

## PharmEasy launches 'Go Corona Go Initiative' to intensify COVID-19 vax drive

17 March 2021 | News

**With this campaign, PharmEasy wants to encourage more and more people to get vaccinated and keep themselves and people around them safe**



To extend its support to the Government of India in its COVID-19 vaccination drive PharmEasy has launched its campaign, 'Go Corona Go Initiative', where it will be offering a token of appreciation to every user who has got vaccinated. This will be a small step to help accelerate the vaccination drive.

With this campaign, PharmEasy wants to encourage more and more people to get vaccinated and keep themselves and people around them safe. For every vaccine taken by a citizen, PharmEasy would be giving a flat Rs 150 PharmEasy cash in the wallet to the users that can be used on their next medicine order.

Any individual who has opted for this vaccination can avail this benefit in 3 simple steps: register with PharmEasy, upload proof of vaccination (appointment email/certificate), get Rs 150 PharmEasy cash in PharmEasy wallet. This is going to be a month-long campaign. With this initiative, PharmEasy not only wants to celebrate the superheroes who have already taken the shot, but also intends to motivate others to do the same.

Talking about this initiative, Dharmil Sheth, Co-founder, PharmEasy, said, "The government is doing a fantastic job in tackling the COVID-19 situation with its vaccination drive now in full swing. We thought that the 'Go Corona Go' Initiative would be our humble attempt to encourage the masses to get vaccinated."

Adding to this, Dr Dhaval Shah, Co-Founder, PharmEasy said, "In our eyes, they are the real superheroes, who are bravely stepping out to get vaccinated and helping us put an end to the pandemic. A huge shout out to every vaccine taker out there. Together, we can beat COVID-19."