Objectives: Healthcare plays a vital role in every woman for their healthy long life. Government healthcare schemes are very essential to the people who are not availing the facilities offered by private hospitals.

Therefore the purpose of the present study is to investigate the impact of promotional campaigns on utilization of government healthcare schemes among rural women in Coimbatore.

Research Methods: 125 women respondents are selected for this study using proportionate stratified random sampling method. Data were collected through questionnaires. The collected data were analyzed with simple percentage, multiple regression and chi-square tests.

Findings/Results: Results revealed that 41.6% of the variance of utilization was explained by the factors of promotional campaigns and demographic variables like type of family, education, occupation and income were significant relationship with utilization of government healthcare schemes.

Conclusion/Recommendations: The government should promote the healthcare schemes through Television for better reach and government should encourage the volunteers like NGO’s, lines club and many welfare associations to promote the government healthcare schemes for better reach and utilization. This study

recommends that the government should concentrate more on the promotional campaigns for better utilization of government healthcare schemes by educated low-income women in rural Coimbatore.