

## MUrgency, the Medical Emergency App Launches in Ludhiana

**Through this app, people across Ludhiana will have access to fast, easy, and reliable medical help in an emergency.**

**Ludhiana, 30<sup>th</sup> August 2016:** MUrgency, a mobile app for faster help in a medical emergency, was launched today, in Ludhiana. With one tap, the nearest trained and validated Doctor, Nurse or paramedic (medical responder) will come to the rescue of the patient and provide medical help.

Sweta Mangal, Director, MUrgency Inc says, “We are very excited to launch in Ludhiana, the largest city in the state of Punjab. MUrgency is making it easy to get fast and reliable emergency help. We have seen people use the MUrgency app for small medical emergencies like a fever and stomach upset, to much more serious ailments.”

Conceived and founded by social entrepreneur Shaffi Mather, the venture is backed by Mr Ratan Tata, and Infosys co-Founders Kris Gopalakrishnan & S. D. Shibulal. Shaffi Mather, Founder and CEO, says, “We strive to make MUrgency a one-stop solution for emergency response & healthcare.”

MUrgency app has been downloaded over 16,000 times, and receives an average of 25 requests per day. MUrgency has partnered with 100 hospitals, including Pancham Hospital, NK Aggarwal Joint and Spine Centre, Sobti Neuro and Super Speciality Hospital, Bansal Neuro Centre, Kulwant Heart Centre, AIMC Bassi Hospital, Aastha Kidney & Superspeciality Hospital and Sidhu Hospital.

MUrgency is now offering Medical Care at Home – Doctor, Nurse, Patient Attendant, Physiotherapist, and even Ambulances can be booked easily on our mobile app. MUrgency is a fast, easy and reliable way to get access to the best healthcare resources. The most popular feature on the app, Ask a Doctor, allows you to chat with a MUrgencyNetwork doctor, and get replies in 15 minutes, 24/7, free!

### **About MUrgency**

MUrgency’s vision is to make emergency response accessible to anyone, anytime, anywhere, across the world by 2020. Built by the founders of the largest private ambulance company in the developing world, MUrgency aims to transform emergency response.

MUrgency is being launched with membership in BCtA @ UNDP (Business Call to Action at the United Nations Development Program), in academic partnership with Stanford Change Labs, Harvard Asia Center and MIT Global Health, and as an initiative of the World Economic Forum’s - Forum of



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Young Global Leaders Community. MUrgency is also partnered with International Federation of Red Cross.

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Facebook – <https://www.facebook.com/MUrgencyNetwork/>

Twitter – <https://twitter.com/MUrgencyNetwork>

LinkedIn – <https://www.linkedin.com/company/murgency-inc->

Google+ - <https://plus.google.com/+Murgency/about>

Download App:

iOS - <https://itunes.apple.com/in/app/murgency-reseau-global-reponse/id920618732?mt=8>

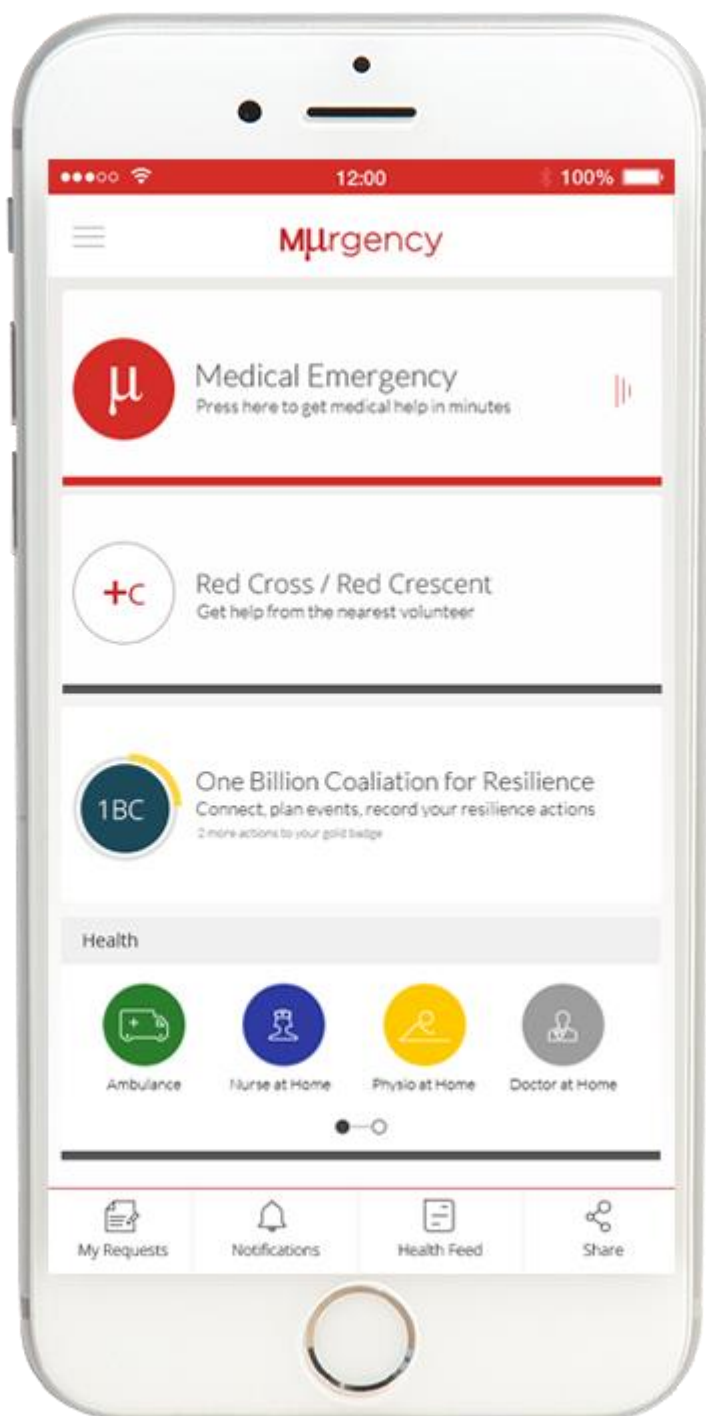
Android - <https://play.google.com/store/apps/details?id=com.murgency&hl=en>



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