



Press Release

BharatMatrimony Group launches a noble non-profit social service initiative - “BharatBloodBank.com”

Chennai, Sep 06, 2005:

BharatMatrimony Group announced the launch of a noble non-profit social service initiative BharatBloodBank.com today. The portal bringing blood donors and recipients throughout India under a common online platform. This initiative will help people all over India to have access to a donor anytime and anywhere in an urgent or a needy situation completely free of cost. This will become a completely people powered online community which aims to dismiss casualties arising out of non-availability of something which is universally available & with phenomenal number of donors more than willing to contribute.

BharatMatrimony Group kick started the project by organizing “**Save a life - Blood Donation Camp**” by all its employees, which reiterated its commitment to the cause. The camp was held at Umapathy Arangam in the Anand Theatre Complex, Anna Salai in the city today.

Announcing the launch of BharatBloodBank.com, **Murugavel Janakiraman**, (CEO - BharatMatrimony Group) **Founding Member & Donor, BharatBloodBank.com** said “BharatBloodBank.com was born out of our social commitment to use the power of Internet to help the common people. BharatBloodBank.com will provide a gateway for recipients to reach donors. We aim to become the single largest congregation of donors across India, thereby helping needy recipients find donors quickly and effortlessly”

BharatBloodBank.com will have a database of donors categorized by locality. Donors throughout India willing to donate blood can register themselves after reading through the basic constraints regarding to donating blood. One could also refer friend(s) from the site by just providing their email ids. The Donor has to provide his contact information (viz.: Residence, Office. or Mobile number). The email id is also taken in case of any communication to be made or the donor cannot be reached.

Blood recipients or those who are in need of blood can visit the site and view the list of blood donors near their locality. BharatBloodBank.com is the only website that allows recipients to have an area specific search, allowing them to have donors who are more reachable. The website only provides phone number

to the recipients. The receiver could contact the donor and fix up an appointment.

BharatBloodBank.com also provides information on Blood Donation such as Tips, scientific information, facts etc. It enlists other blood donation banks. BharatBloodBank.com offers its services free. Further contact information collected in the site will not be used for any commercial purposes.

Mr. Janakiraman added, “After all life saving does not require heroic deeds. You could just do it with small thought or even smaller effort of saying YES to blood donation.”

For details & more information: Log onto www.BharatBloodBank.com

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