

Apollo Life joins hands with Deepak Chopra to launch *Apollo JIYO*

Aim: to get corporate India Healthy

- *Revolutionary 1st of its kind wellness digital personalised platform for each employee*
- *Focus on improving productivity, reducing absenteeism and HR medical insurance spends*
- *Internationally curated content on wellbeing, fitness, nutrition, sleep management, relaxation and healing*
- *Internationally renowned experts and celebrity fitness and nutritional experts part of panel*

New Delhi, April 14th 2016: Jiyo along with Apollo Life launch the wellbeing platform that effectively addresses employee health and wellbeing. By superbly leveraging the technology expertise and global reach of Jiyo (founded by Deepak Chopra, world-renowned physician, bestselling author and Poonacha Machaiah, entrepreneur and technology expert) and the vast experience of the medical fraternity across the Apollo Hospitals Group, this initiative is the first of its kind in the world of corporate wellbeing in India. The platform brings the best experts, content, products and services to the corporate consumer and delivers seamlessly on a mobile/web platform.

Jiyo aims to democratize wellbeing through technology. The platform provides users contextual insight and content to enable them to make positive lifestyle behaviour changes that transform their personal wellbeing.

“We are committed to provide timely access to health and enable people to make informed healthcare choices. The wellness of India will determine the progress of India and this is a step to ensure that goal. We are happy to have partnered with Dr. Deepak Chopra, the world’s leading wellness guru for this initiative. Through this partnership, we will be able to bring global experts, products and services faster and directly to the smart phones and the desktops of the user. As a doctor, employer and human being, I believe it is my responsibility to ensure the health of my colleagues, friends, family and myself. I have never differentiated between my family and the Apollo Family, therefore their wellness is just as important as mine.”, said Dr Prathap C Reddy, Chairman, Apollo Hospitals Group.

“The future of wellbeing is tied to how everyday experiences influences our biology, including our gene expression and neuroplasticity. With 'Apollo-JIYO' we will create an Eco-system, which will help people to easily participate in both the prevention and treatment of chronic illness. The future of medicine is personalized, preventive, participatory, process oriented and predictable. The goal of this initiative is to help employees experience a joyful energetic body, loving compassionate heart, restful alert mind and lightness of being. This is

key to personal transformation and **wellbeing.” said Dr Deepak Chopra MD, Co-Founder, JIYO & Chairman, Chopra Foundation.**

Personalisation and health tracking tools like sleep patterns, stress reduction and exercise tips are built in for individuals. For corporate houses, this shall help contribute to reducing HR medical insurance spends, reduce absenteeism and increase productivity. Companies also get a group profile at the beginning of the program to check the Health Score Card of their Workforce.

With experts like the renowned Yoga guru Eddie Stern, whose clients include - Gwyneth Paltrow, Chris Martin, Willem Dafoe, Mike D., Madonna, Julian Schnabel and Russell Brand and noted nutritionist, Kimberly Snyder whose clientele includes - Olivia Wilde, Drew Barrymore, Reese Witherspoon, Rooney and Kate Mara, and Dita Von Teese, the platform will bring together the intellect from around the world, content, programs and products for corporate India. Additionally, the user also get well-times access to diverse range of information in the form of articles and videos that helps in gaining valuable insights, well-being related tips that aids you to be your best self.

“Fitness, wellness and well-being are very important not only for actors but for everyone in today’s highly competitive and connected world. We often find ourselves stressed and over worked and this revolutionary product shall help resolve these issues of a rapidly urbanising India. This product is a must for every corporate employee and citizen as they navigate their busy lives. Take care of your body and your body will take care of u. The objective behind Apollo Jiyo is to “Uberise” wellness through individualised healthcare information, products and services to the community through curated unique resources. This platform helps me keep up to date with the latest in Wellness from across the globe. With internationally acclaimed fitness experts, nutritionists and wellbeing experts on the panel of JIYO, this will become the one stop for my wellness,” **said noted actor, entrepreneur and brand ambassador for Apollo-JIYO, Mr Ram Charan.**

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About Apollo Life

Being Apollo Hospital's wellness start up, in a short period of time Apollo Life has become India's largest integrated workplace health promotion and Prevention Company. This year Apollo Life has touched over 1 million lives. Apollo Life also runs the country's largest Occupational Health centre network across geographies.

With approximately 300 medical centres across various corporate houses, Apollo Life is playing a major role in strengthening health surveillance systems in corporate India for occupational health and safety and employee wellness.

Apollo Life spearheaded the country's largest on-site corporate biometric exercise covering over 2,00,000 employees. Today, Apollo Life is doing research on the financial impact and economic burden of ill health and lifestyle diseases in corporate India.

Apollo Life is also contributing to promote adult vaccination through the medium of onsite communication in partnership with corporate India, clearly positioning itself as the thought leader in delivering innovative healthcare solutions.

It is Dr. Prathap C. Reddy, Chairman, Apollo Hospitals Group mission to ensure that Apollo Life is committed to provide the unmet need of high quality wellness solutions to corporate India and all citizens of the country.

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