



Preserve
your Love


babycell[™]
The Life Saving Cord Blood Bank

Congratulations

You have entered one of the most beautiful journeys of life, **parenthood**

From baby proofing the house to buying the cutest clothes, you have planned almost every aspect of your baby's life.

Take a small step today for a better tomorrow. Preserve the **good life** for your baby and family's long lasting health.





“These magical cells provide protection for your baby & family.”

One life. One opportunity.

The special bond between the mother and the baby is formed long before the baby's birth. The **umbilical cord** connects the mother to her baby while in the womb, providing nourishment to the little one. This cord also holds the key to providing a lifetime of protection for your baby and family as it is a rich source of stem cells.

Stem cells are master cells whose definite function in the body is determined only after they receive signals directing them to become specific cell types. Because of their ability to specialise, stem cells are used as the basic building material in the body's constant renewal process.

The blood that remains in the umbilical cord, after it is separated at the time of delivery, is a rich source of **Haematopoietic (blood forming) Stem Cells (HSCs)**. These HSCs are being successfully used to cure diseases like Leukaemia, Thalassemia, Sickle Cell Anaemia and many more life threatening blood disorders. More than **30,000 cord blood transplants** have been successfully done over the past 25 years*.

The umbilical cord tissue, often referred to as Wharton's Jelly, acts as a source of **Mesenchymal (tissue and organ forming) Stem Cells (MSCs)**. These MSCs have enormous potential to facilitate repair, regenerate and restore normal tissue function. With more than **300 clinical trials** in progress, scientists predict an explosion of new therapies using MSCs being available and universally adopted. This includes treatment for Cerebral Palsy, Autism and Type 1 Diabetes**.

The stem cells found in the cord blood and tissue are genetically unique to your baby and family. You get the special opportunity to collect and preserve these magical stem cells **only once** – at the time of your baby's birth.

As a parent you should consider and opt for cord blood stem cell preservation to **protect your child and family from 80 serious diseases.**

* Dr. Gluckman et al (Blood, 2013)

**mayoclinic.com

Giving New Hope



Dr. Vijay Ramanan, MD, DM

Leading Clinical Haematologist specialising in Stem Cell Transplantation (Pune, India)

“ Since 1988, doctors have been using cord blood in lifesaving treatments. Cord blood stem cells are now being successfully used to treat conditions like Leukaemia and Thalassemia in India. The future of stem cell technology is promising and will save many lives. ”

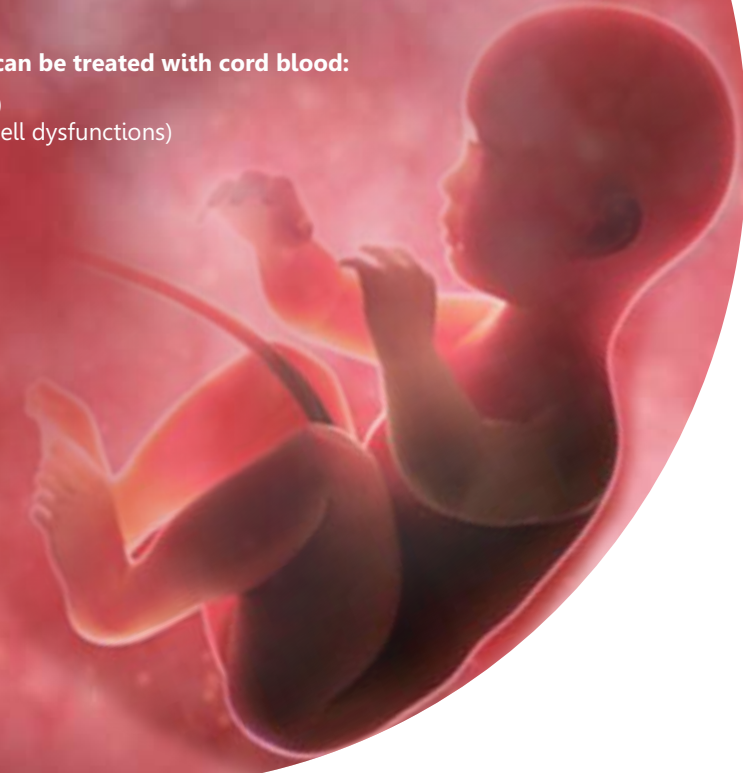
A survey conducted by CIBMTR (Centre for International Blood and Bone Marrow Transplant Research) estimated that after 1998, 20% of stem cell transplants performed in young patients (<20 years old) were cord blood transplants.

Some of the many diseases that can be treated with cord blood:

- Oncological disorders (cancers)
- Haemoglobinopathies (blood cell dysfunctions)
- Immune deficiencies
- Metabolic disorders

Potential future applications

- Congenital Heart Disease
- Traumatic Brain Injury
- Severe Anaemia
- Spinal Cord Injury
- Alzheimer's Disease
- Stroke





Core Services

Haematopoietic Stem Cells (HSCs) are extracted from the cord blood using Babycell's advanced technology. These cells are then examined and analysed to determine various factors like differentiation capacity, cell viability and the actual stem cell count. Once the cells have successfully passed the tests, they are prepared for long term cryopreservation. The temperature is gradually lowered and the cells are finally stored in liquid nitrogen vapour phase at -196°C .

specific outcome. For eg: A patient suffering from heart disease requires cardiac muscle cells. The stored MSCs can easily be retrieved, differentiated into muscle cells and multiplied many folds. These are then injected to the target organ. This can improve the organ functionality and quality of life.

Mesenchymal Stem Cells (MSCs) collected from the jelly like material of the umbilical cord are separated, identified, tested, labelled and cryopreserved for future therapeutic use. These cells can be manipulated and targeted to a disease

Annual checks are done to ensure that the environment in the cryopreservation tanks is conducive to the long term viability of the cells. At the time of retrieval, the cells are extracted and subjected to quality checks. On meeting the quality requisites, the specimen is transported under temperature controlled conditions to the required hospital.

Recognitions



Top 5 Healthcare & Biotech companies in India
2011 & 2012




Healthcare Leadership Awards 2014
Product Innovation Award



Healthcare Excellence Award for Cord Blood Bank 2013

Why parents choose Babycell

- 1 Stem Cell Differentiation Assay**
Only Stem Cell Bank that performs CFU at *preservation* stage to determine the differentiation potential (usability) of cord blood stem cells for future use.
- 2 Sibling Program**
If your first baby has been diagnosed with an ailment treatable with stem cells then Babycell will provide collection and preservation for the second baby completely free of cost for 5 years.
- 3 Stem Cell Xpert™**
Panel of experts to provide consultation relating to stem cell transplantation.
- 4 Cell Therapy Leaders**
We are India's leading biotech organization to introduce patient specific cell therapy for cartilage and bone diseases.
- 5 Mummy & TummySM sessions**
Your one-stop solution to pregnancy and baby care related guidance from experts.
- 6 New Born Screening**
New born screening for metabolic, genetic, immune and sickle cell diseases. On detection, expert advice on diet and medication is provided.



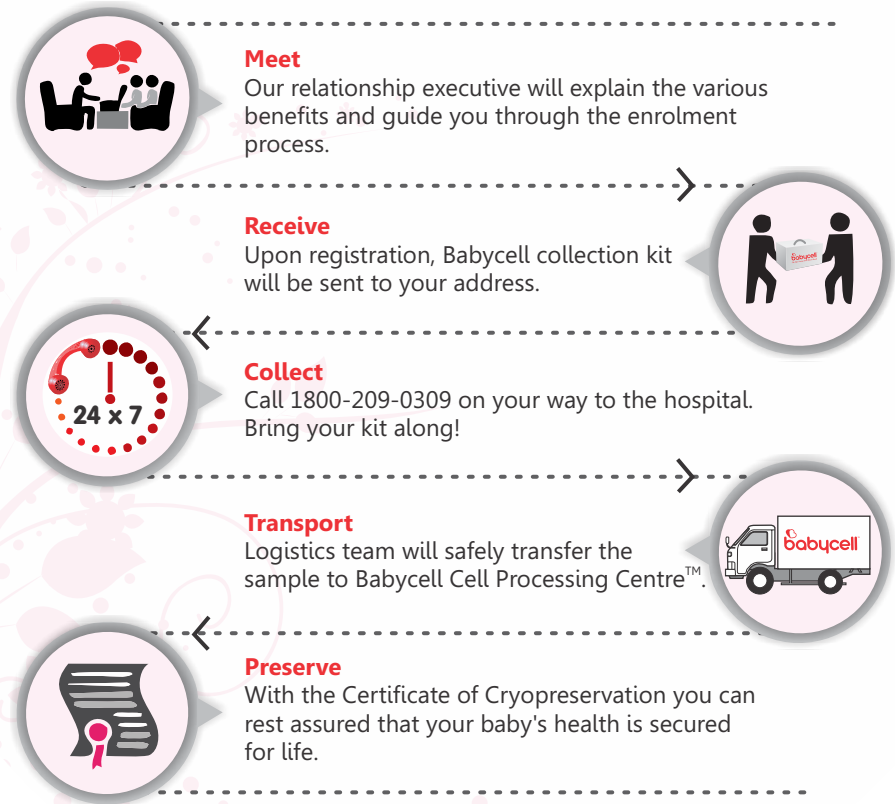
Babycell guides parents through the entire journey of pregnancy, spreading smiles along the way.



One of the best decisions I have made for my child.

- Smita Bansal,
TV Actor

Journey with Babycell





Mr. Aditya Rai & Mrs. Shrima Rai (Gladrags Mrs.India 2009)

Dr. Mulchandani & Mrs. Mulchandani (Director, Dr. Mulchandani Medical Services)

Mr. Abhijit Sawant (Singer) & Mrs. Shilpa Sawant

Mr. & Mrs. Pragya Anand (Marine Mercantile)

Mr. Tadala Suman & Mrs. Akhila Tadala Suman (IT Professionals)

The CSO view



“ At Babycell, we understand that your baby means everything to you. Hence we strive to preserve your love in the safest, purest environment possible. We are also 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. ”

Mr. Satyen Sanghavi, CSO (Chief Scientific Officer)

Watch our latest video about stem cell preservation by scanning the QR code.



**babycell™**

The Life Saving Cord Blood Bank

A UNIT OF RMS




Head Office: Mumbai

Cell Processing Centre : Lonavala, Maharashtra

111 locations in India

1800-209-0309

 babycell.in

SMS 'BabyCell' to 56677



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