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NIRAMAI celebrates International Womenâ??s Day with slew of initiatives

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Niramai has announced multiple initiatives for women during the entire month of March that includes 50% discount on all breast cancer screening tests at its centres. Niramai will also conduct corporate camps, discounts on breast cancer screenings as well as community outreach events to sensitise women and create awareness regarding early detection and prevention of breast cancer.

Niramai has partnered with 21 hospitals and diagnostic centres to deploy its solution. Breast cancer screenings costing Rs. 1500 will be available at a special discount of 50% throughout March. This offer is ongoing at new and existing centres in 9 cities, including Bengaluru, Mysore, Hyderabad, Chennai, Mumbai, Pune, Delhi, Dehradun and Bhubaneshwar.

“As part of Niramai’s community screening initiative, we partner with organisations that have extensive outreach and focus on women’s health, to jointly conduct health programs at grassroot level using Niramai solution for breast health screening. Bringing the service to the doorstep of women is an important feature of preventive screening that our partners help us achieve,” said Nidhi Mathur, COO & Co-founder, Niramai.

Specific programs are being launched for women at their workplaces. Vidya initiative is being targeted towards women in education field through women health volunteers. Corporate camps are being conducted at leading women-centric corporate clients like MakeMyTrip, Sapient, SAP Labs, NetApp, West, etc. A new initiative is being launched to reach vulnerable women in Karnataka together with Swasti Health Catalyst, a reputed health-focused NGO. Niramai solution is particularly suitable for community screening due to its portable, affordable and completely private experience to the user.

Niramai, a healthtech start-up based out of Bengaluru, has developed a novel solution for detecting breast cancer at an early stage. The solution called Thermalytix is non-contact, non-invasive, radiation-free and is clinically proven to be more accurate than mammography. This affordable and portable solution is creating a breakthrough in preventive screening for breast cancer. The test can be conducted either in diagnostic centres or at workplace or apartments. Furthermore, the test is completely privacy conscious where no one touches or even sees the woman during the test, addressing the socio-cultural issues of breast screening.