

## Hamdard launches Wellness Centres in Ghaziabad and Meerut

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Hamdard Laboratories, over a 100 year old iconic FMCG company, and India's leading Health & Wellness business house furthers its expansion into retail with the launch of their next Wellness Centre 'Hamdard Wellness' in Ghaziabad recently. The event also marked the launch of the wellness center in Meerut. The Wellness centers in Delhi, Hyderabad, Kanpur, Patna and Bengaluru have been launched, and are hugely successful.

Shripad Naik, Minister of State (Independent Charge - AYUSH) & Defence, Govt of India unveiled the Ghaziabad centre.

The objective is to spread the natural healing touch of Unani, and reach out to people wanting natural, herbal treatment for lifestyle diseases, and a host of other ailments.

The center will offer specialized Unani consultation by experienced doctors and Unani medicines at the fully stocked Unani pharmacy for problems related to Diabetes, Heart, Men Health & Vitality, Women Health & Fertility, Skin & Hair, Digestion & Piles, Bones & Joints, Liver & Gall Bladder, Kidney & Urinary Tract and General Health issues. The center will also offer disease management services by disseminating information on lifestyle related disorders through a series of experiential and awareness focused sessions involving communities.

Speaking at the launch, Shripad Naik said, "I appreciate the systematic and dedicated efforts taken by Hamdard to encourage one of the most ancient and effective form of treatment, the Unani system. This is in alignment with the objective of AYUSH ministry to promote and propagate alternative medicine systems and offer quality healthcare services to the society. I am sure that the people of Uttar Pradesh will avail, in large number, this "gateway of health" provided to them by Hamdard."

Commenting on the launch, Hammad Ahmed, Chief Mutawalli, Hamdard Laboratories (India) said, "Uttar Pradesh, and particularly Ghaziabad and Meerut have been key locations in our growth story. We are proud to expand our presence in the city and spread awareness of Unani wellness. It is our mission to strive for the health and well-being of all our customers, and Hamdard Wellness allows us to achieve that mission".

Speaking at the launch event, Mansoor Ali, Chief Marketing & Sales Officer, Hamdard Laboratories (India) said, "There is an increased affinity of consumers towards herbal and natural medicines. People are distancing themselves from synthetic and chemical based products. Evoking huge trust in consumers' minds, Hamdard sits organically on this positioning. Carrying the distinguished tradition of Unani healing, Hamdard Wellness Centres provide healthcare services to people wanting natural, herbal treatment for lifestyle diseases, and a host of other ailments. Each centre provides specialized Unani consultation by 2-3 doctors, and medicines at the fully stocked pharmacy. Ghaziabad and Meerut are important markets for us and with the launch; we aim to position Hamdard Wellness as the driving force to natural healing. I encourage the consumers of these two cities to experience the healing touch of Unani."

Hamdard India is over a 100-year old manufacturer of iconic Unani brands and herbal FMCG products such as RoohAfza, Safi blood purifier, Roghan Badam Shirin, Joshina, Sualin and Cinkara tonic. The flagship centre is located at Asaf Ali Road in New Delhi apart from centres in Lal Kuan, and Jamia Hamdard University (Delhi). There are centres in Hyderabad, Kanpur, Patna, and Bengaluru too.