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Univercell, AMI partner to sell fitness device

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UniverCell enters healthcare with BOLT



UniverCell, a mobile phone retailer, hasÂ collaborated with American Megatrends India (AMI) to sell the latest health- and-fitness-tracking device BOLT in India.

Tracking devices such as BOLT are used for preventive healthcare. This device enables an individual to accurately and precisely control his or her health and lifestyle practices by intelligently interpreting the body's vital information and providing access to this data through a specially-designed, cloud-enabled smart app.

Mr Satish Babu, founder, UniverCell, informed, "The work and vision behind BOLT shows through in everything from the design of the device to the smart app with its brilliant user interface. We are very excited to bring such a useful device to our customers first, even before the world sees it. At UniverCell, we constantly strive to innovate and provide easy solutions to our customers and I am sure BOLT is going to be a great addition to our customers."

"We are excited to announce this agreement to launch our BOLT health monitor device into the mobile market through the UniverCell. ItÂ shares AMI's vision of how to transform healthcare and their high profile as a leader in mobile device retail will enable us to gain even greater visibility for a product which we feel has the potential to revolutionise the way ordinary people can manage their personal health and lifestyles," said chairman, AMI, Mr Subramonian Shankar.

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