

Approach Communications Bags Phytonics India Account

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Approach Communications, leading public relations and rural communications firm with a specialized division for Pharma and Healthcare PR, has bagged the entire gamut of corporate communications and media relations activities account of USA based Phytonics Enterprises's Indian subsidiary Phytonics India PR account. Phytonics India is all set to launch its successful product XPL-7 herbal contraceptive in Indian market. Approach Communications has set up a specialized division '**Approach Health Communications**' for Pharma and Healthcare PR. The firm is on client winning spree with 3 new wins. XPL-7 is an innovative herbal contraceptive which can revolutionize the contraceptive market in India.

Now **Approach Communications** will handle the entire PR, media relations and Image Management strategy and other branding initiatives for **Phytonics India**. Phytonics India is first introducing its very successful product in USA market **XPL7** in India. The company is also thinking to launch other innovative products in the market. **XPL7** is a revolutionary product in that it combines a centuries old herbal formulation with the 21st century western medical technology to deliver a unique feminine health choice product.

XPL7 is a vaginal suppository. When it is used within 72 hours (3 Days) **after** an unprotected sexual exposure it prevents pregnancy.

It is an herbal formulation that the Oriental women have used for hundreds of years. It contains no hormones and no steroids. It is a product designed by women for women.

According to Mr. Baljit Singh Ghai, Director, **Phytonics Enterprises USA** ' We were looking for a Healthcare PR agency which is most suitable for us in terms of generating awareness,, credibility of our product as well as image building of the organization. The presentation made by Approach Communications was in line with our communication approach. So we decided to go with **Approach Communications.**'

Commenting on the win, Sonu Tyagi, Director, said 'as we have already worked on few pharma brands before and enjoy a very good network in pharma and health related media, we will add very good value through our expertise to XPL7 launch through our media relations expertise and hence we are very excited about this win. The communications strategy has been devised for the launch activities and specific PR exercise will be done for image building of the company.

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Approach Communications, which is just in 3 year of operations; have already handled leading companies, entertainment and social sector clients. The agency is present in 5 cities of India with its headquarters in Delhi. Agency has handled accounts like Rathi Thermax, U.S.Writopia, SOS Children's Villages of India, Aaliya Productions, Greentech Foundation, General Motors,{ Regional}, Sulej Motors Ltd, Malaysian Promotion Council, Handicapped Care Foundation, FMCG

International , Jhankar Television, JMD Group among others.

Agency is very excited about future prospects and soon entering in publications in a big way. Agency has already carved a niche in strategic rural communications services and pitching for new clients are already on. Agency has worked across industries like FMCG, Healthcare, Lifestyle, Entertainment and Films. Approach Communications has full fledged operations in Celebrity Management and Below the Line Promotions services as well.

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You can also visit www.approachcomm.com for more information.