Kellton Tech awarded a 27.5 crore project to develop enterprise mobile solution for maternal infant healthcare.

Hyderabad, IN – July 9, 2015: Kellton Tech has been awarded mSwasthya project by SIFPSA (*State Innovation in Family Planning Services Project Agency*) for developing a mobile healthcare platform to improve maternal and infant mortality rate outcomes in Uttar Pradesh for a project outlay of Rs. 27.5 crore. Kellton Tech is the lead partner along with consortium partners CMS Computers and IntraHealth Inc.

The application will help health workers in their activities by enabling them to collect health data concerning mother and child in real-time and supporting them in providing health care. It offers an integrated mobile platform for health service delivery that would enhance the work efficiency of health workers.

The project is to be implemented in five districts (Mirzapur, Faizabad, Sitapur, Bareilly and Kannauj) of Uttar Pradesh comprising 65 blocks. Once executed, the solution is expected to be extended to the remaining 70 districts of UP too. Presently, it entails handing over smart-phones to the 10,252 ASHA (*Accredited Social Health Activists*) workers and tablets to the 1719 ANMs (*Auxiliary Nurse Midwife*) & 300 people comprising Medical Officers, Medical Officers In-Charge & SIFPSA staff. Keeping in with the spirit of "*Make In India*", Kellton Tech will procure these devices from Videocon Industries Limited, an India-based company.

The project capitalises on Kellton Tech's ability to fully leverage its expertise in SMAC (Social, Mobile, Analytics, Cloud).Kellton Tech, as a leading mobile application development company, has worked on similar projects including one for ASHA workers in Andhra Pradesh.

The mobile app is an enterprise solution that will be hosted on cloud, facilitating remote access and enrolment through 3G-enabled mobile devices from across the region. The data captured will be stored on cloud, which will be the central database. The solution will be optimized for low bandwidth and intermittent connectivity, both common concerns in the rural environments where this app will primarily be used. The acquired social data will be an excellent repository for analysis, and through advanced analytics it is bound to yield meaningful information that can serve as the baseline for future public schemes and policies. The solution will also accommodate the concept of differential access based on several criteria. A strong security system will fortify the solution with proper authorization and access control and advanced encryption techniques will be used to protect data.

The three year project is touted to be the largest enterprise mobile application rollout in the health and e-governance sector of India and also possibly the world's. The app is poised to be a game-changer in this arena, considering its unprecedented reach, revolutionary approach and potential health benefits that are to be accrued on its successful implementation.

About SIFPSA

The State Innovations in Family Planning Services Agency (SIFPSA) is a joint endeavour of the Government of India, United States Agency for International Development (USAID) and Government of Uttar Pradesh for implementing the Innovations in Family Planning Services (IFPS) project in the state. During the two decades of successful implementation of IFPS project, SIFPSA has made its

mark in the global arena in Family Planning (FP) and Reproductive & Child Health (RCH) Programme.

SIFPSA seeks to facilitate, through innovative means and partnerships with government and other agencies, the goal of health for all by improving the quality, demand, access and delivery of family planning and MCH services and also improving related quality of life parameters including the status of women.

About Kellton Tech Solutions Ltd.

Kellton Tech Solutions Limited is a publicly listed (BSE: KELLTONTEC), CMMi Level 3 and ISO 9001:2008 certified global IT services organization. It is headquartered in Hyderabad, India and has development centers in the United States and India. For two innovative decades, Kellton Tech has put into practice the vision upon which it was founded viz. "to offer infinite possibilities with technology". The company is committed to providing end-to-end IT solutions, strategic technology consulting, and offshore product development services. Kellton Tech serves the full gamut of customers including startups, SMBs, enterprises, and Fortune 500 businesses. The organization has serviced customers representing a wide range of verticals including retail, travel, e-commerce, education, hospitality, advertising, market research, manufacturing, consumer goods, logistics, SCM, and non-profits. Kellton Tech is also a global leader in providing Enterprise Mobility Solutions, Mobile Application Development &Internet of Things.

Media Contact:

Kellton Tech Solutions Limited, +1-8444698900,+91 (124) 4698900, media@kelltontech.com