

## **MediBuddy and Aditya Birla Housing Finance launch exclusive healthcare plan for housing finance customers**

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MediBuddy, India's largest digital healthcare platform, and Aditya Birla Housing Finance Limited (ABHFL), a prominent player in the housing finance sector, have collaboratively introduced exclusive healthcare advantages for the customers of ABHFL. This strategic partnership aims to offer affordable and accessible healthcare services to customers through an exclusive MediBuddy plan.

The collaboration between MediBuddy and Aditya Birla Housing Finance constitutes an affinity partnership. Within this framework, the specialized plan will be granted to ABHFL's customers once they sign in to their portal. This added benefit will be provided alongside the Housing Loan services they offer. MediBuddy will provide exclusive healthcare services at a remarkably low cost of INR 299, which includes INR 1000 worth of benefits in OPD, Lab Tests, and Health Packages, as well as INR 500 off on pharmacy expenses. Additionally, MediBuddy will be the sole and exclusive healthcare partner for ABHFL. The MediBuddy plan will be seamlessly offered to all ABHFL customers through their portal as a default offering. The terms of the partnership are designed to ensure ease and convenience for ABHFL's valued customers.

**Speaking about the collaboration, Satish Kannan, Co-Founder and CEO of MediBuddy,** said, "Our partnership with Aditya Birla Housing Finance signifies a seamless collaboration that enables us to provide unique healthcare benefits to their esteemed customers. Through this alliance, we aim to expand our reach to a broader audience, granting them access to quality healthcare services at an affordable rate. The partnership is a noteworthy milestone for MediBuddy, marking our initial venture into collaboration with a prominent housing finance company. We are confident that this alliance will prove mutually beneficial for both organizations."

In India, there exists a substantial need gap where numerous individuals lack access to healthcare of high quality. Through this tailored offering, both MediBuddy and Aditya Birla Housing Finance are committed to addressing the need for affordable healthcare solutions, particularly for customers who may not have easy access to expensive primary healthcare services.

## About MediBuddy

*MediBuddy has always been at the forefront of India's digital healthcare transformation. The digital healthcare platform has a partner network of 90,000+ doctors across 22+ specialities, 7,100+ hospitals and clinics, 5,000+ diagnostic centres, 2,500+ pharmacies along with a team size of 2,200+ members. It has created an integrated healthcare ecosystem that offers patients seamless access anytime and anywhere. With its healthcare services available in 16 Indian languages to enable customer-friendly consultation, MediBuddy is bridging the Urban-Rural quality healthcare divide. MediBuddy offers online and offline doctor consultations, medicine delivery, lab tests at home, mental health consultations, surgery care, among other healthcare services.*

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