

SRL Diagnostics intensifies Preventive Healthcare with new campaign

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First-of-its-kind campaign by a diagnostic chain to drive lifestyle change.



SRL Diagnostics, India's leading and most trusted diagnostic chain, has partnered with **Get Active Expo**, the three-day event that runs prior to the **Airtel Delhi Half Marathon**. This partnership is part of the 360 degree campaign rolled out by the company, over the last one year, to drive change in the mindset of people across the country towards living an active lifestyle and following preventive healthcare practices.

The expo provides runners a platform to participate in a number of events and speak to experts to improve their training and performance. It also provides them access to some of the best equipment and preparation material. The Expo provides SRL the opportunity to be a part of the participating runners' journey and support them with relevant and necessary health check-ups and expert doctor advice.

The campaign is a first-of-its-kind in many ways, especially by a diagnostic chain in the healthcare sector. The company has appointed actress and fitness icon Shilpa Shetty as the brand ambassador for its preventive health care packages, branded 'SRL Care'. The partnership with Get Active Expo is part of the on-ground activation of the overall 360 degree campaign that SRL has been running. The campaign also includes a creative film with brand ambassador Shilpa Shetty Kundra, radio commercial, digital and social media amplification.

"Preventive care reduces the prevalence of disease and helps people live longer, healthier lives, while reducing the healthcare costs involved significantly. The advantages of running a marathon are immeasurable when it comes to living a fit and healthy life. From building endurance and stamina to even mental benefits of reducing stress and anxiety while gaining a sense of accomplishment. Running is an excellent means of conditioning the cardiovascular system. It also improves your immune system," **Arindam Halder, CEO, SRL Diagnostics and marathoner.**

"As India sees an exponential increase in incidences of heart disease, diabetes and allergy based health issues, commonly referred to as Non-communicable diseases, the company felt the need to drive the active lifestyle and preventive healthcare narrative with a keen focus. Our strategic participation with the marathon and expo is a step in this direction," Mr. Halder added.

"Let's start making good health & wellness a priority for ourselves, our families and the nation. One needs to stay healthy to

stay ahead. Being the Market Leader in the space is a responsibility we take very seriously. A sustained 360 degree campaign allows us to keep on reinforcing the message across touch points. We will continue to drive the campaign across various platforms as we see it as a medium that will bring real change in the market and the country as a whole,” Vikram Ahluwalia, Director – Marketing, SRL Diagnostics said.

The SRL Care packages are specifically designed to use the recommendation tool developed by SRL's R&D team. The platform recommends a customised health-check plan to an individual consumer keeping in mind their age, gender, lifestyle, health history and life-stage etc. Consumers simply need to take an assessment on SRL's mobile app or website, or they can just walk into any lab to get a customised preventive package that will be designed to suit their particular individual needs. With every such package, SRL Care consumers get a free health risk assessment report that outlines the risk factors that they are specifically likely to develop. The report will be given as an add-on benefit along with the regular diagnostics report.