

## Ayushman Bharat Digital Mission Hosts Stall at Ladakh Marathon Bib Expo

Leh, September 7, 2025: The Administration of the Union Territory of Ladakh, through the Office of the Mission Director of the Ayushman Bharat Digital Mission (ABDM), successfully participated in the Bib Expo of the Ladakh Marathon 2025, held on September 7–8, 2025, from 10:00 AM to 6:00 PM. The Bib Expo witnessed enthusiastic participation from both local residents and tourists preparing for the marathon. The Ladakh ABDM team guided citizens through the process of creating their Ayushman Bharat Health Account (ABHA) ID. Visitors were shown how to: Use Aadhaar, Download ABDM-enabled PHR apps.

The stall featured live demonstrations, interactive activities, and the distribution of IEC (Information, Education & Communication) materials such as brochures and flyers. Many citizens successfully generated their ABHA ID in under a minute and gained hands-on experience of the benefits of digital health services while others collected informative templates after listening the complete process. These templates were made available in both English, Hindi and Bhoti to ensure wider accessibility.

Adding to the vibrancy of the Bib Expo, the others stall was surrounded by engaging exhibitors, including popular brands like Puma Go Wild, SYCO Sports, as well as stalls offering prescription sunglasses and specialized marathon equipment. This lively mix created a comprehensive experience for both athletes and visitors. The overwhelming response from marathon participants, spectators, and tourists highlighted not only the growing popularity of the Ladakh Marathon but also the importance of combining health awareness with athletic pursuits.



МАРАТОН  
ЖАТОН





# 1 IN 2 INDIANS HAVE CREATED THEIR ABHA

Ways to create  
ABHA number



Aadhaar Number



Enter your Aadhaar  
Number Authenticate  
using OTP/Face Auth



Scan the QR Code  
to download  
ABDM enabled PHR apps



Visit [abha.abdm.gov.in](https://abha.abdm.gov.in)  
to create ABHA Number

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APNE HEA  
RECOR  
PHONE PAR

Benefits of ABHA

5  
Your own personal health  
records are available with you  
at all times. In your own  
hand.

Manage chronic  
conditions  
through your  
health records.

भारत  
MARHON

For the Resilient  
and the Strong

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