Eros Wellness Expands AI-Powered Preventive Healthcare to Uttarakhand, Its Third Indian State

Eros Wellness expands into Tanakpur and Banbasa, bringing preventive-health screening and model validation to Himalayan border communities.



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CHAMPAWAT, UTTARAKHAND, INDIA, September 18, 2026 / EINPresswire.com/ -- Eros Wellness today announced the expansion of its AI-powered preventive-health programme to Tanakpur Hospital and Banbasa Primary Health Centre (PHC) in Champawat District, Uttarakhand, marking the company's entry into a third Indian state and its first deployment in a Himalayan and international-border district.

The deployment is being implemented within Uttarakhand's public-health environment with participation from the National Health Mission, Uttarakhand, and the Office of the Chief Medical Officer, Champawat. It follows Eros Wellness deployments in Gujarat and Andhra Pradesh and extends the platform into a materially different geographic and healthcare setting.

Champawat is characterised by scattered settlements and rugged terrain, while Banbasa sits close to the India-Nepal border. The deployment is intended to evaluate how non-invasive AI-powered preventive screening and connected health measurements can support primary healthcare in communities where geography and distance can make access to specialist services more difficult.

AI-Powered Screening and Connected Health Measurements

The Eros Wellness platform uses a two-layer model that combines non-invasive AI-powered screening with connected health measurements. It is designed to support healthcare professionals, not replace them.

Layer 1 - AI Face Scan. A contactless facial scan can assess 28 health and wellness indicators in under one minute, including heart-rate trends, estimated blood-pressure trends, stress and relaxation scores, recovery patterns and cardiovascular wellness signals. The process is non-invasive and requires no needles or physical contact.

Layer 2 - Connected Health Measurements. A further 32 measurements can be captured using connected clinical devices, including blood pressure, blood glucose, haemoglobin, body composition, spirometry, ECG, oxygen saturation and thermometry. These measurements complement the AI screening and remain subject to clinical interpretation.

Advancing the Eros Large Cultural Health Model

The Uttarakhand deployment also forms part of the ongoing development and real-world validation of the Eros Large Cultural Health Model (LCHM) - Eros Wellness's multimodal preventive-health intelligence architecture designed to understand health signals in the broader context of the individual.

The architecture is being developed to progressively bring together preventive screening, connected health measurements, longitudinal information, lifestyle and environmental context to support more personalised preventive-health intelligence over time.

A Himalayan and border population provides a different operating environment from Eros Wellness deployments in Gujarat and Andhra Pradesh. Differences in geography, climate, occupation, diet, lifestyle and healthcare access provide an important setting in which to evaluate how preventive-health systems perform across diverse Indian communities.

Real-world deployments are used to evaluate technology, clinical workflows and system performance under appropriate consent, privacy and governance frameworks. Medical diagnosis and treatment decisions remain with qualified healthcare professionals.

Public-Health Participation

The Uttarakhand deployment includes participation from senior state and district health officials, including:

- Dr Sandeep Tewari, IAS - Mission Director, National Health Mission, Uttarakhand
- Dr Devesh Chauhan - Chief Medical Officer, Champawat District
- Medical officers and community health teams from the participating facilities

“Uttarakhand's geography is our greatest asset and our greatest healthcare challenge. Our people live across terrain where reaching a specialist can take a full day. The National Health Mission has always focused on bringing care closer to the citizen.”
- Dr Sandeep Tewari, IAS, Mission Director, National Health Mission, Uttarakhand

Building Health Intelligence in Context

“Uttarakhand is important to us because it gives us a very different real-world environment in which to evaluate preventive-health technology. Health does not exist independently of geography, lifestyle, environment or culture. A Himalayan and border population presents different conditions from the communities we have worked with in Gujarat and Andhra Pradesh.

This is central to the philosophy behind our Large Cultural Health Model: building health intelligence that can progressively understand the individual in context rather than treating every population as identical.

Our approach remains disciplined - AI screens, connected devices measure and doctors make clinical decisions. Each deployment helps us validate how the technology and clinical workflows perform across different communities as we work toward a more personalised and preventive model of healthcare.”
- Dr Shilpa Desai, CEO, Eros Wellness Research and Development

Longitudinal Health Intelligence

Health information generated through participating Eros Wellness deployments can be organised through the Eros Digital Health Passport, which is being developed to support longitudinal tracking across interactions and to give individuals a more continuous view of their health and wellness information.

The architecture is being developed with interoperability with India's Ayushman Bharat Digital Mission (ABDM) framework in mind, with consent, privacy, security and applicable data-governance requirements treated as core design principles.

From State Deployments to a Scalable Preventive-Health Architecture

Eros Wellness's longer-term objective is to create a preventive-health architecture capable of operating across diverse public-health environments. The progression from Gujarat to Andhra Pradesh and now Uttarakhand provides three distinct state contexts in which to evaluate accessibility, workflow integration, user experience and system performance.

The ambition is to scale responsibly through collaboration with healthcare professionals and public-health systems, while progressively strengthening validation, governance and the clinical

evidence required for more advanced health-intelligence capabilities.

About Eros Wellness

Eros Wellness is the health and preventive-intelligence platform of Eros Innovation. It is developing AI-powered preventive-health technologies, the Eros Large Cultural Health Model (LCHM), connected screening platforms, longitudinal health intelligence and personalised wellness capabilities designed to work alongside healthcare professionals and public-health systems.

About Eros Innovation

Eros Innovation is a Sovereign AI and Cultural Intelligence company developing trusted AI infrastructure and intelligent applications across healthcare, education, culture, media, tourism and the creator economy. Its broader objective is to build culturally intelligent and domain-specific AI systems capable of serving individuals, institutions and governments at scale.

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