

Press Release

The Apollo Hospitals Group and NDTV Good Times launches “*Touching Lives*”

A unique band of wellness programs that works your way to fitness every evening @ 7:00pm

New Delhi, 20th Nov’ 08: Apollo Hospitals Group, India’s premier healthcare group on its 25th Anniversary has partnered NDTV Good Times, one of India’s most popular lifestyle channel to unveil a unique Wellness Program Band called ‘Touching Lives’. The programs are validated and supported by the acclaimed base of Apollo doctors and are based on Apollo’s expertise and knowledge in various health-related fields. ‘Touching lives’ is truly planned as a precursor to many such mutual future initiatives.

Apollo Hospitals Group has always believed in giving quality healthcare to masses and becoming their first-choice partners in good health. With deep understanding, expertise and experience across various facets of healthcare, they have initiated another step towards greater awareness of preventive techniques, wellness and good health.

Mrs. Shobana Kamineni, Director of New Initiatives, The Apollo Hospitals Group (India) said, “We are living in a transitional era where people are aware of the nuisances of not so healthy lifestyle but on the other hand are not very sure how to achieve healthy living. ‘Touching lives’ is planned in

congruence with our vision of wellness and prevention and is an initiative towards the same to

Touching lives @ NDTV Good Times

Men’s HQ starting 17th November, every Monday @ 7.30pm

Watch Men’s HQ with actor **Samir Kochhar** who with his dry, subtle yet distinct sense of humour and well chiseled body takes on a journey with ordinary men who have transformed their mundane, often unhealthy lifestyles to live healthy and extraordinary lives.

One Life to Love starting 18th November, every Tuesday, @ 7:30pm

Researched and anchored by noted columnist **Simran Bhargava**, One Life to Love is a show about energies - personal and cosmic, wealth - temporal and metaphysical and health - mind - body - soul.

Spa Life starting 19th November, every Wednesday, @ 7:30pm

Presenter **Arun Thapar** is on a part personal, part professional journey through the world of high-end male grooming and extreme indulgence.

Lean Is In starting 20th November, every Thursday, @ 7:30pm

A lifestyle food show that takes you on a practical guide to eating lean, while eating tasty. Join the in-house chefs, **Aditya Bal** and **Devanshi Garg** do a lot more than just cooking in the kitchen, they experience life, the healthy food way.

The Fit and Famous starting 21st November, every Friday @ 7:30pm

A show that draws out celebrity workouts, waistlines, six packs and the diets that goes with them. It gives us an insight into the fitness routines and health styles of the fit and the famous.

Bodylicious starting 17th November, Monday - Friday @ 7 pm

Workout with your very own Charlie’s Angels - **Shaira**, **Samara** and **Ayesha**, three fitness buffs, each delving into her own fitness mantra to bring you a wholesome fitness regimen.

let we Indians know that maintaining healthy lifestyle is just a matter of awareness. It is important to know that beauty is skin deep, which means that healthy mind in healthy body is what we want our viewers to aim at. We hope this initiative will bring in a paradigm shift in the way we Indians perceive health and wellness.”

The new Wellness Program Band is an endeavor to reach larger section of the society & facilitate greater awareness amongst them by intelligently fitting into one’s lifestyle and needs to keep health-related risks at bay.

Sharing her views on the launch of a new band, Smeeta Chakrabarti, CEO, NDTV Lifestyle, said, “We are proud to step into such a distinctive genre of shows and encourage our viewers to live a healthy and natural lifestyle and have fun while doing it. Every Indian today understands the importance of wellness. With increased awareness, the consumer today is prepared to go that extra mile to achieve perfect health.”

“Our wellness band with its set of innovative shows will present a mix of good food, fun workouts and rejuvenating spas. And we are thrilled that Apollo has come on board to partner with us on this path to wellness.” she added.

About The Apollo Hospitals Group

Driven by the vision of its Chairman, Dr. Prathap C. Reddy, the Apollo Hospitals Group has pioneered corporate healthcare in India and has emerged as the largest integrated healthcare group in Asia in the past 25 years. Touching millions of lives over the years, the Group owns and manages over 8000 beds across 42 hospitals, 700+ pharmacies and 60+ clinics. It holds the distinction of being the first group of Indian hospitals to be accredited by Joint Commission International, USA. The in-depth understanding of healthcare, prevention & wellness, strong consumer understanding and lead generation skills of the Apollo Hospitals Group will benefit the health insurance joint venture.

About NDTV Good Times

Launched in September 2007, NDTV Good Times is a lifestyle channel that targets a largely cosmopolitan, socially upbeat audience who lives in style and enjoys every moment of life. This channel brings in world-class, aspirational lifestyle programming from health, fashion and food to travel, luxury and more. Content offered on the channel is original and its lively presentation draws viewers looking for an entertaining experience. The channel has a promising line up of shows that cover every aspect of the lifestyle genre to portray the essence of an increasingly global India.

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