



Press Release



## Bengal Speech & Hearing Launches Hearing Plus Privilege Card For Geriatric Persons

*- Veteran Actor & Hearing Plus Brand Ambassador,  
Mr Soumitra Chatterjee Launches The Card -*

**Kolkata, 11<sup>th</sup> February, 2015:** Bengal Speech & Hearing Pvt Ltd, Eastern India's largest chain of clinics for hearing and speech disability, today, launched **Hearing Plus Privilege Card For Geriatric Persons**. This card was launched by Veteran Actor & Hearing Plus Brand Ambassador, **Mr Soumitra Chatterjee**.

"Hearing loss affects millions of people worldwide, irrespective of age today. It can be congenital or acquired due to various factors or complications. However, half of all hearing loss cases are preventable with early intervention. Hearing-impaired people can benefit a great deal from hearing aid devices, cochlear implants and assistive devices. In an effort to reach out to maximum number of people and create awareness about hearing loss and necessity of using hearing aids, we are launching today **Hearing Plus Privilege Card For Geriatric Persons**. Hearing Plus will provide a support service for those who cannot afford hearing aids due to economic crisis; this will assist them in buying aids at special discounted prices", said Audiologist & Speech Language Pathologist, **Mr Somenath Mukherjee, Managing Director, Bengal Speech & Hearing Pvt Ltd**.

If any patient buys this **Hearing Plus Privilege Card For Geriatric Persons** from any Hearing Plus outlets with Rs 100/-, then they will receive a completely free of cost audiometry test, which is generally charged Rs 500/-. Additionally, patients will get 10% flat discount on hearing aid purchase along with lifetime discount on battery purchase.

The **Hearing Plus Privilege Card For Geriatric Persons** also offers various facilities to the patients which includes the following:

- **Lost coverage:** If a patient loses a hearing aid, then Hearing Plus will provide 70% support on Secondary aid and patient will have to provide the remaining 30%
- **EMI:** Patient can buy a hearing aid in monthly installments
- **Home service:** There is home service for senior citizens
- **On-trial:** Patients can avail for on-trial for 7 days before buying the aid
- **Loaner facilities:** If a patient sends their hearing aid for service to Hearing Plus, then they will provide them with a substitute hearing aid for those days
- **24-hour service:** Hearing Plus is dedicated in providing round-the-clock (24x7) service

Bengal Speech & Hearing Pvt Ltd has two brands under its umbrella; Hearing Plus & Speech Plus. Hearing Plus is doubling its revenue annually, competing with stand-alone centre and international ventures present in the hearing impairment diagnosis segment in India. Hearing Plus projects itself as a company that offers "high-quality service at low cost at your doorstep". Speech Plus consists of a specialist team of corporate speech-language pathologists who are trained to help those with speech, voice or language related difficulties and challenges in everyday, business and academic settings. It is a new department known as Corporate Speech Language Pathology (CSLP) and is being introduced to erase the barriers of effective communication.

### **About Bengal Speech & Hearing Pvt Ltd:**

Bengal Speech & Hearing Pvt Ltd (BSHPL) is the largest chain of clinics in Eastern India for hearing aid & speech therapy. With 44 centres across the country, BSHPL is an industrial leader in Diagnostic Audiology, Hearing aid fitting & Speech therapy. They are also the largest hearing aid dealer & distributor and have clinics in Kolkata, Mumbai, New Delhi - NCR, Burdwan, Howrah, Siliguri, Bhubaneswar & Guwahati. The Group's mission is to provide dedicated and quality support services to maximum people who cannot speak or hear under one roof at affordable costs all over India.

### **For further information please contact:**

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