

Maymygenome strikes 'deal' with Snapdeal

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The service is said to offer genomic services predicting diseases and directing patients towards more effective medicines.

"...We wanted to reach out to more people and ecommerce is much easier way to reach," expressed Ms Anu Acharya, CEO, Mapmygenome."

Most clients for this service hail from major metros. However, people from other emerging towns like Coimbatore, Vijayawada, and Kharagpur have also started using this service for screening a variety of diseases like CVDs and Alzheimer's.

"...The collaboration will help us in reaching out to over 25 million members across the country and enable them to understand the gene-disease interaction better," commented Mr Amit Maheshwari, VP, Snapdeal.com.