

Parentree launches online growth tracking charts for Indian children and babies

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Chennai, Tamil Nadu, March 11, 2009 /India PRwire/ -- For the first time in India, parents can store and track their child's growth online and compare it to the growth standards for height and weight published by the Indian Academy of Pediatrics. The new service was launched on Parentree's website - www.parentree.in.

Surveys have shown that one of the major concerns of Indian parents is how well their babies and children are growing. Previously growth records were maintained on paper and often lost. Measurements also had to be plotted on a paper based growth chart to check if the child was keeping up with the prescribed standards.

Using this new service, parents can store the date of measurement and the height and weight of the child online. As the child grows, additional measurements can be added. This provides an easy and convenient record of growth that can be accessed at any time. The growth tracking charts display the child's height and weight growth over time and also compare those measurements to the published standards.

Shobha Durairajan, a Founder of Parentree, said "For Indian mothers like me who track and monitor their children's growth closely, knowing at the click of a button that their child is keeping up with the growth standards is a very satisfying feeling. We are very excited to bring this new service to Indian parents".

The growth tracking charts for babies (0 to 36 months) and for children (0 to 18 years) can be found on www.parentree.in.

Notes to Editor

Parentree (www.parentree.in) is an Indian parenting community.

Parentree focuses on the practical aspects of Indian parenting - reviews of schools and preschools, parenting tips, pregnancy, child development, good books, local activities in our cities, fostering intelligence and confidence and creativity in our children, reliable classes for arts and sports, safe products for our children, good nutrition, emotional development and behaviour.... and the list goes on.

Parentree is an online community where information, advice and tips flow from parent to parent, so everyone benefits from each other's experience.

For more information, please contact:

Sathya Narayanaswamy

Founder

(L) +91 44 42815604

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