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SARVA with PharmEasy to drive adoption of affordable healthcare in India

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The two brands aim to encourage people to integrate yoga into their daily lives through the initiative



SARVA, India’s yoga-based healthcare ecosystem, has partnered with PharmEasy, to build an all-encompassing healthcare and wellness approach for their customers. The brands are coming together during PharmEasy’s ‘Week of Wellness’ initiative to drive adoption of affordable healthcare in India and give PharmEasy customers the essence of Yoga through SARVA’s meticulously coached and highly experienced trainers from the birthplace of Yoga (Rishikesh).

PharmEasy will be offering discounts on medicines, diagnostic tests and healthcare services. With this initiative, PharmEasy aims to focus on yoga in perfect unison with conventional medicine and alternative therapies combined to make a powerful combination to aid recovery for the end-user.

SARVA’s focus will be on ensuring the management of ailments like diabetes through therapy based Yoga. SARVA will be guiding users to transform their lifestyles to aid with their aliment recovery. The FREE 3- month offering will cover more than 200+ Yoga courses, 250+ meditation courses, 25+ yoga forms, across 3 different intensities (low, medium and high), along with beginner-friendly routines for all.