

## Snapdeal to promote NHA's National Health ID Scheme

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**Snapdeal will utilise its digital presence including its website, mobile application, and social media accounts to increase awareness**



Snapdeal is leveraging its pan-India reach, especially across India's smaller cities and towns, to promote National Health Authority (NHA's) "Health ID" programme. As part of this initiative, Snapdeal will utilise its digital presence including its website, mobile application, and social media accounts to increase awareness about the scheme and provide information on how users can create their Health ID .

The health ID can be easily created by using an individual's basic details, mobile number and Aadhaar number. The health records can be further linked and viewed through a mobile application. The "Health ID" will allow users to connect with different healthcare providers across the ABDM ecosystem by enabling a consent-based sharing of personal health records.

As part of this initiative, Snapdeal is initially running a series of banners to provide information about the benefits of the scheme and providing a link to NHA's page where they can generate their Health ID. The information will also be shared through Snapdeal's social media properties in English, Hindi and other Indian languages.