

Press Release

SastaSundar.com Flags Off Run for Health & Happiness

Kolkata, 13th January 2020: Digital platform of healthcare **SastaSundar.com** in association with **Deep Heat (UK's No.1 brand)**, a brand of **Rohto Pharmaceuticals Co., Ltd (Japan's leading Healthcare Company)** and **XPLOR** successfully flagged off its event Run for Health & Happiness at Deshapriya Park premises, Kolkata on Sunday morning, 12th January 2020. The event was inaugurated by **Sri Debasish Kumar, Member Mayor-in-Council, KMC along with Sri B L Mittal and Sri Ravi Kant Sharma, respectively, the Founder & Executive Chairman and Founder & CEO of SastaSundar.com.**

Chosen to be flagged off on the auspicious occasion of Swami Vivekananda Jayanti, the initiative is the digital platform's drive to usher in the spirit of health and youthfulness among the Run's participants.

"Running not only adds days to one's life, it in fact adds life to ones' days. SastaSundar.com envisages to spread the message of health & happiness in all manifestations and running is one of the best practices of the same. All of us, at SastaSundar, have been celebrating this run event every year to uphold the organisational vision of making life simple and happy," said **B L Mittal, the Founder & Executive Chairman of SastaSundar.com.**

On this date, the initiative also got successfully undertaken in Noida Stadium, Sector 21A & Dwarka – DDA District Park, Sec-11 of **NCR** and other districts of **West Bengal**. In West Bengal, apart from Kolkata's Deshapriya Park, Major Park – Netaji Bhawan of Durgapur, Habra's Rail Gate No.1, Santiniketan Math of Bolpur, Egra's School Ground and Kalyani's Playground No. 3 were the other prominent locations for the event.

The Run in Kolkata saw an active participation of nearly 500 people. Over 2000 people participated in the entire event across the centers.

The states of **Orissa, Bihar and Jharkhand & WB (Birbhum)** will be conducting the event on subsequent Sunday mornings of January-February. Rabindrapally in Birbhum, Jubilee Park of Jamshedpur, Danapur Math of Bihar and Biju Maidan of Orissa are the chosen places.

About SastaSundar.com

SastaSundar.com is a digital platform of healthcare supported by a network of physical counselling and service centres called 'Healthbuddies'. The service verticals of SastaSundar are Pharmacy, Diagnostics and Wellness. The name 'SastaSundar' is derived from a popular Indian phrase in terms of consumer experience of Savings and Quality. SastaSundar exists to use knowledge and digital connectivity to reduce cost and add convenience in making available high quality medicines, healthcare products and services to make life simple and happy.

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