

Specialist shopping

Sandipon Choudhury

Everything that you might want or need or fancy is available online, to be delivered to your doorstep. Easy accessibility is the key to the success of e-market portals.

One strategy such market products have come to utilise for increasing their share of the financial-quarter pie, is to specialise in the sale of one kind of product be it books, apparels, electronics, etc. "Specialisation of the marketplace species," says a market analyst "is the only way that small portals will survive as it would require not much capital and at the same time help provide them a niche loyal consumer base."

sumers," says Prashant Tondon, MD and co-founder healthkart.com, an online portal for healthcare and fitness products and services. He says "consumers actually don't know what they need," so the freedom of too many choices is a good thing as it provides them the scope of deciding for himself/herself what products suit their needs after going through descriptions and comparison of similar products that they find on the site.

Healthkart.com is a relatively new site which caters specifically to the fitness and healthcare products market. You can obtain wonderful discounts on products here. Products are placed under their relevant tabs and the site provides easy manoeuvrability which even technologically handicapped people will be able to follow. Online transactions are guaranteed to be secure and product descriptions.

Portals like healthkart.com, naptol.com, and Indiaplaza.com have an upper hand over the physical marketplaces because of the heavy discounts they provide on products which normally wouldn't have discounts in retailers' shops.

In the end, it is about easy accessibility. This holds true more so for people who suffer from ailments which inhibit much straying away from their homes, can have goods delivered to their homes.



Sameer and Prashant, Joint Managing Directors, Healthkart

Simplest way to book your HT Shopper ad.
 Call HT SEAL at +91- 8527555002
 and get your ad designed for free*.

htshopper

free ad design.
 free doorstep payment pick-up

Booking open all days : 7am - 9pm

LIFESTYLE & ENTERTAINMENT

htshopper

DISCLAIMER: htshopper, your weekly round-up of shopping, entertainment and lifestyle, is our endeavour to bring you the best deals and buys available in your locality. Most of the content in our publication is sourced from retailers, brands and service providers. htshopper and publisher HT Media Ltd. bear no responsibility or liability for all external information and content that has been provided. By publishing information sourced from advertisers, htshopper is in not necessarily endorsing such claims made.

We recommend that readers make the best of these deals and offers by exercising due diligence while availing such deals and offers.

■ The Columbia Asia, an international healthcare provider operates a chain of modern hospitals across Asia



GURGAON'S HEALTH BOOM

The realty boom of Millennium City is unsurpassed. The slow but sure development of infrastructure in the healthcare sector could be the next success story, writes Bipin Sharma

The one common thing that Gurgaon based citizens residing in private builder townships as well as Haryana Urban Development Authority (HUDA) sectors often moan about is that their respective authorities lacked the much needed vision to chalk ways for coping with futuristic challenges such as rising population and shortfall of resources like water and power.

But it is not the same as far as the healthcare facilities in Gurgaon is concerned. If compared, it is way much better. The city boasts of numerous top class hospitals and healthcare clinics. The fact that there has been a rise in the number of multi specialty hospitals setting up their base in Gurgaon works in the favour of its citizens.

Due to the entry of big reputed names like Columbia Asia, Medanta-The Medicity, Artemis, Indraprastha Apollo Hospitals, Alchemist, Fortis Healthcare, Paras, Max, Neelkanth, Pushpanjali, Sheetal, Eye-Q Super Speciality Eye Hospital etc, citizens feel secure about being in safe hands.

Another important aspect is

that the number of good hospitals don't stop here as there are other reputed, big chains, aspiring to set up their full fledged units in Gurgaon. Since it's the era of super speciality, the credit goes to all those visionaries who have worked towards



SHINING STAR

Dr. Shomeshwar Singh, a Cochlear and BAHA Implant Surgeon is regarded as a "divine emissary" by parents whose children have successfully been treated for speech and hearing impairment

bringing exclusive Cardiac, ENT, Maternity, Ayurvedic, Homeopathic, Physiotherapy healthcare facilities to town for the benefit of citizens.

Going a notch higher, Gurgaon is getting its first state-of-the-art multi-specialty hospital. Hospitals like Columbia Asia, an international healthcare provider operating a chain of modern hospitals across Asia, are a big boon for the city. Their USP being cleanliness, efficiency, affordability and accessibility. The hospital offers multi-specialty care, and integrates evidence based internationally benchmarked medical practices with modern technology while delivering the highest-quality patient care. This makes it also a preferred choice for overseas customers.

Coming to ailments and health related complications, Hearing loss has a very significant impact on individuals especially on children since it is the primary source of acquisition of languages, speech and cognitive skills. "With the advanced technologies, hearing loss, except few types, can be treated effectively. Early diag-

nosis and timely intervention makes the treatment most effective. Usually, parents find it hard to accept that their child hearing is impaired. If a child does not respond to sounds in the first 18 months, the child should be taken to a doctor," says Dr. Shomeshwar Singh, Cochlear & BHAH Implant Surgeon. He further adds, "We have undertaken Cochlear implants treatment in Columbia Asia Hospital as it is a very effective treatment for hearing loss. It is a medical device which uses electrical signals to stimulate the auditory nerve."

Dr Rakesh Khara, an in depth scholar with a PG Degree in Alternative Medicine and Gold Medallist in Naturopathy adds, "Not surprisingly, alternate medicine has become very popular. People are willing to change their lifestyle and challenge the conventional system in search of cure and wellness. You will come across all kinds of clinics in colonies and business centers. Health experts ranging from homoeopaths, naturopaths, nutritionists, diet consultants, physiotherapists, pentists, to general physicians, all are available." Availability of economical residential options for patients' family is another factor that draws crowds.

For dental related problems, Dr Heman and Dr Priyanka Verma of Dental Stylers proffer holistic solutions for complete dental care which includes complex dental surgeries and cosmetic dentistry in an ambience, much akin to any modern day spa.

Going by the numbers of healthcare facilities being launched in Gurgaon, you never know if the city might come to be known as "The Healthy City" in times to come.



■ Columbia Asia Hospital is Gurgaon's first state-of-the-art multi-speciality hospital