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Medlife partners with Finserv Markets

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The insurance is availed to Medlife customers who buy medicines online and is valid for a month from the purchase date



Medlife, an e-health startup, has entered into a first-of-its-kind partnership with Finserv MARKETS. Under the partnership, Medlife's registered customers will get an accident insurance worth Rs 1 lakh when they purchase services on their website or app. The insurance will be valid for a period of one month from the date of purchase.The move is not only a gamechanger in the e-health space but also another step ahead in Medlife's larger commitment towards offering better access to healthcare and related services.

Medlife has always strived to give its customers the best of services and offers. Since its inception in November 2014, the brand has scaled rapidly to become the first e-pharmacy to clock a 100-crore monthly revenue mark. It currently services 29 states, 4,000 cities and 25,000 pin codes in India fulfilling over 25,000 deliveries daily.

Medlife's customer-centric policies and timely delivery of medicines make it a preferred brand across various Indian cities. It offers genuine healthcare products from authorized dealers at discounted prices. The company also has a cashback and referral discount policy.

Speaking about the partnership, Ms Meera Iyer, CMO, Medlife said, "Medlife's vision is to make the consumer journey in health better and this tie-up with Finserv MARKETS reaffirms this commitment. Our prime focus is not just on consumer experience but also on making healthcare more accessible, affordable, simple and personal through technology. Medlife is growing at a rapid rate month-on-month and the partnership is an important move in our efforts to build a connected healthcare platform."

Adding further, Meera, said, "It has always been our endeavor to empower customers to take charge of their health. The partnership with Finserv MARKETS, is also aimed at that. The insurance shall be issued in the name of the individual customer and can be availed. The Group Insurance Policy is non-transferable and can be availed by Indian residents between 18 and 65 years of age."

Medlife operates its medicine delivery service through 40 fulfilment centers and 3 large regional hubs in 22 cities. Its USPs include a transparent inventory-led model and the steadfast conviction to sell drugs only against a valid doctor's prescription. Medlife has one national and five regional laboratories and over 350 phlebotomists helping bring diagnostics to patients' homes. It has also launched its e-consultation service after acquiring Eclinic247 last year.