

This Raksha Bandhan, SastaSundar.com Introduces Healthy Gifting Options

Kolkata, 10th August, 2021: Raksha Bandhan is a festival savouring the brother-sister bond and hence the gesture of gifting comes with a personal touch. With the present backdrop of the pandemic, a gift that accentuates both the concept of health and happiness spectrum should be an ideal option. Hence, on this occasion of Raksha Bandhan, SastaSundar.com, a leading name in the space of Indian digital platform for healthcare introduces **Happy Raksha Bandhan Health Boxes** which is a gift of good health wrapped in happiness.

Health in today's world is more than wealth. COVID has indeed inculcated a forever threat on the immune system. Hence, having good health is the only weapon and blessing. Curating few healthy things in a package is not only a great gifting option but also a thoughtful culmination. Such combos usually constitute health goodies that not only take care of the bodily deficiencies but also act as a great stimulus for taste buds.

“This Raksha Bandhan we have brought to you a novel gifting concept. The USP of this Happy Raksha Bandhan Health Box is that it takes two important steps simultaneously, ie, it is a boost to immunity and it paves the path to quality living. Amidst this pandemic, such immunity boosters can be a sheer boon protecting your siblings from ailments. With the curation of SastaSundar Happy Raksha Bandhan Health Box, you can now be sorted on what to gift this Rakhi” said **Dr Amitava Sarkar, President - Health Foods, SastaSundar.**

The surprise element of these packs are, they constitute small gifts like Pierre Cardin Designer pen, which indeed adds a personal touch to this healthy combo pack. Also, the set is not bereft of the fragrance of love that this bond or the festivity of Raksha Bandhan harbour. Well, with a mini pocket perfume the combo is just the “deal seal” gift, ideal for this lovely occasion of Raksha Bandhan.

There are 4 variants of SastaSundar Happy Raksha Bandhan Health Boxes/Bag - Silver, Gold, Platinum, and Diamond – that are priced from Rs 250/- to 1000/-. A **SastaSundar Happy Raksha Bandhan Silver Health Bag**, priced Rs 250/-, includes SastaSundar Gold Pista Roasted Salted (100 gm), SastaSundar Dry Fruit Raisin (100 gm) & Axe Signature Champion Mini Ticket Body Perfume (10 ml). A **SastaSundar Happy Raksha Bandhan Gold Health Box**, priced Rs 500/-, includes SastaSundar Dry Fruit Pista (100 gm), SastaSundar Trail Mix-Healthy Heart (75 gm), SastaSundar Dry Fruit Raisin (100 gm) and Axe Signature Campion Mini Ticket Body Perfume (10 ml). A **SastaSundar Happy Raksha Bandhan Platinum Health Box**, priced Rs 750/- includes SastaSundar Gold Pista Roasted Salted (100 gm), SastaSundar Dry Fruit Cashew (100 gm), SastaSundar Dry Fruit Almond (100 gm), SastaSundar Trail Mix-Healthy Heart (75 gm), Engage On Citrus Fresh Pocket Perfume Man (18.4 ml) & Pierre Cardin Paris Romancy Designer Sleek Blue Ink Ball Pen (Black - Red). A **SastaSundar Happy Raksha Bandhan Diamond Health Box**, priced at Rs 1000/-, includes SastaSundar Dry Fruit Pista (200 gm), SastaSundar Trail Mix-Healthy Heart (75 gm), SastaSundar Dry Fruit Cashew (100 gm), SastaSundar Gold Almond Roasted Salted (100 gm), Engage On Citrus Fresh Pocket Perfume Man (18.4 ml), & Pierre Cardin Paris Romancy Designer Sleek Blue Ink Ball Pen (Black - Red).

“Needless to say the myriad nutrients these boxes are offering are ‘Nutrilitious’, ie, nutritious and delicious, both! Raksha Bandhan is a ritual where there is always the undertone of love and protection. Resonating the same, if your gift has a personal touch of love and protection with some nick-knacks as well wouldn't it be great? So cherish this wonderful brother-sister bond, give them a bag full of health and happiness today”, added **Dr Sarkar.**

The SastaSundar Happy Raksha Bandhan Health Boxes are available in the SastaSundar.com App and website - www.sastasundar.com.

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.

For further information please contact:

Sreeraj Mitra / Priyadarshini Bhan / Kakoli Das

Sagittarius Communications

Ph: 9007307884 / 8697719377 / 8697719341