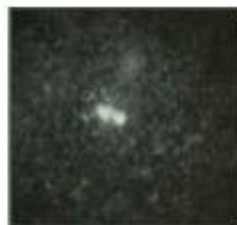


CFU Report

Client ID:	Lab ID:
Mother's Name (Client):	Father's Name:

Hematopoietic Colony Forming Units Assay (CFU Assay)

Product: Cord Blood			
Sr. No.	Test	Specification	Results
01	CFU-GM*	NLT 0 CFU-GM	
02	BFU-E*	NLT 0 BFU-E	



CFU-GM



BFU-E

Importance of CFU: This test is an indication of the proliferative capacity of the stem cell, which reflects upon the regenerative capacity of the cryopreserved hematopoietic stem cells.

*CFU-GM : Colony Forming Unit - Granulocyte Macrophage
*BFU-E : Burst Forming Unit- Erythrocyte
NLT: Not Less Than

Remarks (if any): _____

Date: _____

Medical Director

Lab Address : Regenerative Medical Services Ltd, 22, Shah Industrial Estate, Nagargoan, Lonarola- 410 401, Tal: Merd, Dist: Pune
Tel: 02114 - 273741-4243





Client Benefit Program

● REGROW HEALTH COVER

Babycell is also engaged in delivery of the most advanced cell therapy treatments like OSSRON™ Autologous Bone Implantation and CHONDRON® Autologous Cartilage Implantation (more in the pages to follow). Babycell clients will be eligible for a 10% discount on the maximum retail price of the therapies prevailing at the time of requirement.

● LOYALTY PRIVILEGE

Expecting another child? Choose Babycell™ again and enjoy a loyalty deduction of up to 10% on the MRP.

● QUALITY ASSURANCE

In the event that the stored stem cells could not be used for the Child or its sibling or either of its genetic parents for the sole reason that the viability does not meet Banks viability criteria, Bank shall at its own cost use its best endeavour to find a suitable HLA match (as confirmed by transplant physician) from public repository or its affiliates within 90 working days or pay to the Client a sum of ₹ 15,00,000/- (Indian Rupees Fifteen Lacs Only).

● BABYCELL™ PHILANTHROPY PROGRAMME

In the event that the Child or its sibling or either of its genetic parents is diagnosed after the enrolment date for haematological malignancy treatable by cryopreserved Specimen, the Client can under Babycell™ Philanthropy Programme avail ₹ 10,00,000/- (Rupees Ten Lacs Only) to offset actual transplantation cost.

● FREE GLOBAL SHIPMENT

In the event of approved transplantation, Specimen would be made available for transportation anywhere in the world without any additional cost to the Client.

● FREE STEM CELL EXPANSION

In the event of approved transplantation of umbilical cord tissue stem cells, Bank shall offer multiplication of cells at no extra cost as per the transplant physician recommendation required to be utilized at the time of retrieval.

● STEM CELL XPERT™ PROGRAMME

For all medical information relating to stem cell transplantation using the cryopreserved Specimen for the Child or its sibling or genetic parents, Bank will ensure to provide, at no extra cost to the Client, the relevant information regarding leading transplant physicians and approved and credible medical transplant institutions.

● LIFE COVER

In the unfortunate or unlikely situation of demise of the sole earning member of the client's family, Bank would continue cryopreservation of the specimen at Bank's own cost for the remaining term of the Agreement.

● RIGHT OF MONEY BACK

Bank understands that the life and health of the Mother and Child are the utmost priority. In the event the Umbilical Cord is not collected due to this priority, Bank shall refund all fees paid by Client.





Regrow Therapies

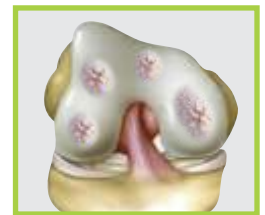
ARE YOU SUFFERING FROM JOINT PAIN?

80% of untreated cartilage defects develop into osteoarthritis.

CHONDRON®

Cartilage Implant

A revolutionary treatment that **REGROWS** natural cartilage in the area of damage.



Arthroscopy



Cell Culture



Implant

Why repair when you can Regrow!

Regrow your Cells. Rebuild your Life.





Regrow Therapies

ARE YOU SUFFERING FROM BONE DEFECTS OR FRACTURES?

Avoid metal implants, artificial material and total bone replacements

OSSRON™

Bone Implant

OSSRON™ is a patient-specific regenerative medical treatment that allows formation of new bone in the area of bone loss.



Avascular Necrosis (AVN)

Non union Fracture

Oral & Maxillofacial bone defects

Congenital bone deformities

Limb Lengthening

Simple Technique
Shorter Recovery
Stronger Bone!

Why replace when you can Regrow!

Regrow your Cells. Rebuild your Life.





Case Studies

Limb Lengthening Case

Male / 21 yrs; Congenital Left lower Limb, short with absence of Fibula



Defect



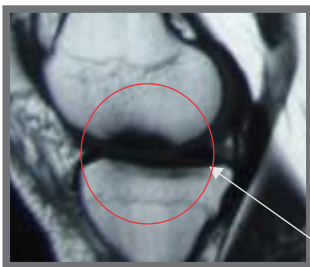
Bone Regeneration

Pre- Ops X-rays

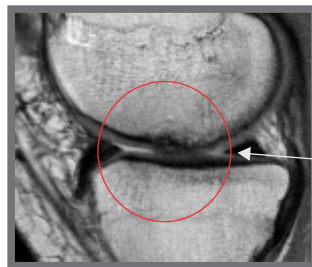
Post Ops- 10 months MRI

Knee Case

Male / 36 yrs; Grade IV



Defect



Cartilage Regeneration

Pre OP

Post OP 1.4 years T2 mapping

Hip Case

Male / 33 yrs; Grade IIB



Defect



Bone Regeneration

Pre OP

Post OP 8 months





Regrow Therapies

Theraform™

Absorbable Atellocollagen Biomatrix

TheraForm™ Standard / Sheet Absorbable Collagen Membrane is a sterile, pliable surgical porous wound dressing made of highly purified collagen derived from porcine skin. TheraForm™ Standard / Sheet are completely absorbable and highly biocompatible.

TheraForm™ is highly purified atellocollagen effectively restores various damaged tissue and works for tissue scaffolding.

TheraForm™ is intended for the management of wounds including:

- Various Skin burn
- Diabetic foot ulcer
- Cleft palate defect
- Partial and full-thickness wounds
- Pressure ulcers/bed sore
- Chronic ulcers
- Surgical and Trauma wounds (abrasions, lacerations, second-degree burns, and skin tears)
- Draining wounds

Advantages of TheraForm™:

- Biocompatible implant to enhance tissue regeneration
- Control bleeding & stabilize blood clots
- Accelerates wound healing process
- Suitable reconstruction of soft tissue

Theraform is available in different size and shape like STANDARD, SHEET, BILAYER TYPES and DENTAL TYPE

Case Study

Female / 8 months; Maxillofacial Cleft - Birth defect



A child born with cleft defect



Pre Operative Picture



After 2 months of application



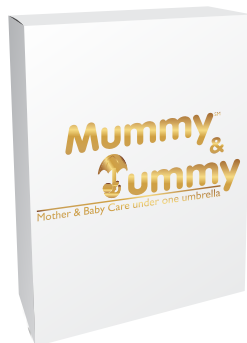
Completely healed cleft defect after 1 year 7 months



Mummy & Tummy Program

Mummy & Tummy is a comprehensive guide that brings together mother and child care under one umbrella. It aims to answer questions, clear confusions and present a clear picture of the journey towards motherhood with a dash of undiluted love. From morning sickness to weight gain, we have it all covered. Loaded with tons of useful information by leading experts in childcare, the Mummy & Tummy package will ease out the tension and make the journey one to remember.

- Call us now to know where the next ante-natal session is being held close to you OR
- You can have the Babycell team visit your premises to conduct an ante-natal session for a group of more than 5 expectant moms OR
- Take personalised online sessions in the comfort of your home. This allows you the convenience to take the complete course at your own pace.



Mummy & Tummy pack provides you with a DVD and an illustrated booklet that guides you through this amazing journey of discovery week by week.

Mummy & TummySM
Mother & Baby Care under one umbrella

You can now avail Mummy & Tummy pack absolutely free with a Babycell service presentation by registering with us.



Press Releases (Regrow)



hindustan times
MUMBAI, JANUARY 3, 2011

implant at Safdarjung hospital

My baby needs to know his country

Messi crowned World Footballer of the Year

RYDHANA KAD
A patient who underwent a cartilage implant surgery on Monday, 27th Jan, at Safdarjung hospital, which have performed such a complex and rare surgery in the country.

NEW DELHI: The sports injury specialist (SI) of Safdarjung hospital performed a cartilage implant surgery on Monday, 27th Jan, at Safdarjung hospital, which have performed such a complex and rare surgery in the country.

While operating upon Rishana Kad, 36, who works as a flight attendant, the surgeon found that the cartilage of her knee joint — cartilage — was badly damaged. If not treated, it would have resulted in a damaged knee.

"We found the cartilage to be severely damaged during the surgery. So, we took a small piece of the cartilage and sent to lab for analysis to Mumbai for culture," said Dr. Deepak Chaudhary, head, SIU, at Safdarjung hospital. The culture is a complex process in which cells are grown under controlled conditions in a laboratory. The larger proportion of cells developed in a culture medium is used to reconstruct the damaged joint.

"The reconstructive surgery to fill the damaged part was performed on Monday," said Dr. Vidyut, senior orthopaedic surgeon, SIU, who was part of the team.

Kad is recovering well. He needs to have eight weeks to recover fully and should be back to his normal life in the next few months.

"This is a first-of-its-kind surgery in India. Only a few orthopaedic surgeons performed in India, mostly in Mumbai, in the past couple of years," said Dr. Chaudhary.

The surgery costs about 5.5 lakh.

Kad, who is recovering well after undergoing the rare surgery at the hospital.

SUNDAY TIMES
OF INDIA

No-surgery hope for knee patients

New Delhi: Stalling from knee damage? Don't fret. City doctors claim a new technique in which the body's own cartilage cells are cultured and implanted into the damaged portion can help patients recover faster, without having to undergo knee replacement surgery.

According to Dr. Rishana Kad, an orthopaedic surgeon at Apollo Hospital, the procedure — known as Autologous Chondrocyte Implantation (ACI) — is a procedure in which cartilage cells are cultured in a laboratory and then implanted into the damaged portion of the knee joint.

"It is a minimally-invasive procedure involving a tiny portion of cartilage from a healthy area of the knee, cultured in a special medium that promotes its growth and injecting it into the damaged area. The procedure is a minimally-invasive procedure with a minimally-invasive incision or a small scar," said Dr. Kad.

A big knee is necessary for the body to move. If the cartilage is damaged, the knee joint will not work properly. This procedure is a minimally-invasive surgery which allows the patient to return to normal life after a few weeks.

The procedure is a minimally-invasive surgery which allows the patient to return to normal life after a few weeks.

The procedure is a minimally-invasive surgery which allows the patient to return to normal life after a few weeks.

The New Indian Express

New treatment for troubled knees

KOCHI: Patients, especially sports persons, in the state worried over troubled knees caused by damaged cartilage can heave a sigh of relief.

A regeneration technique involving a biopsy of the healthy cartilage tissue which is processed and reimplanted has shown tremendous results, said Lakeshore Orthopaedic Centre director Dr Jacob Varghese on Tuesday.

Autologous Chondrocyte Implantation (ACI) is a regeneration technique that involves taking a biopsy of the healthy cartilage tissue from the knee through an arthroscopy and then processing it where Chondrocytes are isolated from the tissue, expanded and proliferated in a culture medium. Growing enough cells takes approximately four weeks following which it is reimplanted into the defective site.

After a progressive rehabilitation protocol, the patient can expect to gain 90-100 per cent relief from pain

"Sports medicine had previously focused on invasive treatment that brought back limited but not complete functionality to an injured athlete," said Dr Jacob Varghese who is also the chief of division of Joint Replacement and Sports Injury of the hospital.

"Today, however, the inclusion of ACI as a treatment alternative is proving to have exciting implications not only for athletes but also for sports medicine in general. We're looking at a greater number of comebacks from athletes injured due to cartilage damage." He said the technique, already available in other parts of the country, has been made affordable compared to knee replacement surgery which could cost anywhere between Rs 8 and Rs 12 Lakhs. "ACI can be successfully completed for Rs 3 Lakhs and the athlete can get back on track in six months' time," he said. He said that the method had been successfully applied in eight patients, including three athletes, at the hospital over the past one year. The treatment is done in two phases.

"The biopsy is cultured and reimplanted after six weeks. The patient will not have to be hospitalised for more than four days during either phase," Dr Jacob said. After a progressive rehabilitation protocol, the patient can expect to gain 90-100 per cent relief from pain and regain full functional form after the cartilage has regenerated, he added. With cartilage regeneration playing an important role, the hospital has associated itself with the Cell Processing Centre Regrow of the Lonavala based cell therapy company RMS for the culture of cartilage tissue.

The New Indian Express

Cartilage transplant of the knee

HYDERABAD: A stitch in time saves nine - or in this case, an implant on time improves the quality of life. Among the youth, injuries of the knee joint and wear and tear due to stress often lead to early onset of arthritis. The answer could lie in cartilage cell implantation which prevents further degeneration and restores mobility and agility.

Targeted at patients in 15-45 year age group, the technique of Autologous Chondrocyte Implantation (ACI) received FDA approval in 1997 to treat wear and tear of cartilage due to injury, disease and middle-age degeneration process.

The first operation in Andhra Pradesh was performed in 2009 by Sri Institute of Sports Injury and Arthroscopy (SISA) which performed a "look-arthroscopy" for evaluating the results.

Discussing the results of the evaluation, Dr K Raghav Reddy, consultant shoulder and knee surgeon said that both the patients who were subjected to the evaluation indicated complete regeneration. Blaise Sai, a 21 year old B.Tech student on who underwent ACI two years ago demonstrated how well he could perform demanding tasks such as squatting, balancing and running post the surgery. The other beneficiary, Prakash, a 27-year-old farmer said that he returned to his normal schedule of work soon after and has been active since. "My life was thrown out of gear and there was severe pain and knocking of knees which wouldn't stop for 1 to 2 hours. Post the implantation, my life seems normal again and I can ride my bike and perform daily tasks with ease," said Blaise who will leave for the US next month to pursue his M.Tech. The procedure for ACI involves biopsy of cartilage from which chondrocytes are isolated and grown for 4 to 6 weeks. The tissue cells are implanted on the patient through a five centimeter incision which heals over time. While the patient is discharged within a few days of surgery, the post-operative care and physiotherapy take close to a year for complete recovery. The medical procedure costs close to Rs. 2.5 lakh and is also recommended for sports injuries. The surgery however, cannot be performed on people suffering from arthritis or other patients.





Press Releases (BabyCell)

DECCAN Chronicle
Tuesday, May 15, 2012

Cord blood banking slowly catching up

An alien concept until a few months ago, cord blood and tissue banking is fast catching up in Vizag. Though an expensive affair, expect parents are starting to take a keen interest in their baby's future and are showing interest in preserving the child's umbilical cord blood stem cells for future use.

The regenerative medicine field is the new frontier in medicine where scientists and clinicians alike agree that stem cells found in cord blood are one of the most promising sources for cellular therapy. Cord blood transplants have been performed for patients with genetic or metabolic diseases and have the capability to treat more than 60 diseases. These stem cells are taken from the umbilical cord blood shortly after birth. Once the umbilical cord has been clipped and cut, a nurse or a doctor will collect blood from the cord. Later, they preserve it in a special facility at RMSIC with liquid nitrogen. When it is needed, stem cells are thawed and are ready to use without any therapy. It was a few years ago that doctors started using stem cells to treat patients with blood-related diseases. Cryobanks introduced in India in 2002 to store cord blood stem cells for 21 years at the special facility in Vizag. Over 50 per cent of our clients are from the middle class, 10 per cent are from the lower income group and the rest are affluent. Increased awareness among the general public makes them approach us," said Cryobank's relationship manager, Sanku Venkani.

COO of the newly opened BabyCell, Dr. Satyan Sanghavi's aim that they are aggressively rolling out their second phase of expansion plans, and target to increase their presence to 60 cities in the next year.

Dr. Rathi S, consultant gynaecologist at Manipal Hospital here, said that stem cells are already being used to replace other cells in the body that are damaged or have been destroyed by disease. I believe that regenerative medicine can offer a promising medical possibility to patients in a range of diseases. We also need to help parents understand why it is so important to save their child's cord blood, as the gynaecologist at Global Cord Blood Bankers like Cryobank, Stemovity, Lifecord, BabyCell have opened their offices in Vizag.

The Indian EXPRESS
www.indianexpress.com

Mother & Childcare

BABYCELL, a unit of RMS Ltd, has launched Mummy and Tummy, which is a programme for mother and baby care comprising a DVD on prenatal yoga filmed on actress Sharvari Jamenis under the guidance of Dr. Rupali Pathak. The programme initiates activities for pregnant mothers that aim at holistic care for both the baby and the mother. They have also launched a guidebook titled *Pregnancy To Baby Care*, a arranged educative sessions on pregnancy for couples and introduced a 24-hour on-call service giving information on stem cell banking.

Business Line
The Hindu • Business Line
Thursday, July 21, 2011

Babycell reports spurt in demand to store umbilical cords

MADRAS/INDIA
Bangalore, July 19

As if summer discounts and off-season FMCG showers are not enough, a stem cell bank has packaged one such plan for babies that will be born on August 15.

Regenerative Medical Services Ltd, a fully owned subsidiary of the Marathi-based active pharma ingredients manufacturer Sataeva Pharmaceuticals Pvt Ltd, said it had seen 35 per cent rise in parents enrolling to store their due-in-August babies' umbilical cord blood cells after it offered earlier this month an 85 per cent cut for independence Day births.

The average monthly strike rate for RMS's cord blood stem cell banking arm BabyCell was 25 per cent, according to Mr Satyan Sanghavi, Chief Scientist of the family-owned RMS.

Pan-India, "cord blood stem cell banking has an annual growth rate of 200 per cent.

Since we started operating in 2009, 2500 people have enrolled with us," said Mr Sanghavi.

Among BabyCell's customers are a vegetable vendor from Vadai, TV artists, celebrities and companies.

The demand among parents to store their unborn child's umbilical cord cells at birth was only getting up, he said, even as the draft guidelines on stem cell research and banking await approval. Started in November 2009, BabyCell processes 80 per cent of RMS's turnover — which includes another regenerative stream, that of therapies using adult stem cells.

It was just this growth of the cord blood stem cell banking that was driving BabyCell to new cities and towns. "We are now focusing on the South and East. Although there are three major companies in the South we expect to do 25 per cent of sales from the South by 2012," Mr Sanghavi said.

Apart from Paris and boutique child-birth clinic Cradle in Bangalore, BabyCell is in talks to tie up with hospitals for connecting with parents-to-be, and with diagnostic labs which would be collection franchises in Coimbatore, Kochi, Hyderabad, Patna, Nagpur and Nashik. The samples are screened and stored at the Rs 25-crore Lonada lab.

Through its technology tie-up with South Korea's Seneca Celltech, RMS provides cellular therapies that re-grow tissues from adult cells. Mr Sanghavi said hospitals used them to treat burns, wounds, knee joint problems, pain, cosmetic and gynaecological procedures. "There is a huge potential for stem cell therapies that can treat 75 diseases from leukaemia, thalassaemia to diabetes and brain injury. It is wrong to say there are too many cord blood banks. In fact, by 2015, there would be 35 regulated companies compared to the present seven or eight," Mr Sanghavi added.

M&B Events

ROCKING TIME!

Babycell, one of India's leading stem cell banks, organised a holistic pregnancy care carnival for mums between 11am and 4:30 pm on September 1st at Bengaluru's MLR Convention Centre in JP Nagar, in partnership with brands Pigeon and Palmers. Mother & Baby magazine was media partner for this exciting event. Their Mother Care Forum had a series of informative sessions from eminent birthing experts from the industry and a lot of interactive workshops like bellydancing and fun games. TV soap actors Anup Soni and Smita Bansal (from the popular show *Rakhi* Vadhu), were happy to share their experience with BabyCell and their reasons for banking their babies' stem cells.

Sports nutritionist Dr Gayatri Thakur gave diet and nutrition tips for mums-to-be and new mums; Dr Shubhang talked about the importance of stem cells and newborn screening; Manoj Mehta from ISP - The Art of Parenting programme introduced the concept of holistic parenting; and childbirth educator Seema Kazi explained the do's and don'ts for expectant mums. Bellydance moves that help to strengthen the pelvic and deep abdominal muscles, which are used while giving birth, were taught to enthusiastic mums-to-be by Veronica Simas de Souza, director of the Veve Dance Institute.

EXPRESS Pharma

RMS - Regrow gets GMP, GLP and GCP certification

Our News Bureau Mumbai

Regenerative Medical Services received the three major certifications, Good Manufacturing Practices (GMP), Good Laboratory Practices (GLP) and Good Clinical Practices (GCP) from the International Accredited Body BSI (British Standard Institution).

The GMP, GLP and GCP certifications received by RMS Regrow are recognition from an approved international body which validate the procedures adopted and followed at RMS Regrow. These certifications place RMS Regrow in the select league of companies that have been awarded such a global honor. It is a matter of national pride for the company not only to be involved in the commercial delivery of cellular therapies and stem cell banking, but also to be internationally recognised for the same.

"This is a landmark achievement for us as this certification has come within the first two years of the company's operation since September 2009 after receiving its ISO 13485:2003. This significant milestone enables the company to advance the global commercialisation of cellular therapies, live up to the commitment of exceeding customer expectations and maintaining manufacturing excellence" said Dr Satyan Sanghavi, chief scientific officer at RMS.

MOMENTS TO CHERISH!

Bengaluru's MLR Convention Centre also saw mums-to-be and mums enjoying a fabulous day out on September 22. My Beautiful Bump, a fashion show, beauty pageant and panel discussion all rolled into one was organised by Cherishmaternity.com in partnership with Dr Malathi Manipal Hospitals and Mother & Baby and Columbia Asia Hospitals, Manipal Hospitals, Taxiforsure, BabyCell, Fever104, Deccan Herald, Narayana Health City, Kosmos skin care, Body craft, Pizzacorn and TNeexpress as supporting partners. The panel discussion conducted by Vasanthi Hantrakash included Dr Jyotsna Madan, Dr Bharathi Rajanna, Dr Gayatri Karthik and Anindita Sengupta and revolved around subjects such as natural birth, breastfeeding, etc. followed by an in-depth Q&A session. A beauty pageant featuring yummy mummies was judged



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