

# Medical Entrepreneurship Startup In India

*Case Bank I*

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**Revolutionising the Indian Healthcare Landscape**

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Prof. (Dr.) Ravikant Swami  
Editors: Prof. (Dr.) Poorva Ranjan  
Ms. Shanu Jain

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# **Medical Entrepreneurship Startup in India Case Bank - I**

*Revolutionising the Indian Healthcare Landscape*

*Edited By:*

**Prof. (Dr.) Ravikant Swami**

**Prof. (Dr.) Poorva Ranjan**

**Ms. Shanu Jain**

First Impression: April 2023

**Medical Entrepreneurship Startup in India  
Case Bank - I**

***Revolutionising the Indian Healthcare Landscape***

**ISBN: 978-93-93810-53-3**

**Rs. 1000/- (\$80)**

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Published by:  
Empyreal Publishing House

## **PREFACE**

Entrepreneurship and healthcare are linked and provide multiple opportunities. A lot of healthcare professionals are using business concepts that are disrupting traditional healthcare. Many experienced entrepreneurs and investors finding opportunities in the healthcare industry and opening new ideas and technologies.

With the use of predictive data and analytical tools combined with the power of artificial intelligence, they are able to assess the needs of the community and provide integrated solutions.

The chapters in this book cover the stories of such 30 healthcare start-ups in India that are driving the healthcare industry into a wellness industry.

Their genesis, opportunities and challenges, prospects for growth, and the vision of the founders and investors are all-encompassing.

To this end, this book is dedicated to entrepreneurs in healthcare who have converted an idea into reality and are committed to the ultimate goal of providing quality, affordable, and accessible healthcare to the people of India.

## **ACKNOWLEDGEMENT**

Sh. Vipin Sahni, Mrs. Kiran Sahni and Mr. Aman Sahni, for their patronage;

Honorable Justice (former) Bhanwar Singh, for his tireless mentoring;

The Director, DME, for his infinite support and encouragement;

The Head of Department, DME Management School for her valuable opinions;

To the faculty contributors of Management School, for their analysis and elaboration;

To the students of Centre for Management Research for their continued collaboration and dedication;

To the publisher, for seamless coordination.

**Prof. (Dr.) Ravikant Swami**

**Prof. (Dr.) Poorva Ranjan**

**Ms. Shanu Jain**

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**1**

**NETMEDS: INDIA KI PHARMACY**

**Prof. (Dr.) Ravikant Swami and Tisha Dem**

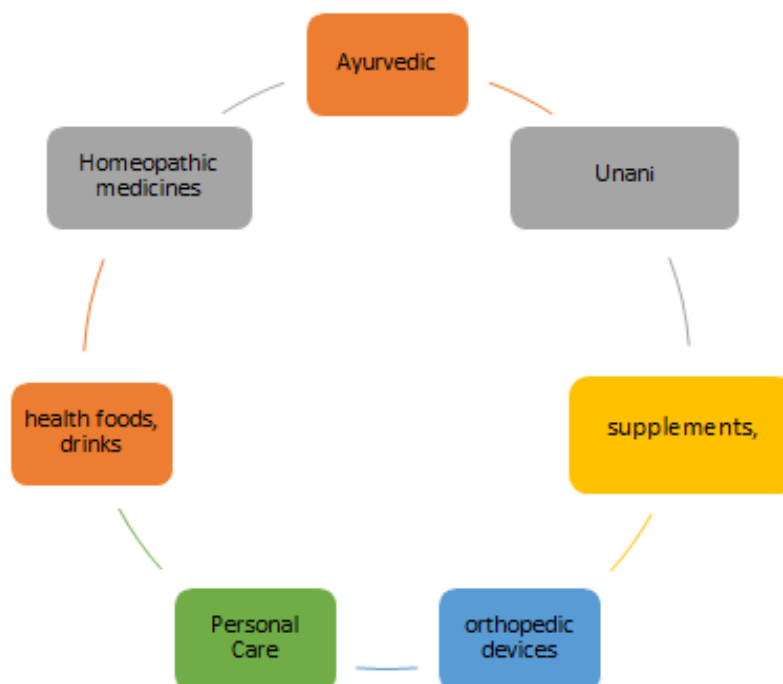
**ABOUT THE ORGANIZATION**

The availability of authentic come affordable medicines is one of the greatest concerns of all customers. To solve this problem and provide the right medicines at your doorstep Netmeds became one of the largest pharmacies dispensing quality medicines at reasonable prices to more than 7 million customers across the country. The medicine market in our country has largely been dominated by unorganized players. But with the advent of e-commerce and merging healthcare with technology, we have witnessed an increasing shift from traditional physical stores to online buying even in the case of medicines. The company was founded in 2010 and is based in Chennai since then it has grown by leaps and bounds and has now become an India ki pharmacy.

The mission of the organization is to “provide the people of India with convenient and affordable access to their everyday medicines.”

Netmeds vision is to provide “access to a full range of genuine medicine and reliable healthcare products to the consumers.”

The Netmeds platform has a large selection of both prescription and over-the-counter products (OTC).

**Figure 1: Range of Products**

**Source:** The Author

## ABOUT THE FOUNDERS/ ENTREPRENEURS

Pradeep Dadha, who was reared in Royapettah, a suburb of Chennai, is the person responsible for the concept of Netmeds. Before launching his own web firm, he was employed by the family company Dadha & Company. In addition to founding and leading Netmeds, he also serves as chairman of Notch Media and the privately held Pradeep Dadha Group of Businesses. Bruce Schwack is another significant member of the group. Who is Netmeds' director of communications?

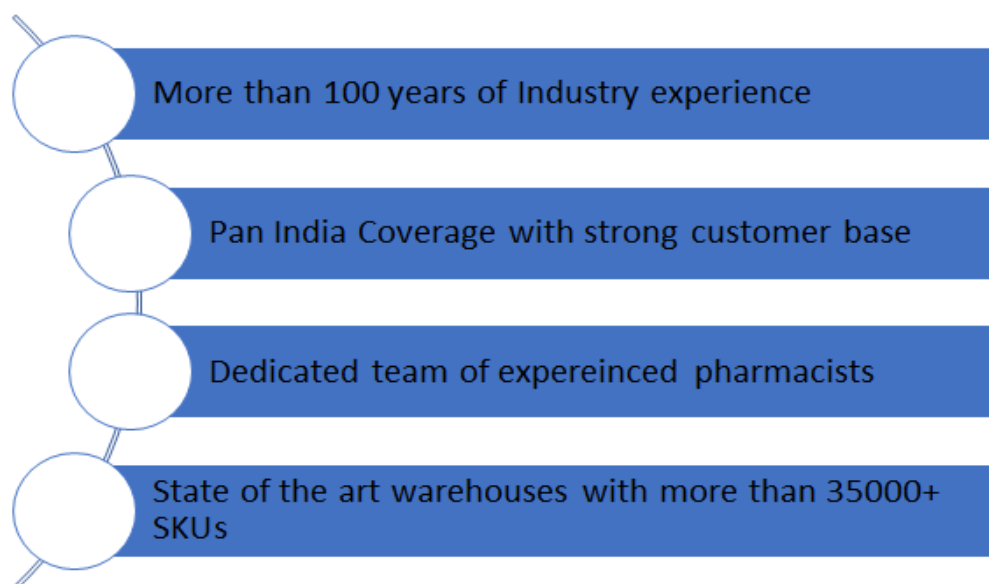
There are thought to be 500 employees working for the company.

The Pradeep family started off in the retail pharmacy industry in 1914 and entered the pharmaceutical manufacturing industry in 1972. Tamil Nadu Dadha Pharmaceuticals Ltd (TDPL), a family-owned manufacturing company managed by Pradeep Dadha, was purchased by Sun Pharmaceutical Industries Ltd in 1997. TDPL and Sun Pharma subsequently merged. In order to take advantage of internet retail and provide the company model a new angle, Netmeds CEO Pradeep Dadha established Netmeds.com.

## GENESIS TO GROWTH OF THE ORGANISATION

The strategic advantages that have worked wonders for Netmeds are as follows:

**Figure 2:** Strategic Advantages of NetMeds



**Source:** The Author

Additionally, the business offers an app that lets customers track orders, pay, and find and order medications with ease. available on the Google Play Store and the App Store. Amazing savings on purchases, online consultations, free access to health and prescription information, and rapid top-ups are just a few of the advantages provided by the app.

Was selected 2016 NDTV Unicorn Awards' HealthTech Startup of the Year. Moreover, Int+ WCRC International named it Asia's Most Promising Brand in 2018.

The ET Now International Health and Wellness Conference recognised them as the “Best Digital Health Startup” in 2019. They were named 2019's “Digital Healthcare Business of the Year” and are also the ones in charge of organising the ET Now Global Health Conference.

## CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

The company has shown a huge success rate in terms of customer satisfaction and support. The reviews have been very favorable and the company has strongly redressed any grievances. Some snippets of the customer reviews are;



“Netmeds service during COVID 19 is magnificent. It gives good discounts than medical shops. The App is very simple to choose and the service is very much proficient and prompt. Pretty satisfied with the service. Good Part is you need not spend huge bucks on Doctor's prescribed medical shops which is other big relief. Way to GO”

“I have been using netmeds for more than 3 years. I buy medicines for my parents and myself. The ease of ordering and offers are good. Helps me save money. Especially during COVID-19, I am scared to stepout of the house. Netmeds provides timely deliveries & contactless delivery. Customer support is fantastic providing immediate response & resolution.”

“During this covid19 most of the offline stores doesnt have stocks and when I ordered in netmeds it was delivered promptly in short delivery time. They shipped via blue dart with no contact delivery. I am feeling safer to order from netmeds rather than offline purchase.”

A careful analysis of these reviews suggests that **TRUST, COMMITMENT, SAFETY, CONVENIENCE, and EXCELLENT CUSTOMER SUPPORT** are the key tenets of the company which has made it what it is today.

## **DISCUSSION AND CONCLUSION**

Within a decade, Netmeds has brought significant changes in the e-pharmacy landscape of the country. It has improved and strengthened the confidence of customers in buying medicines online. Its strong network of pharmacists, doctors, and consultants has provided a strong edge over its competitors. The services were well appreciated in times of Covid 19 when nationwide lockdown created a panic situation. The wide range of products whether medicinal or wellness at attractive prices and discounts make it truly a go-to destination for all your needs, just by being at home.

Reliance Retail entered the online medicine delivery market after the pandemic broke out by purchasing a 60% share in Netmeds in August 2020 for INR 620 crore (\$83 million). This move enabled the company expand and keep delivering high-quality, reasonably priced healthcare products and services.

## 2

## IMPACTGURU: CROWDFUNDING TO SUPPORT NGO'S AND ORGANISATIONS

**Prof. (Dr.) Poorva Ranjan and Tisha Dem**

### ABOUT THE ORGANIZATION

One of the biggest crowdfunding platforms in India, Impact Guru helps people fundraise for a variety of causes, including Charities, personal causes, and creative endeavours. It is based on the ideology that a small help from everyone can bring big changes for someone. The idea of crowdfunding is founded on the practise of raising money online through modest contributions from many internet users. ICT breakthroughs and increased internet usage have made it possible for organisations to reach a wider audience and raise money for projects of all sizes.

Impact Guru and PACT were both incubated at Impact Hub in Singapore in 2015 and the Venture Initiation Program at Harvard Innovation Lab in 2014.

Since then, it has touched millions of lives and has been at the forefront of making healthcare accessible and affordable to all.

**Figure 1:** Crowdfunding Categories



**Source:** The Author

### ABOUT THE FOUNDERS/ ENTREPRENEURS

The founders of the company are the people who left their careers to change the world , Piyush Jain a graduate from Wharton and Harvard And Khushboo Jain who graduated from Parsons.

Piyush has always desired to create social change and launch his own business. His enthusiasm for startups began around 1997. He very recently began working as a CTO for a women's empowerment portal that is now an Indian publicly traded company. His extensive background in management consulting, financial risk management, and M&A investment banking in some of the most well-known businesses worldwide has helped him build a solid basis for his own endeavour. The business raised 3.3 crore (US\$410,000) in a seed round in April 2015 from RB Investments, a venture capital firm based in Singapore, and Fundnel, a private investing platform based in Southeast Asia. Impact Guru has raised 600 crore (US\$75 million) since its founding to aid numerous charities and organisations.

### GENESIS TO GROWTH OF THE ORGANISATION

August 2014 saw the startup's incubation at Harvard Innovation Lab, and May 2015 saw it at PACT in Singapore. It has recently grown to be India's largest site for medical expense crowdfunding. ImpactGuru has collected about INR 950 billion from over 2 lakh donations in 150 nations.

The various investors who have contributed to the growth of the company are:

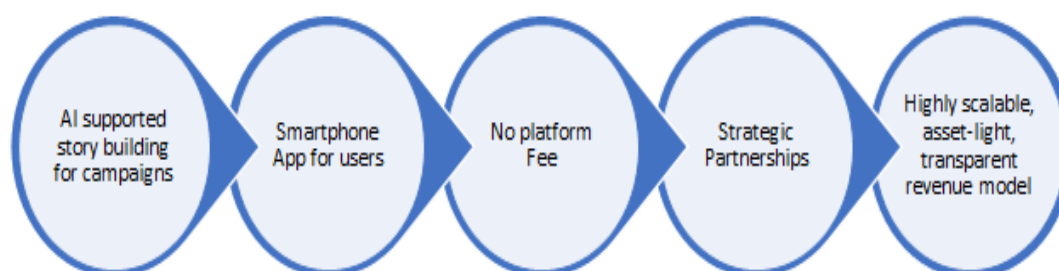
**Table 1:** Investment journey at Impact Guru

Date	Stage	Amount	Investors
April 2016	Pre-Seed Round	\$500K	RB Investments Pvt Ltd (Singapore based VC Fund)
November 2017	Seed Round	-	Venture Catalysts
May 2018	Series A	\$2Million	Apollo Hospitals Group, Currae Healthtech Fund, RB Investments, Shorooq Investments, Venture Catalysts with participation from various other investors from the USA, Southeast Asia, and the Middle East
December 2018	Series A	\$2Million	Shorooq Partners
May 2020	Seed	-	Rajesh Mane

Date	Stage	Amount	Investors
	Round		

*Source:* The Author

**Figure 2:** USP of Impact Guru



The worsening societal issues in India have made it difficult to judge whether one's action is having an effect. The Impact Guru team had to deal with a variety of difficulties and hurdles, including an ethical quandary, hospital coordination, and emotional stress. Notwithstanding these difficulties, the business has excelled and received numerous awards.

- Awarded as Best Social Impact Startup by Drivers of Digital Awards.
- Awarded as Best Digital Startup by Drivers of Digital Awards.
- Piyush & Khushboo Jain featured in 2019 List of Fortune India 40 Under 40
- Recognized among top 5 startups in India and raised investment funding on live TV on Tie the Knot: Real Funding, Unreal Speeds, CNBC TV18's longest-running shows – Young Turks.
- ImpactGuru was declared the winner of Maharashtra Startup Week 2019, organized by the Maharashtra State Innovation Society.
- BusinessworldTectors Awards 2018 – Tech Companies to Watch Out For.
- TechCircle 2018 Public Choice Award for Best Social Impact Startup award.
- MedAchievers HEALTH NXT 2018 Rising Startup Award.
- 2018 Top 3 Startups in West Zone, Start Smart Awards 2018.

## **CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE**

The success stories of people whose families and loved ones got a new life through this platform are inspiring and are a testimony of its honest efforts.

“Gopal Ji is a fighter, a survivor. He spent his life on the streets since he was eight years old and managed to survive through all the tough challenges for over 50 years. He's fought tooth and nail to stay alive. It's been a long and painful journey for him, but he never gave up. He's an inspiration to everyone in our organization and the kind donors who knew his story. Impact Guru helped start a free fundraiser for Gopal Ji's amputation surgery. With their support, we raised ₹14,52,212 to cover the cost of the 59-year-old's treatment!”

“It was positively overwhelming to see so many strangers and well-wishers helping us in our time of need! I was fortunate enough to be able to give a part of my liver for her transplant, and today, Sreeja has reached a miraculous milestone. With your generous contributions, we raised ₹11,04,261 for her liver transplant surgery.”

“In this dire situation, the medical professionals from Devansh Hospital, Aligarh, recommended that they ask for assistance from ImpactGuru - India's #1 crowdfunding platform, to raise funds for their surgery. They created a fundraising campaign on ImpactGuru and shared Rinki's story with everyone. They explained the difficulties that Rinki faced throughout her journey and pleaded for help.”

## **DISCUSSION AND CONCLUSION**

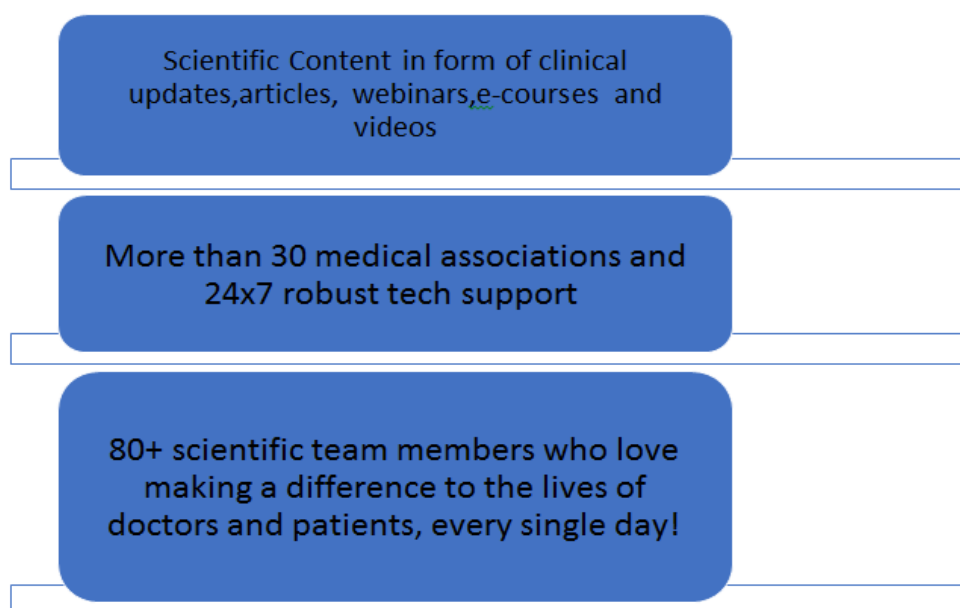
This Mumbai-based firm provides social organisations, Charities, startups, and individuals with a platform to generate money for healthcare. People frequently have doubts about these platforms, but effect Guru is incredible in its sincerity and commitment to its mission. It has impacted the lives of millions of people and checks them on its own to ensure that their platform is secure for both contributors and campaigners. The company's goal is to expand the ImpactGuru network globally and make healthcare accessible to everyone in order to save more lives.

## 3

**DOCPLEXUS: GLOBAL COMMUNITY OF DOCTORS****Dr. Shuchi Goel and Tisha Dem****ABOUT THE ORGANIZATION**

A well-informed clinician is better able to make clinical decisions, which will improve patient outcomes and healthcare, according to Docplexus, which launched its operations in 2013. In addition to providing knowledge centres, treatment recommendations, accredited educational resources, the most recent medical news, and industry updates every single day, they also came out as a facilitator for round-the-clock exchange of dialogues with other members and experts, at anytime from anywhere.

This group of medical professionals got its start with the goal of building a more wholesome world using reliable, accurate, and easily available information. Also, the goal is to support medical professionals globally as a community committed to providing evidence-based, sympathetic, and patient-centered treatment. The distinctive features of this community can be traced as:

**Figure 1:** Distinct Features of Docplexus**Source:** The Authors

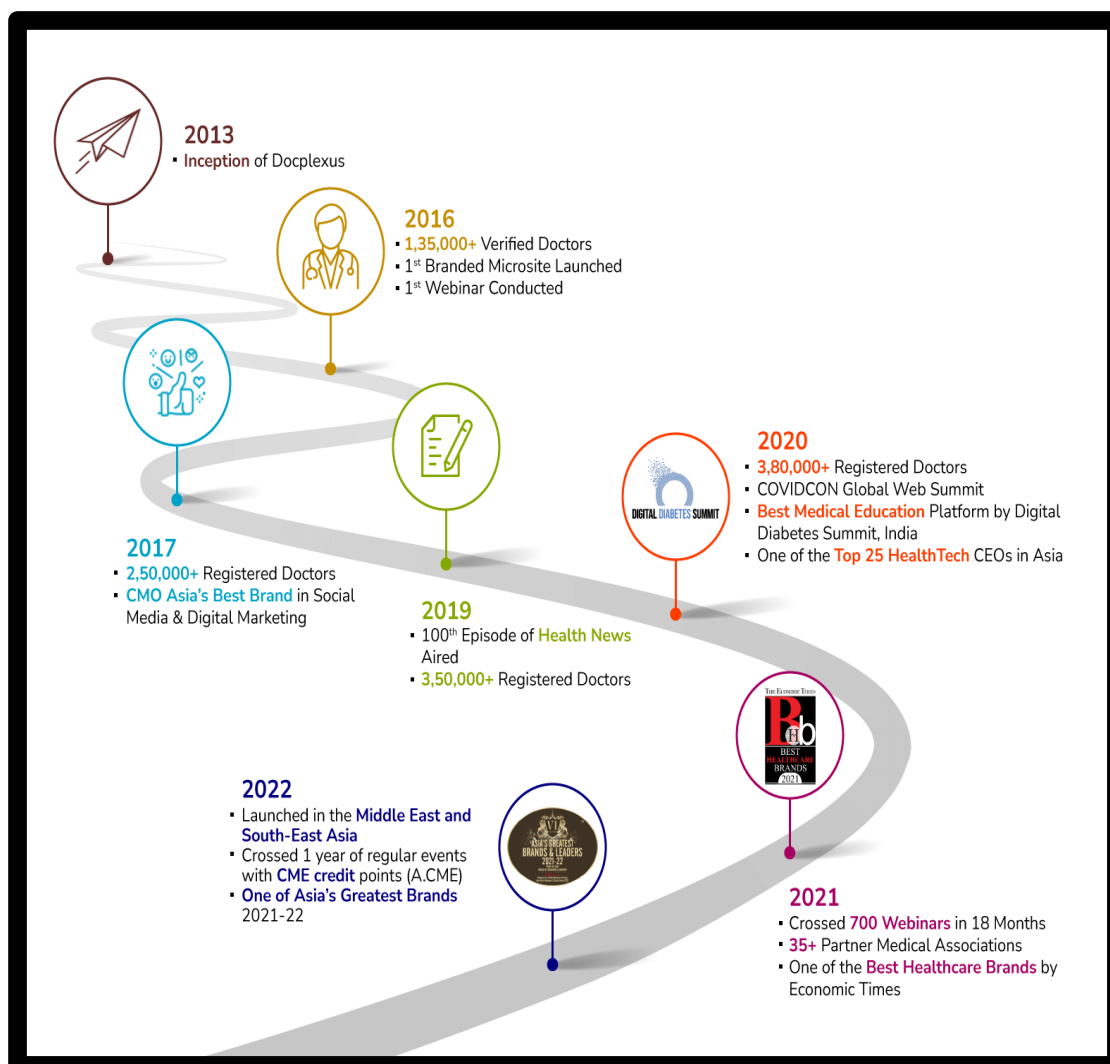
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**ABOUT THE FOUNDERS/ ENTREPRENEURS**

The CEO of the company is Mr. Mukesh Parmar and the team consists of 8 people including CTO Atil Parikh. Docplexus has 2 board members and advisors, including Martin Drees. The company has the vision to provide the latest and most relevant knowledge for our doctors every day and makes it easy to access anytime from anywhere, to assimilate and apply. As the 36-year-old Indian Institute of Technology, Kharagpur graduate noticed the challenges doctors encounter when travelling to other cities for events and talks, this curiosity into a business idea. “The clinic had to be shut, and there were practical limitations as well,” he shared in an interaction with The Hindu. A thought emerged: why not create a platform for doctors to network without having to travel, a forum for doctors where they could freely communicate? In other words, he refers to a platform “the Facebook or LinkedIn of doctors.” (The Hindu, 2017)

**GENESIS TO GROWTH OF THE ORGANISATION**

Starting in 2013, the company grew by leaps and bounds. It expanded its community network and overseas presence and has received many accolades and recognition. It has raised a total of \$700K in funding over 1 round. It is funded by 2 investors and Uniqorn Ventures and ASP Consulting are the most recent investors (Crunchbase, n.d.). According to G2 Stack, Docplexus uses 18 software and service items, namely HTML5, jQuery, and Google Analytics. According to Built With, it actively utilises 13 technologies on its website. SPF, Amazon, and Google Apps for Business are a few of these.

**Figure 2: Journey of Docplexus**

**Source:** The company website <https://docplexussolutions.com/about/>

The company also has an app that is available on both the App Store and Google Play Store. Today, Docplexus' web and mobile portals receive daily logins from more than 15,000 doctors. 17 digital marketing initiatives with reputable companies including Sun Pharma, Merck, USV, Boehringer Ingelheim, Eli Lilly, Lupin, GSK, and Piramal Healthcare are to Docplexus' credit (Business World, 2017).

## USER EXPERIENCE

More than 2 lakh medical professionals that use this platform to communicate with one another and share pertinent information to benefit one another have confidence in the startup. It enables medical professionals to advance their careers and stay current on



medical norms and healthcare regulations. In an interaction with Business World, the CEO, and founder, Phanish Chandra, shared, “In about one year, Docplexus' user base has grown from 128,000 to 200,000. This is evidence of the platform's immense value to practicing physicians in their pursuit of delivering better medical care. Our ability to offer a completely secure environment, where only verified allopathic doctors are given access is another important reason for this rise.”

Furthermore, Manjula Anagani who is a member of the platform and also a Padmasree awardee, leading endoscopic gynecologist, shared that "In today's times, doctors need both evidence and experience. While the evidence is given in the form of guidelines from various bodies, experience is something that can be learned only by interacting and sharing knowledge with fellow practitioners. I thank Docplexus for giving us this platform."

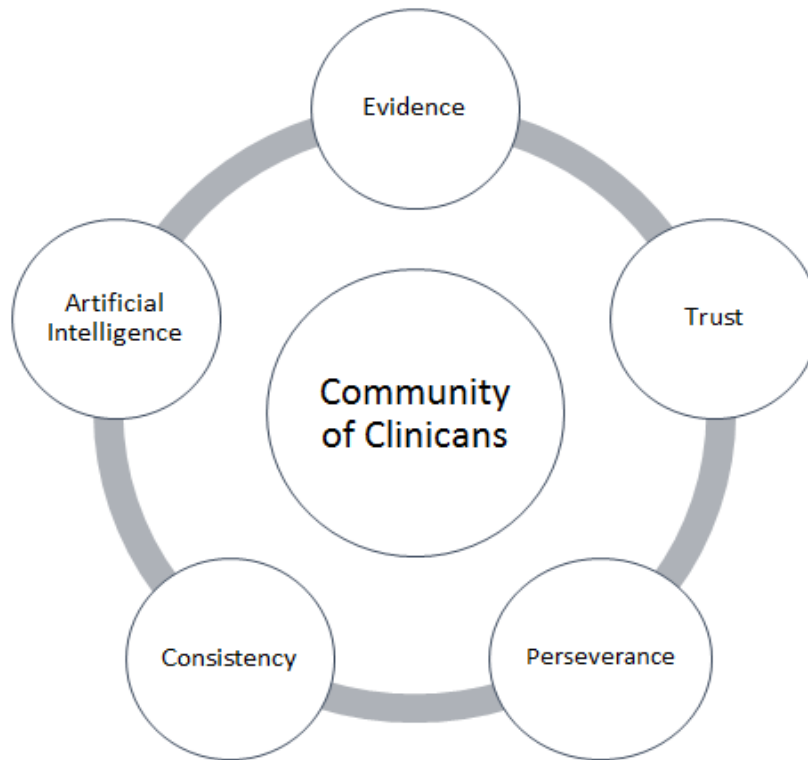
In the words of Shiraz Bugwadia, managing partner, Uniqorn Ventures observes, "Curbing malpractices in pharma marketing has been an ongoing effort globally, with countries like the US, Australia, and parts of Europe have already taken steps for the same. India too is now acknowledging and addressing the problem, rolling out more rigorous regulations around reducing unethical pharma practices. With mandatory marketing codes in charts for the industry, Docplexus is aptly positioned to provide a more efficient and transparent platform for pharma companies to carry out their detailing activities."

## **DISCUSSION AND CONCLUSION**

Docplexus is dedicated to transforming Indian healthcare and is the ideal example of fusing healthcare with technology. The website has created a new forum for communication between doctors of medicine from various regions of India. It also runs Continued Medical Education (CME) classes, one of the cornerstones of a doctor's professional life, in addition to encouraging peer-to-peer talks. It also interacts with KOLs from different specialties, or key opinion leaders. It has also evolved into the preferred knowledge partner of illustrious medical organisations throughout time. For its marketing operations, the corporation has expanded collaborations with producers of

pharmaceuticals and medical equipment. Its offerings are a godsend for pharmaceutical companies looking for moral methods to interact with physicians.

**Figure 3:** Distinct features of the organization



## PRACTO: PATIENT-FOCUSED MEDICAL WEBSITE

**Dr. Shalini Gautam and Tisha Dem**

### ABOUT THE ORGANISATION

Practo began operations in 2008 with the goal of providing quality healthcare that is both inexpensive and accessible to more than a billion Indians. An integrated healthcare provider in India, it brings together the entire healthcare ecosystem, including patients, physicians, surgeons, clinics, hospitals, pharmacies, and diagnostics, to produce great value and service for all, especially the end users. Practo has developed into a crucial enabler in assisting doctors in understanding the subtleties of managing and securely storing all health data as a result of the combination of technology and healthcare. Practo uses HIPAA-compliant data centres, encrypts all data with 256-bit encryption, and is one of the few healthcare organisations with an ISO 27001 certification. By linking patients with one lakh or more verified doctor partners, Practo operates in more than 20 countries and assists over 30 crore patients.

**Figure 1:** Business of Practo



**Source:** <https://blog.practo.com/practo-reports-188-revenue-growth-in-fy-2021-22/>

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**ABOUT THE FOUNDERS/ENTREPRENEURS**

The founders of Practo are Abhinav Lal and Shashank ND.

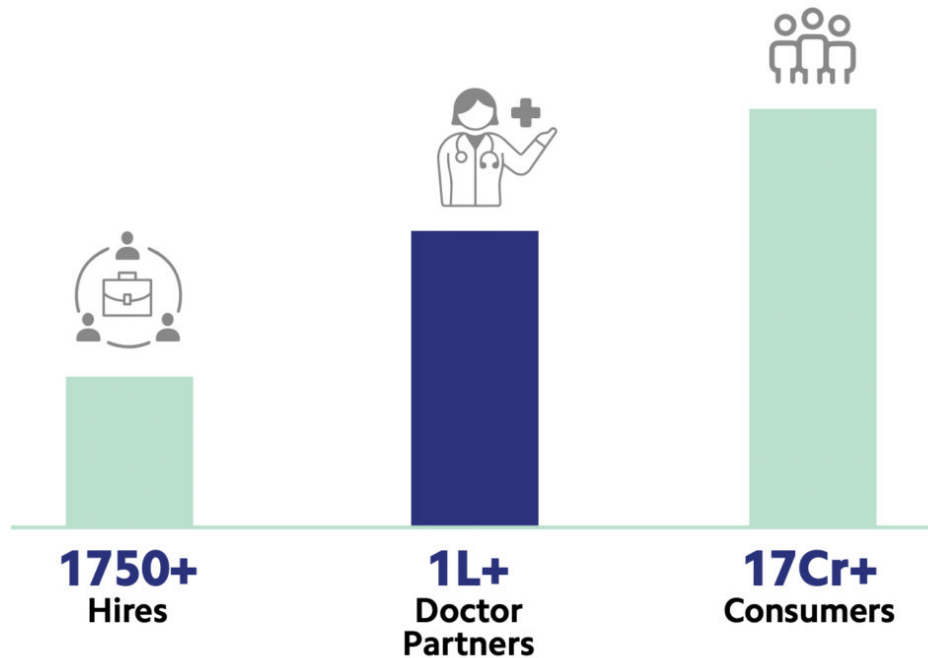
Not only is Shashank ND the founder of Practo, but he is also its CEO at the moment. His overall CB Rank is 1633. He has only discovered one organisation thus far. He attended the National Institute of Technology to earn his B. TECH degree. He is the primary owner of the practo app and is in charge of setting the company's direction and overall vision. Additionally, he continues to play a vital role in creating products for Practo.

The creator of Practo and current CTO of the business is Abhinav Lal. The National Institute of Technology is where he also pursued his B. TECH. Hindi and English are the only two languages he is fluent in.

**GENESIS TO GROWTH OF THE ORGANISATION**

Users of this health app can order medications, make Practo appointments, search for doctors and diagnostic labs, and book online medical consultations. A practise management tool for clinics and doctors called Practo is cloud-based and subscription-based. 90% of the Indian market is thought to be occupied by Practo. In essence, companies that supply healthcare services employ expensive information systems. Yet, Practo is more affordable when it comes to providing high-quality clinically useful and usable healthcare information services.

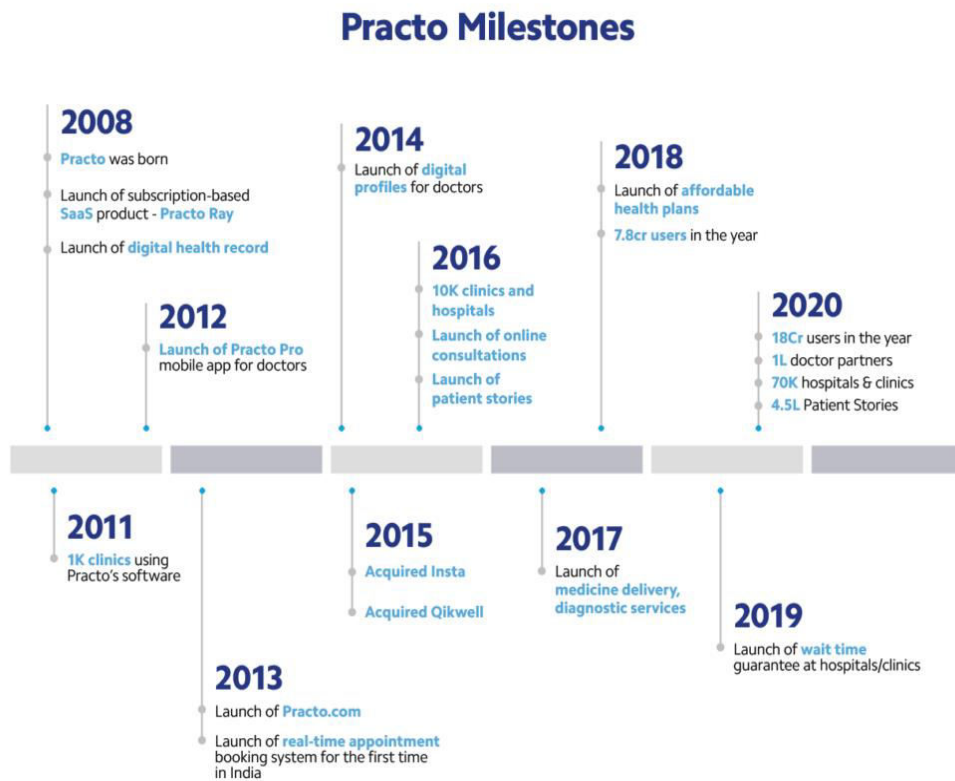
Throughout the course of seven rounds, Practo financing has raised a total of \$228.2 million. But, the business is currently attempting to get more than Rs 60 crore in debt financing from a shareholder, Trifecta Venture Debt Fund. According to MCA documents, the health tech platform has already received the first tranche, worth Rs 15 crore, which is said to be distributed over six installments. The most recent round of fundraising for Practo was a \$32 million funding round led by A1A Company in August 2020. Trifecta Venture Debt Fund, Sofina, and CapitalG are the most recent investors in Practo. (Source: <https://startuptalky.com/practo-success-story/>)

**Figure 2:** Strong Stakeholder Network of Practo

**Source:** <https://blog.practo.com/practo-reports-188-revenue-growth-in-fy-2021-22/>

## DISCUSSION AND CONCLUSION

The 12-year path for Practo has not exactly been easy. The business has occasionally advanced with obstinate tenacity and discovered certain crucial lessons that have guided them towards ongoing improvement and steady expansion. When it first began in 2008, there was no 3G, little people were using the internet, and the speed was slow. Although there was a positive change in customer behaviour, providers underwent an overhaul. Launching online appointments, introducing patient stories, and introducing clinic administration software were all brave moves that were not instantly welcomed while greatly benefiting all stakeholders. The business stayed dedicated to expanding and improving. They were actually able to support digital healthcare practises in India, enabling people to obtain high-quality healthcare at the touch of a button, thanks to these hard-won lessons and crucial actions.

**Figure 3: Practo's Milestones**

**Source:** <https://blog.practo.com/practo-reports-188-revenue-growth-in-fy-2021-22/>

## **PHARMEASY: CONNECTS PATIENTS, PHARMACIES, DOCTORS, DIAGNOSTIC CENTERS**

**Dr. Rashmi Chawla and Tisha Dem**

### **ABOUT THE ORGANISATION**

PharmEasy is a leading healthcare technology company that provides a platform for users to order medicines and healthcare products online. Founded in 2015 by Dharmil Sheth, the company is based in Mumbai, India, and has since expanded its operations to several other cities across the country. The platform allows users to search for medicines, healthcare products, and even book appointments with doctors online, making it a convenient solution for people with busy schedules.

PharmEasy aims to make healthcare accessible and affordable for everyone, and it has partnered with numerous pharmacies and healthcare providers to offer a wide range of products and services. The platform also offers features such as prescription upload and reminders for medication refills, making it easier for users to manage their health.

One of the key strengths of PharmEasy is its user-friendly interface, which allows users to easily navigate and find what they need. The platform also offers secure online payments and fast delivery options, ensuring that customers receive their orders on time.

In addition to its core operations, PharmEasy has also launched several initiatives to support the community during the COVID-19 pandemic, such as providing free doctor consultations and delivering essential medicines to patients in need.

**Figure 1:** How Pharmaesy works ?

**Source:** Company website <https://pharmeasy.in/blog/how-pharmeasy-works/>

## RANGE OF PRODUCTS

PharmEasy offers a wide range of healthcare products, including prescription medicines, over-the-counter (OTC) medicines, personal care products, medical devices, and healthcare supplements.

Users can search for medicines by name, brand, or health condition on the platform, and they can also upload their prescriptions for quick and easy ordering. The platform offers a wide selection of prescription medicines, including those for chronic conditions such as diabetes, hypertension, and asthma.

## ABOUT THE FOUNDER/ ENTREPRENEURS

Dharmil Sheth is the founder of PharmEasy, a leading healthcare technology company in India. He was born and raised in Mumbai, India, and graduated with a Bachelor's degree in Information Technology from the University of Mumbai.

After graduation, Sheth started his career as a software engineer and worked for several companies before co-founding a digital marketing firm called Only-B2B in 2013. In 2015, he founded PharmEasy, which has since become one of the largest healthcare technology companies in India.



Sheth's vision for PharmEasy was to make healthcare more accessible and affordable for people across India. He recognized the challenges faced by people in accessing healthcare in the country, particularly those in remote areas, and wanted to create a platform that could address these challenges.

Under Sheth's leadership, PharmEasy has grown rapidly, expanding its operations to multiple cities across India and partnering with numerous pharmacies and healthcare providers to offer a wide range of products and services. Sheth's innovative approach to healthcare technology has also earned him recognition, including being named among the Forbes 30 Under 30 Asia list in 2018.

Today, Sheth continues to lead PharmEasy, working towards his vision of making healthcare more accessible and affordable for all.

### **GENESIS TO GROWTH OF THE ORGANISATION**

The genesis of PharmEasy can be traced back to 2015, when Dharmil Sheth founded the company with a vision to make healthcare more accessible and affordable for people in India. Initially, the platform focused on delivering medicines and healthcare products to customers in Mumbai, but soon expanded to other cities across the country.

In the early days, the company faced several challenges, including regulatory hurdles and intense competition in the healthcare sector. However, Sheth's innovative approach and determination helped the company overcome these challenges and establish itself as a trusted player in the industry.

PharmEasy's growth has been fueled by several key factors, including its user-friendly interface, wide range of products and services, and partnerships with numerous pharmacies and healthcare providers. The platform's focus on providing a seamless and convenient user experience has also helped it attract a large and loyal customer base.

Over the years, PharmEasy has also launched several initiatives to support the community, including providing free doctor consultations and delivering essential medicines to patients in need. These initiatives have helped the company build a strong reputation for social responsibility and community engagement.

Today, PharmEasy is one of the largest healthcare technology companies in India, serving millions of customers across the country. Its innovative approach to healthcare technology continues to set it apart in the industry, and the company's commitment to making healthcare more accessible and affordable for all remains as strong as ever.

## **DISCUSSION AND CONCLUSION**

The startup has emerged as one of the biggest and strongest players in the industry dedicated to simplifying and modernizing the healthcare setup in India. It is leveraging both the pillars of the medical ecosystem i.e., Data and technology. Very soon the healthcare unicorn is likely to consider the launch time of its IPO after ruling the volatility of the market.

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**6****ADDRESSHEALTH: PEDIATRIC PRIMARY HEALTHCARE SERVICES****Dr. Pooja Sharma and Tisha Dem****ABOUT THE ORGANISATION**

AddressHealth is a Bangalore-based healthcare company that provides comprehensive pediatric primary healthcare services to children and adolescents. The company was founded in 2010 by Anand Lakshman and Anoop Radhakrishnan, both of whom have extensive experience in the healthcare industry.

AddressHealth's mission is to improve the health and well-being of children and adolescents in India by providing high-quality, accessible, and affordable healthcare services. The company offers a range of services, including primary care consultations, health check-ups, vaccinations, chronic disease management, and mental health services.

One of the key strengths of AddressHealth is its focus on preventive healthcare. The company offers a range of screening and diagnostic services to detect health problems early, allowing for prompt treatment and management. AddressHealth also offers health education programs to children and parents, helping to promote healthy habits and prevent illness.

AddressHealth operates a network of clinics across Bangalore, as well as school health programs and teleconsultation services. The company has also partnered with several schools and community organizations to provide healthcare services and promote health education.

**RANGE OF PRODUCTS**

AddressHealth primarily offers pediatric primary healthcare services to children and adolescents. Some of the key products and services provided by the company include:

**Primary Care Consultations:** AddressHealth offers primary care consultations to children and adolescents, including routine check-ups, diagnosis and treatment of common illnesses, and management of chronic conditions.

1. **Vaccinations:** The company provides a range of vaccinations to protect children and adolescents from various infectious diseases, including hepatitis, measles, mumps, and rubella.
2. **Chronic Disease Management:** AddressHealth offers comprehensive management services for chronic conditions such as asthma, diabetes, and obesity. The company's multidisciplinary team of healthcare professionals works together to provide personalized care plans and support to patients and their families.
3. **Mental Health Services:** AddressHealth provides mental health services to children and adolescents, including assessment, counseling, and treatment for a range of mental health issues.
4. **School Health Programs:** The company partners with schools to provide health education programs and on-site healthcare services to students. These programs help to promote healthy habits and prevent illness.
5. **Teleconsultation Services:** AddressHealth offers teleconsultation services, enabling patients to consult with healthcare professionals remotely, from the comfort of their own homes.

## ABOUT THE FOUNDER/ ENTREPRENEURS

The founder of AddressHealth is Anand Lakshman.

Anand Lakshman is a healthcare entrepreneur with over 25 years of experience in the healthcare industry. He founded AddressHealth in 2010 with the mission to provide affordable and accessible healthcare to children in India. AddressHealth is a pediatric primary healthcare provider that offers a range of services including preventive care, illness management, and mental health support.

Prior to founding AddressHealth, Anand Lakshman worked with various healthcare organizations, including GE Healthcare and Siemens Healthcare, where he gained extensive experience in healthcare technology and innovation. He also served as the CEO of Wipro GE Healthcare and helped grow the company's business in India and other emerging markets.

Anand Lakshman is a graduate of the Indian Institute of Technology (IIT), Madras and holds a master's degree in electrical engineering from the University of Utah. He is also a recipient of the prestigious Eisenhower Fellowship.

## **GENESIS TO GROWTH OF THE ORGANISATION**

AddressHealth is a pediatric primary healthcare provider that was founded in 2010 by Anand Lakshman. The company has grown significantly over the years and currently operates in multiple cities across India. Here is a brief overview of the genesis to growth of AddressHealth:

### **GENESIS:**

Anand Lakshman, the founder of AddressHealth, noticed a gap in the healthcare system in India when it came to providing quality primary healthcare services to children. He believed that children needed access to affordable and accessible healthcare services, especially preventive care, to ensure their overall wellbeing. This led him to launch AddressHealth in 2010, with the aim of providing comprehensive pediatric healthcare services to children in India.

### **GROWTH:**

Since its inception, AddressHealth has grown significantly and has become one of the leading pediatric healthcare providers in India. Here are some of the key milestones in the growth of AddressHealth:

In 2012, AddressHealth launched its first clinic in Bangalore, India, providing pediatric primary healthcare services to children.

In 2015, AddressHealth raised \$1.5 million in a funding round led by Gray Matters Capital, a US-based impact investor. The funding helped AddressHealth expand its operations and reach more children across India.

In 2017, AddressHealth launched its School Health Services program, which provides comprehensive healthcare services to children in schools. The program includes health assessments, preventive care services, and mental health support.

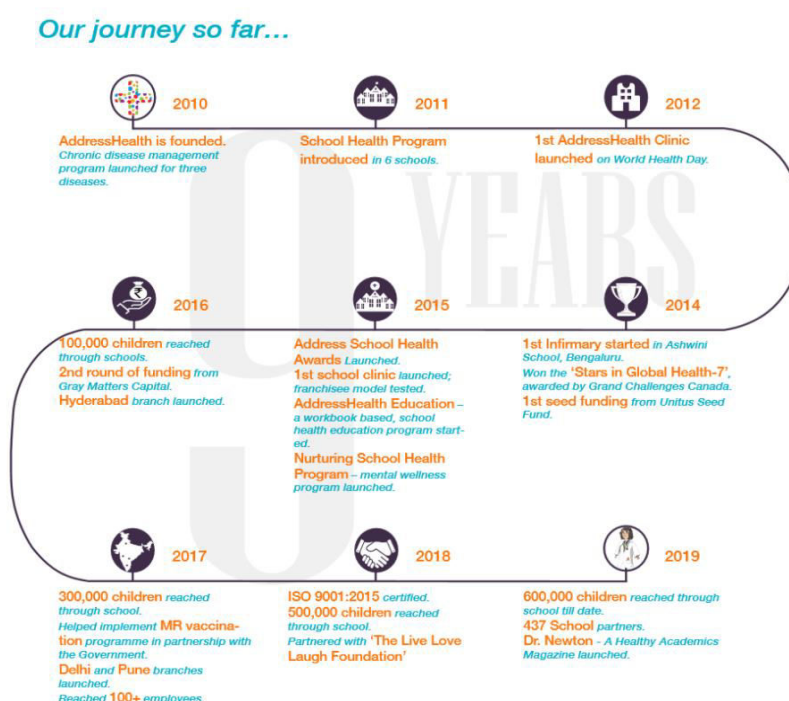
In 2018, AddressHealth raised \$2.5 million in a funding round led by early-stage venture capital firm, Axilor Ventures. The funding helped AddressHealth expand its operations to new cities across India.

In 2019, AddressHealth launched its telemedicine platform, which allows children and their parents to access healthcare services remotely. The platform provides video consultations with pediatricians, online health assessments, and access to digital health records.

As of 2021, AddressHealth operates in multiple cities across India and has served over 200,000 children. The company has a team of over 200 healthcare professionals, including pediatricians, nurses, and psychologists.

Overall, the growth of AddressHealth can be attributed to its focus on providing high-quality and accessible healthcare services to children, its innovative approach to healthcare delivery, and its commitment to using technology to improve healthcare outcomes.

**Figure 1: Journey of the startup**



**Source:** Company website <https://addresshealth.in/web/our-journey/>

## **DISCUSSION AND CONCLUSION**

A small group of like-minded people came together to revolutionize the way childcare is practiced in India. They have partnered with many schools and corporate and extended support in executing various health programs. Through its speciality in School Medical Room (Tele - Infirmary), Health Education in Schools, School Mental Wellbeing, School Health Check, Pediatric Medicine, and Child Specialty Clinics, it has carved a niche for itself and creating wonders in the field.

## **CONSURE MEDICAL: DEVELOPING AND COMMERCIALIZING NOVEL CRITICAL CARE TECHNOLOGIES**

**Dr. Navya Jain and Tisha Dem**

### **ABOUT THE ORGANISATION**

Consure Medical is a medical device company that was founded in 2012 with the goal of improving patient outcomes in the area of fecal management. The company is based in India and has a focus on developing innovative medical devices that address unmet needs in healthcare.

Consure Medical's flagship product is Qora, a bowel management system that is designed to improve patient outcomes and reduce the risk of complications associated with fecal incontinence. Qora is a non-invasive, disposable device that can be used by patients who are unable to control their bowel movements due to medical conditions such as spinal cord injuries, multiple sclerosis, or dementia.

Qora is designed to be easy to use and can be managed by nurses or other trained healthcare professionals. The device is inserted into the rectum and creates a seal that prevents fecal matter from leaking out. The device is then connected to a drainage bag, which collects the fecal matter. Qora is designed to be comfortable for the patient and can be worn for up to 24 hours.

Consure Medical has received several awards and recognitions for its innovative technology and commitment to improving patient outcomes. The company has also partnered with leading healthcare organizations and hospitals to bring its products to patients around the world.

In addition to Qora, Consure Medical has also developed other medical devices for the management of fecal incontinence, including a rectal catheter and an anal stent. The company continues to focus on developing innovative solutions to improve patient outcomes in the area of fecal management.



## **RANGE OF PRODUCTS**

Consure Medical specializes in the development of medical devices for fecal management. The company has a range of products that are designed to improve patient outcomes and reduce the risk of complications associated with fecal incontinence. Here are some of the products offered by Consure Medical:

1. **Qora Bowel Management System:** This is Consure Medical's flagship product and is a non-invasive, disposable device that is used for the management of fecal incontinence. Qora is designed to be comfortable for the patient and can be worn for up to 24 hours. The device creates a seal that prevents fecal matter from leaking out and is connected to a drainage bag that collects the fecal matter.
2. **Qore System:** This is a comprehensive bowel management system that includes Qora as well as other devices for bowel management, such as a rectal catheter and an anal stent. The Qore system is designed to provide a complete solution for patients who require bowel management.
3. **Rectal Catheter:** This device is designed to be inserted into the rectum and is used to manage fecal incontinence. The catheter creates a seal that prevents fecal matter from leaking out and is connected to a drainage bag that collects the fecal matter.
4. **Anal Stent:** This device is designed to be inserted into the anal canal and is used to manage fecal incontinence. The stent creates a seal that prevents fecal matter from leaking out and is connected to a drainage bag that collects the fecal matter.

Consure Medical's products are designed to be easy to use and are intended to improve patient outcomes and reduce the risk of complications associated with fecal incontinence. The company continues to focus on developing innovative solutions to improve patient outcomes in the area of fecal management.

## **ABOUT THE FOUNDER/ ENTREPRENEURS**

Consure Medical was founded in 2012 by Nishith Chasmawala, a biomedical engineer with a passion for improving patient outcomes in the area of fecal management. Chasmawala completed his undergraduate degree in biomedical engineering from

Mumbai University in 2007 and then pursued a master's degree in biomedical engineering from the University of Southern California.

Chasmawala was inspired to start Consure Medical after seeing the challenges faced by patients with fecal incontinence and the limitations of existing medical devices. He believed that there was an opportunity to develop innovative solutions that could improve patient outcomes and reduce the risk of complications associated with fecal incontinence.

Under Chasmawala's leadership, Consure Medical has become a leading medical device company in the area of fecal management. The company's flagship product, Qora, has been well-received by patients and healthcare professionals alike and has been recognized with several awards and recognitions.

Chasmawala is also a member of the Board of Directors for the Association of Biomedical Engineers and Technologists of India (BMESI) and is actively involved in promoting innovation and entrepreneurship in the healthcare sector.

Overall, Chasmawala is a passionate and innovative leader who has dedicated his career to improving patient outcomes in the area of fecal management. His leadership has been instrumental in the success of Consure Medical and the company's ongoing commitment to developing innovative solutions for patients with fecal incontinence.

## **GENESIS TO GROWTH OF THE ORGANISATION**

Consure Medical was founded in 2012 by Nishith Chasmawala, a biomedical engineer with a passion for improving patient outcomes in the area of fecal management. Chasmawala was inspired to start Consure Medical after seeing the challenges faced by patients with fecal incontinence and the limitations of existing medical devices.

After founding the company, Chasmawala and his team worked to develop innovative solutions for fecal management that could improve patient outcomes and reduce the risk of complications. In 2013, Consure Medical received its first round of seed funding from India-based healthcare-focused accelerator HealthStart.

In the following years, Consure Medical continued to develop and refine its flagship product, Qora, and in 2016, the company received approval from the US FDA for the

use of Qora in the United States. The company also began partnering with leading hospitals and healthcare organizations around the world to bring its products to patients.

In 2015, Consure Medical launched its flagship product, Qora, a non-invasive, disposable bowel management system. The product was well-received by patients and healthcare professionals and has since become a leading product in the area of fecal management.

In 2017, Consure Medical raised \$10 million in a Series B funding round led by Sequoia India, a venture capital firm. The funding was used to further develop the company's products and expand its operations.

In the years since, Consure Medical has continued to grow and expand its offerings. The company has developed other medical devices for fecal management, including a rectal catheter and an anal stent, and has expanded its reach to include markets in Asia, Europe, and the Middle East.

In addition to its focus on product development, Consure Medical has also been recognized for its innovation and commitment to improving patient outcomes. The company has received several awards and recognitions, including the India Innovation Growth Program Award and the Entrepreneur of the Year Award from the World Entrepreneurship Forum.

## **DISCUSSION AND CONCLUSION**

Consure is recognized as an emerging medical device company providing novel critical healthcare services. The company is growing by leaps and bounds with more than 4 rounds of funding and investor support. With its state-of-the-art technology and dedicated team, it is likely to make a huge impact across the globe.

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**8****DOCTALK: MEDICAL REPORTS DATABASE MANAGEMENT AND SHARING****Dr. Khushbu Khurana and Tisha Dem****ABOUT THE ORGANISATION**

DocTalk is a digital health platform based in India that provides a communication channel between patients and doctors. The platform allows patients to connect with their doctors via text, audio or video call, making it easier for them to access healthcare services remotely.

The company was founded in 2016 by Akshat Goenka and Vamsee Chamarkura, with the goal of making healthcare more accessible and affordable. The platform is designed to address the challenges of long wait times and limited access to medical specialists, particularly in rural areas.

DocTalk's platform is secure and compliant with regulations such as the Health Insurance Portability and Accountability Act (HIPAA), which ensures the privacy and security of patient information. The platform also features an electronic health record (EHR) system, which allows doctors to manage patient records and access medical histories.

DocTalk has partnered with several healthcare providers and hospitals to expand its reach and provide more comprehensive healthcare services to patients. The company has also raised funding from several investors, including Matrix Partners and Khosla Ventures.

**RANGE OF PRODUCTS**

DocTalk primarily offers a digital health platform that enables patients to connect with doctors remotely. The platform includes the following features:

1. **Virtual Consultations:** Patients can book appointments with doctors and have consultations via text, audio, or video calls.

2. **Electronic Health Records (EHR):** Doctors can access patient records and medical histories to provide personalized care and treatment recommendations.
3. **Prescription Management:** Doctors can issue e-prescriptions and track patient medication adherence.
4. **Health Reminders:** Patients can receive automated health reminders and notifications for follow-up appointments, tests, and medication.
5. **Chronic Disease Management:** Patients with chronic conditions can use the platform to monitor their health and receive regular check-ins from their doctors.

In addition to these core features, DocTalk has also partnered with several healthcare providers and hospitals to expand its services and provide more comprehensive healthcare solutions. The company is continually innovating and adding new features to its platform to improve patient outcomes and enhance the overall patient experience.

### **ABOUT THE FOUNDER/ ENTREPRENEURS**

DocTalk was founded in 2016 by Akshat Goenka and Vamsee Chamarkura, both of whom are entrepreneurs with a background in technology and healthcare.

Akshat Goenka, who serves as the CEO of DocTalk, has a degree in engineering and an MBA from the Indian School of Business. Prior to founding DocTalk, he worked as a management consultant for several years, helping clients in the healthcare and life sciences sectors. He was also involved in several healthcare initiatives and social ventures before starting DocTalk.

Vamsee Chamarkura, who serves as the CTO of DocTalk, has a degree in computer science and engineering from the Indian Institute of Technology, Bombay. Before founding DocTalk, he worked as a software engineer at several technology companies and was also involved in a healthcare startup.

Together, Goenka and Chamarkura founded DocTalk with the goal of using technology to improve access to healthcare services and promote better health outcomes for patients. They have since led the company through several rounds of funding and partnerships with healthcare providers, hospitals, and other organizations, and have positioned DocTalk as a leading digital health platform in India.

## **GENESIS TO GROWTH OF THE ORGANISATION**

DocTalk was founded in 2016 by Akshat Goenka and Vamsee Chamarkura with the aim of improving access to healthcare services and promoting better health outcomes for patients in India. The company started as a digital health platform that enables patients to connect with doctors remotely via text, audio, or video calls.

In its early days, DocTalk faced the challenge of building a user base and gaining the trust of patients and doctors. To overcome these challenges, the founders focused on building a user-friendly platform that is easy to use and provides high-quality healthcare services. They also worked to establish partnerships with healthcare providers and hospitals to expand their reach and provide more comprehensive healthcare solutions.

Over time, DocTalk has grown significantly and has become one of the leading digital health platforms in India. The company has raised several rounds of funding from investors, including Matrix Partners and Khosla Ventures, and has partnered with several leading healthcare providers and hospitals in the country.

To fuel its growth, DocTalk has also expanded its range of services to include chronic disease management, prescription management, and health reminders. The company has also launched several initiatives to promote health and wellness, such as the DocTalk Health Heroes program, which recognizes healthcare professionals who go above and beyond in serving their patients.

Today, DocTalk is well-positioned to capitalize on the growing demand for digital health solutions in India and is poised for continued growth in the years to come.

## **DISCUSSION AND CONCLUSION**

DocTalk is a wonderful application that stores medical reports and prescriptions and allows sharing with doctors. It helps patients in communicating with their respective doctors without standing in any queue. Users can chat with their doctors regarding their problems and can take prescriptions from home only. During the corona period, this app is very useful to the users and thus more suitable to use

**HEALTHKART: E-HEALTH STORE INDIA****Ms. Pooja Tripathi and Tisha Dem****ABOUT THE ORGANISATION**

HealthKart is an Indian online health and fitness platform that provides a wide range of healthcare and wellness products. The platform was launched in 2011 and has since grown to become one of the leading e-commerce platforms in the health and wellness sector in India.

HealthKart's product range includes a variety of nutritional supplements, such as vitamins, minerals, protein supplements, and weight management products. They also offer personal care products, such as skincare and hair care products, and other wellness products, such as herbal supplements and Ayurvedic medicines.

In addition to its e-commerce platform, HealthKart has also launched several other initiatives to promote health and wellness, such as its HealthKartPlus mobile app, which allows users to order medicines and health products online, and its HealthKart Connect program, which provides users with access to health and wellness experts.

HealthKart has partnered with several leading healthcare and wellness brands in India, including Amway, Herbalife, and MuscleBlaze, and has received funding from several investors, including Sequoia Capital, Kae Capital, and Omidyar Network.

**RANGE OF PRODUCTS**

HealthKart offers a wide range of healthcare and wellness products through its e-commerce platform. Some of the key product categories available on the platform include:

1. **Nutrition:** This category includes products such as vitamins, minerals, protein supplements, and other dietary supplements that help to support overall health and wellness.

2. **Fitness:** This category includes products such as gym equipment, exercise accessories, and fitness apparel that help to support an active lifestyle.
3. **Personal Care:** This category includes products such as skincare, hair care, and oral care products that help to support personal hygiene and wellness.
4. **Ayurveda and Herbs:** This category includes products such as Ayurvedic medicines, herbal supplements, and other natural remedies that help to support overall health and wellness.
5. **Sports Nutrition:** This category includes products such as protein bars, energy drinks, and other supplements that are designed to support athletic performance and recovery.

HealthKart has also launched several of its own brands, such as HealthKart, HealthViva, and MuscleBlaze, which offer a range of health and wellness products that are specially designed to meet the needs of its customers.

### **ABOUT THE FOUNDER/ ENTREPRENEURS**

HealthKart was co-founded by Sameer Maheshwari and Prashant Tandon in 2011. Sameer Maheshwari is a graduate of IIT Delhi and has extensive experience in the e-commerce industry, having previously worked with companies such as Flipkart and Amazon. Prashant Tandon is a graduate of IIT Bombay and has experience in the healthcare industry, having previously worked with companies such as McKinsey & Company and GE Healthcare.

The two co-founders came together to start HealthKart with the aim of providing consumers with a convenient and reliable platform to purchase healthcare and wellness products. They recognized that the healthcare and wellness industry in India was largely fragmented and lacked a comprehensive e-commerce platform, and sought to fill this gap with HealthKart.

Since its inception, HealthKart has grown rapidly and has become a leading player in the Indian healthcare and wellness industry. The company has received funding from several investors, including Sequoia Capital, Kae Capital, and Omidyar Network, and has partnered with several leading healthcare and wellness brands in India.



The co-founders of HealthKart are known for their entrepreneurial spirit and innovative approach to building a successful e-commerce platform in India. They continue to lead the company and drive its growth, with a focus on delivering high-quality products and services to their customers.

## **GENESIS TO GROWTH OF THE ORGANISATION**

HealthKart was founded in 2011 by Sameer Maheshwari and Prashant Tandon. The idea for HealthKart came from the founders' recognition of the need for a comprehensive e-commerce platform for healthcare and wellness products in India. They realized that the Indian healthcare and wellness industry was largely fragmented, and there was a need for a reliable and convenient platform for consumers to purchase products online.

The founders launched HealthKart as an e-commerce platform for nutritional supplements and wellness products, with a focus on providing customers with high-quality products at competitive prices. In the early days, the company faced several challenges, including limited awareness about the benefits of nutritional supplements among Indian consumers, and a lack of trust in online shopping.

To overcome these challenges, HealthKart focused on building a strong brand and establishing itself as a trusted player in the healthcare and wellness industry. The company invested in building a robust supply chain and logistics infrastructure, which enabled it to offer a wide range of products at competitive prices and provide fast and reliable delivery to customers across India.

Over the years, HealthKart expanded its product range to include a variety of other health and wellness products, such as personal care products, Ayurvedic medicines, and sports nutrition products. The company also launched several of its own brands, such as HealthKart, HealthViva, and MuscleBlaze, which helped to further strengthen its position in the market.

Today, HealthKart is one of the leading e-commerce platforms for healthcare and wellness products in India, with a large and loyal customer base. The company has received funding from several investors and has partnerships with leading healthcare and wellness brands in India. HealthKart continues to innovate and expand its product range, with a focus on delivering high-quality products and services to its customers.

## DISCUSSION AND CONCLUSION

HealthKart's USP lies in providing authentic health supplements and fitness solutions to augment the healthy lifestyle of many. To sum up, the company is the forefront of the following:

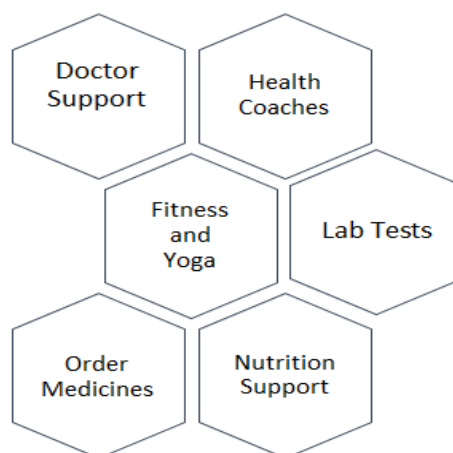


**BEATO: SMART DEVICE TO MEASURE BLOOD SUGAR LEVELS.****Ms. Roli Wadhwa and Tisha Dem****ABOUT THE ORGANIZATION**

The greatest concern of the customers is to get a variety of services under one roof. To solve this problem and provide these services on time BeatO one of the top global digital health company is established. It provides a variety of services like, ordering medicines, Booking Lab tests, nutrition and doctor support etc, at reasonable prices and serves over 8 million customers across the country. In India, Sometimes people are not able to get 'Medical Services' on time which creates risk in the life of people.

The organization's goal is to "give the Indian people with the appropriate guidance at the appropriate time via BeatO's Chatbot, nudges and reminders." Additionally, automatically save readings, analyse trends, and send emergency alerts with loved ones and medical professionals.

The vision of BeatO's is to control diabetes with its comprehensive diabetes care. It provides personalised care on our fingertips with expert health coaches. Doctors who give us the "courage" to overcome our illness so that we can remain healthy and invincible.

**Figure 1: Range of Services**

**Source:** the Author

### ABOUT THE FOUNDERS/ENTREPRENEURS

The brainchild behind BeatO's is Gautam Chopra. In 2015 he embarked on a journey to empower people with diabetes with tools that can help them manage their sugar levels. His small, agile team of health and tech specialists is made up of elite talent that bring the enthusiasm and drive to provide the finest user experience for a diabetic to manage their condition. They have Type 1 and Type 2 diabetics on their core team (tech & business), who are knowledgeable about living with diabetes and overcoming it. Before BeatO's He was in Europe for the last 6 Years where He lead several commercial initiatives within the airline sector .

**Figure 2: Advantages of Using BeatO's**

**Source:** the Author

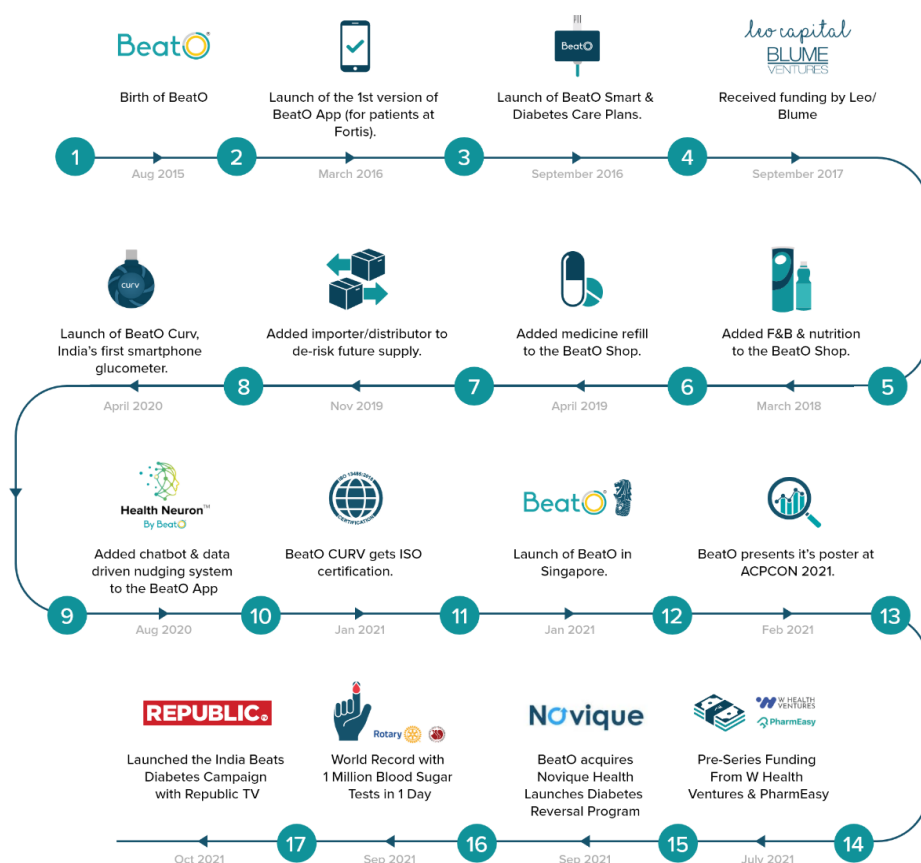
## GENESIS TO GROWTH OF THE ORGANISATION

The business also offers a mobile app that users may use to track orders, find and order medications, and make payments. Both the Appstore and the Google Play Store provide it. Also, it provides advantages including savings, online consultations, and free access to information about medicine and healthcare.

The company bagged the “National Startup Award 2021” and also won Design in India Challenge Hosted by ‘QualcoMM’.

It is listed under Top 100 “global digital health companies” by ‘The Medical Futurist’. It is also selected as Best “Bio Science & Bio-Technology Startup” by ‘Franchise India’. It was also highlighted by Economics Times, The Financial Express, Gadget 360, Forbes Asia 100 TO WATCH, Zee Business, and TOI.

**Figure 3: Beat O's Success Journey**



**Source:** Company Website from <https://www.beatoapp.com/about>

## **CUSTOMER SERVICE, REVIEWS AND EXPERIENCE**

The company has shown a huge success rate in terms of customer satisfaction and

The reviews have been very favourable and the company has strongly redressed

Any grievances. Some snippets of the customer reviews are;

“My health coach Madhuparna brought my fasting sugar from 190 mg/dL to 120 mg/dL

Without changing my routine!.”

“I got a Hypoglycemia attack during the lockdown. Thankfully my wife and son took

The BeatO device checked my sugar. It came out to be 35 mg/dL! The app showed

The steps to get me out of danger. They followed them and luckily my sugar levels were

Back to normal.”

“BeatO Diabetes Control program was a blessing for my pregnancy.”

“It’s only after I spoke to my diabetes educator, I realised why my blood sugar kept

Fluctuating!.”

“BeatO mera daily coach hai. When my sugar level reached above 250, I would instantly

Get a call. Daily monitoring has been the key to reducing my sugar levels.”

“Whenever my sugar levels are high or low, I instantly get a call from my health coach. BeatO is

Is like a doctor who continuously monitors your sugar reading. The health coaches are doing

Their part very well and they help diabetic patients in coming out of their condition.”

“BeatO is like a lifeline for diabetic patients. I found it really helpful. My health coach gave me

Great device. I cycle everyday for 4 km, followed by a 4 km walk

## **DISCUSSION AND CONCLUSION**

The AI-driven smart health management platform from BeatO offers real-time data-driven interventions, actionable insights, and programmes for evidence-based care. It

also offers answers for all of a person's everyday requirements, from arranging for the delivery of prescription medications and lab tests to buying reasonably priced insurance and specially selected foods and beverages. BeatO is regarded as the best collaborator to develop a whole stack of diabetes solutions, starting with monitoring, management, and now reversal. The team discovered the ideal combination of customer-centricity and the focus on advancing customers' health outcomes through evidence-based improvement. They are eager to create a plethora of cutting-edge services that will soon be launched.

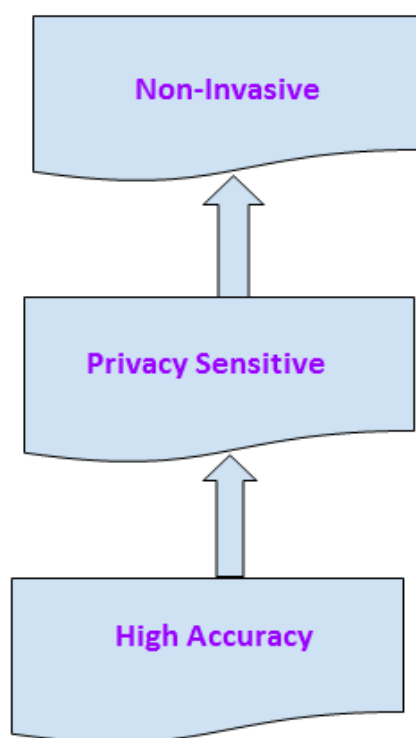
**NIRAMAI: A NOVEL BREAST CANCER SCREENING SOLUTION****Ms. Shanu Jain and Tisha Dem****ABOUT THE ORGANISATION**

The biggest cause of cancer-related fatalities in women today is breast cancer. One in every 12 women, according to the World Health Organization (WHO), is at risk for developing a breast deformity. It is crucial to get a diagnosis right away to reduce fatality rates.

A unique software-based medical device called NIRAMAI (Non-Invasive Risk Assessment with Machine Intelligence) has been created to identify breast cancer far earlier than conventional procedures or self-examination. Their remedy is a portable, low-cost, reliable, automated cancer screening device that may be used in any clinic. Their imaging technique is painless, radiation-free, and effective for women of all ages. Their patented machine learning algorithms for dependable and accurate breast cancer diagnosis were used to create the solution's core technology. This innovative approach can be utilised as a cancer diagnosis test at medical facilities and for widespread screening in both urban and rural areas.

Niramai Thermalytix's artificial intelligence-powered computer-assisted diagnostic engine. In order to analyse the thermal images, the solution makes use of a high resolution thermal sensor equipment and a cloud-hosted analytics package. It is accessible in more than 150 hospitals and diagnostic facilities across 30 Indian cities. Among its clients are Apollo clinics, HCG, Narayana health, and Rainbow hospitals. Through their distributors, Niramai test is also offered in the United Arab Emirates, Turkey, Sweden, Kenya, and the Philippines.

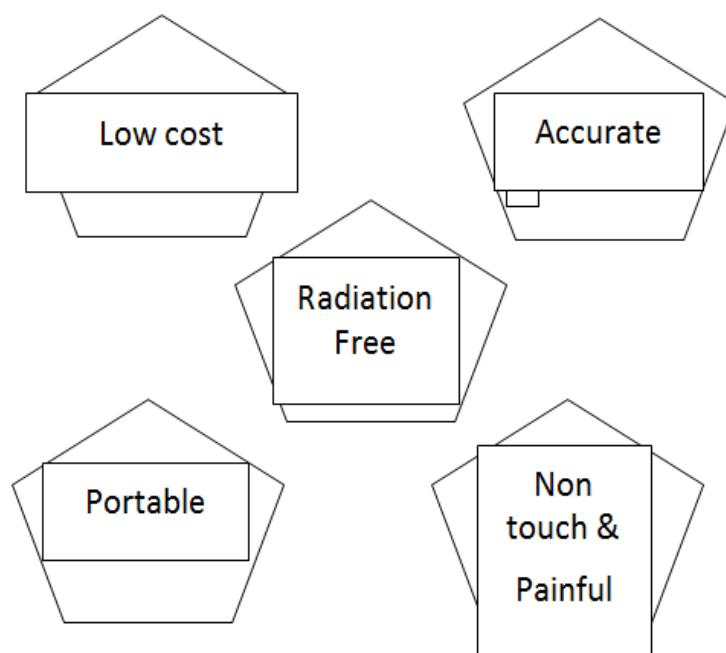


**Figure 1:** Features of Niramai

**Source:** The Author

### **ABOUT THE FOUNDERS/ENTREPRENEURS**

As the founder, CEO, and CTO of NIRAMAI Health Analytix, Dr. Geetha Manjunath oversaw the creation of the company's ground-breaking AI solution for non-invasive, radiation-free early breast cancer detection. Geetha has a doctorate in science from the IISc and management training from Kellogg's Chicago. She has more than 25 years of IT innovation expertise. She has proposed and oversaw a number of Hewlett Packard India and Xerox Research AI initiatives. Geetha worked as the Lab Director for Data Analytics Research at Xerox India before founding NIRAMAI. Geetha has won numerous national and international awards for her innovations and business endeavours, including the BIRAC WinER Award 2018 and the CSI Gold Medal. She is also listed on Forbes' list of the Top 20 Self-Made Women for 2020. She most recently received the BioSpectrum India Women Entrepreneur of the Year 2020 Award and the Economic Times Accenture Vahini Innovator of the Year Award. Geetha is also the inventor on 16 US patents, with further grants still pending.

**Figure 2:** Advantages of using Niramai Solution

**Source:** The Author

## GENESIS TO GROWTH OF THE ORGANISATION

**1. Unique Screening Experience:** Radiation-free, non-contact, painless, and entirely private Niramai breast screening test. No one touches, presses, or even observes the women being tested during the procedure. This makes it simpler for women to decide whether to have routine breast health screenings without stressing over sociocultural difficulties.

**2. Age-Agnostic:** The prevalence of breast cancer in young women is increasing, and standard screening methods are still inadequate for young women's preventive screening. Niramai tests are effective on females of all ages, not simply those who are 45 years old.

**3. Safe:** This examination is fully risk-free, does not use radiation, and can be repeated as frequently as necessary without causing any negative consequences.

**4. Affordable:** Thermal sensors from a shop were used in this test. The equipment has a lower capex than mammography, hence the solution is more economical and widely available.

**5. Accurate:** In women of all age groups, the Niramai test has demonstrated good accuracy in diagnosing breast abnormalities. It is nonetheless effective in cases where lumps are not palpable, making it feasible to find masses before they can be detected with manual examination. The team has concentrated on introducing the product, establishing clinical validity, and commercialising the solution across several Indian states during the past two years.

### **CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE**

The company has shown a huge success rate in terms of customer satisfaction and support. The reviews have been very favourable and the company has strongly redressed any grievances. Some snippets of the customer reviews are;

“The very best and 1st of its kind of AI based technology with a combination of compassion and thriving to serve the society at large-thermalytix-thy name NIRAMAI-the ultimate Radiation free,painless,non-invasive and privacy sensitive screenings for Breast Cancer. Team Niramai’s social responsibility towards society is noteworthy and exemplary.”

“It is truly a no see,no touch,no pain process.Everybody should take up thermal screening for early detection of breast cancer. I hope more hospitals and clinics can have this service available.”

“Excellent Screening I am Air India Mumbai staff i will prefer another also for screening”

“Done very professionally and smoothly.”

“Very smoothly done :) very safe to go with. Great job Nirmai.”

### **DISCUSSION AND CONCLUSION**

Niramai is a deep-tech startup with headquarters in Bangalore that uses automated solutions to tackle pressing healthcare issues. Systematic clinical investigations conducted in reputable hospitals have validated NIRAMAI Thermalytix. More than 65000 women have been tested using their cancer screening instrument at more than 100 hospitals, diagnostic institutions, and screening camps. In peer-reviewed conferences and journals, the findings of numerous clinical studies contrasting

Thermalytix with the accepted standard of care have been made available. The results of these clinical investigations show that Thermalytix has a very high accuracy that is equivalent to and occasionally even better than mammography.

Moreover, Thermalytix has regulatory approval in India. Recently, the US FDA approved Niramai SMILE-100, which contains a subset of Thermalytix's capabilities. Their quality management procedures have received certification that they adhere to ISO 13485. MDSAP and GDPR are compliant with information security and privacy laws and acceptable clinical practises.

Niramai was also declared as one of the winners of the Global Women's HealthTech Award Hosted by World Bank Group and CTA on 2nd February 2022, Commonwealth Award, Hack Osaka!, Accenture AI Award, National Startup Award, AEGIS GRAHAM BELL AWARD (2017 & 2018) and call4. The company is on a mission "To create a universal Cancer Screening Method that can save lives."

## **CRELIOHEALTH: LAB MANAGEMENT SOFTWARE**

**Mr. Bhupinder Singh and Tisha Dem**

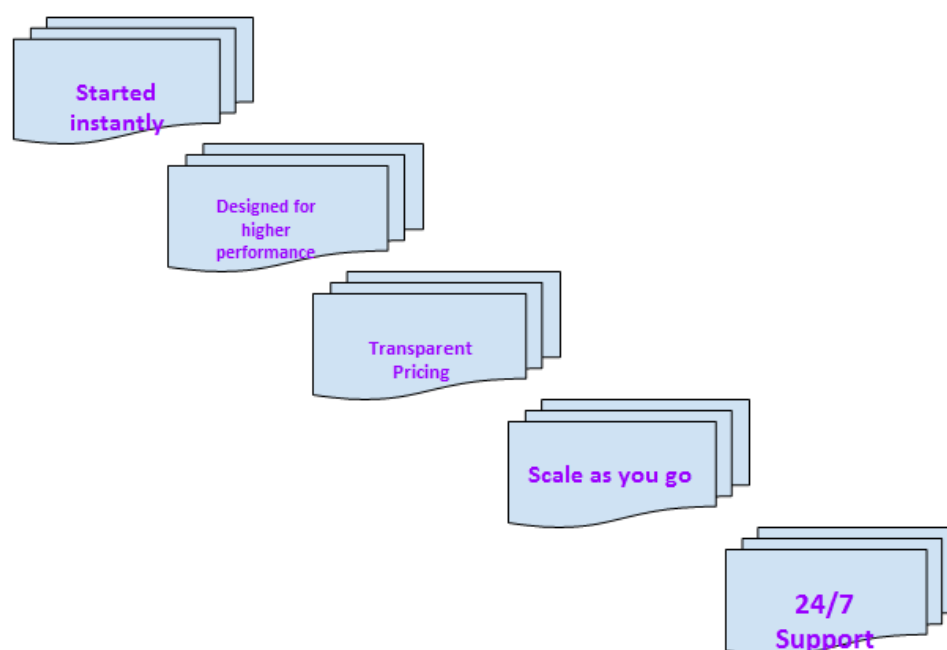
### **ABOUT THE ORGANISATION**

Issues can be resolved correctly or in an easy fashion. Problems are handled properly and affordably at CrelioHealth. A cloud-based HIPAA and ISO compliant LIMS software called CrelioHealth is made for pathology labs and diagnostic centres with one or more locations. It is packed with capabilities to vastly enhance sample, handling, management, authorizations, and patient experience.

They offer the leading lab management software solutions for diagnostic labs. For healthcare providers, they offer more than just remote work; They provide tools for improved efficiency and patient-focused care. Their analytics, charts, and statistics help visualise finances and operations while maintaining the focus on patients.

They make it easier for us to manage our medical records as patients. They can assist us in managing our health more skillfully thanks to their knowledge of healthcare and analytics. For healthcare solutions that are cutting-edge and convenient, choose CrelioHealth.

They are dedicated to providing innovative healthcare problems and customers in one environment. It has a Flexible working as there is no upfront cost in their Clinical Laboratory Management. They offer personalised pricing plans for labs of all sizes and requirements. It is the most Secured Medical Lab Software as it ensures Benchmark Security & Safety For the Business.

**Figure 1:** Lab management Software Features

**Source:** The Author

### **ABOUT THE FOUNDERS/ENTREPRENEURS**

The CEO and Co-Founder of CrelioHealth is Abhimanyu Bhosle. To seamlessly connect healthcare providers and clients, manage data, and make wiser decisions, he is fusing big tech with a more expansive perspective. He was born in Pune, had a keen interest in technology, and loved trying out new things in his spare time. In 2009, he earned his bachelor's degree in computer science engineering and landed his first internship with the startup IntouchApp. Around 2011, he received the Yourstory Best Productivity App Award. The concept of Abhimanyu is having a double influence on the healthcare industry.

He elaborates “Worldwide, the healthcare sector has two challenges 1)Improving Access & Affordability to care and 2)Improving the quality of healthcare. Quality and Access are 2 dimensions which determine the effectiveness of Health-care eco-systems. Taking these things in mind, After a few months he and Mukund gave birth to their brainchild LiveHealth, a name that was subsequently edited to CrelioHealth, The rest they say is history.”

**Figure 2: Benefits of Business with CrelioHealth**

*Source:* the Author

## GENESIS TO GROWTH OF THE ORGANISATION

In this constantly evolving world of Laboratory Management Information Systems, companies providing LIMS solutions compete to offer the best quality services and systems. CrelioHealth ensures easy access and manages medical information using the same platform. In 2020 they entered the global market expanding its operation in the US & UK and had a revenue growth of 15 cr. For small businesses, the company offers a full range of tools for businesses, doctors and patients providing a complete digital experience. On the other hand, It offers large businesses high reliability of services with 99.98% uptime. It provides consistent support with tons of integrations with 3rd party & other software services making data management in business easier.

The company is working with a mission to **empower people to make better decisions** through easy access to information.

The Vision of the company is to bring **diagnostics data at the centre** of the healthcare providers and customers are connected in a single environment.

## **CUSTOMER SERVICE, REVIEWS AND EXPERIENCE**

The stakeholders and users of the app share the following key benefits of using CrelioHealth for Diagnostics:

1. Interfaced instruments substantially minimise error rates and leakages
2. Comprehensive Business Reports are helpful for keeping track of business activities and making decisions.
3. The smooth logging and indexing of both old and new patient information is made possible by Total Lab Automation's comprehensive patient management.
4. Digital report delivery and speedier centre interaction through mobile apps for doctors and patients
5. CrelioHealth APIs and Webhooks facilitate business collaboration using proprietary or external goods

The users are largely satisfied with the technology and service support. The overall ratings are promising. Some of the recent customer reviews testify the same:

“They paid attention to each team member and answered our questions thoroughly.”

“Software is really friendly and convenient as per need. People at CrelioHealth are very much supportive 24/7. Thanks to CrelioHealth.”

“The service is good and very easy to use. The report formats are as per our expectations. We do not have much to do as software provides many features for lab operations.”

“The software provides a wide range of features for reporting. It is easy to use and saves a lot of time as everything related to lab operations can be controlled at one platform.”

“The best thing with the software is that we can collect payment online or at the centre and we get an instant report in CrelioHealth whether it is Billing Report, Collection reports or due reports.”

“I like the features which they provide which are unique from all other providers.”



“Registration,Billing,Sample management,finance management all the features at one place. This all makes the software very reliable and easy to use.”

## DISCUSSION AND CONCLUSION

Last year, CrelioHealth catered their services to around 600 cities worldwide. Their presence worldwide grew to countries such as the US,UK,INDIA,UAE,SOUTH Africa,South East Asia etc.

The year saw growing product capabilities on a business scale. With regard to these upgrades, They stand as the only cloud-based (SaaS) solution worldwide that is specific to automating the medical diagnostics ecosystem.

Last year they delivered **more than 95M Radiology & Diagnostics Reports online to 27M patients** worldwide.About a total of 216470 Hospitals have been corporated till now with In which 18,473 Insurance Companies were transacted Fully Online.

It has complied with several big companies like HIPAA, ISO, 27001:2013, SOC II & Gdpr and other leading companies worldwide.

It has also won some big awards: High Performer Summer 2022, Capterra, Best Software Advice and Software Suggest Customer Choice Award 2022.

The company is working with a mission to make Lab future ready with the most Advanced Medical Diagnostic Software.

**LYBRATE: ONLINE DOCTOR APPOINTING****Mr. Swaraj Manchanda and Tisha Dem****ABOUT THE ORGANISATION**

Inaccessibility and cost are the current barriers to healthcare delivery, not a shortage of doctors. They are utilising technology, which has the potential to make health care incredibly accessible, as the answer. They enjoy finding complex solutions, taking on new tasks, and quickly defeating them. They are making future investments. They value openness, transparency, expertise, and the ability to dissent in order to build a work environment that their staff enjoy in addition to a user-friendly healthcare platform. Our organisation has received a tonne of support from investors and partners for their innovative and ground-breaking approach to ensuring access to healthcare.

The best way to get medical assistance is to lybrate. They overcame difficult obstacles each day to ensure that a billion people had simple access to doctors, producing an encounter that is genuinely remarkable for both healthcare professionals and users. It quickly became India's first mobile platform for healthcare communication and delivery.

Lybrate funded \$10.2 million in Series Tiger Global, Nexus, and Ratan Tata, Chairman Emeritus of Tata Sons, led a financial initiative to scale operations and technology, develop products, and hire personnel. In order to inform doctors and help them use technology in their practises to communicate with patients, Lybrate worked with the Indian Medical Association as a digital partner.

**CONTRIBUTION OF LYBRATE IN THE HEALTHCARE SECTOR IN INDIA:****1. GROWING ONE'S PROFESSIONAL NETWORK**

Share and discuss everyday moments of your practice with thousands of other doctors across the globe.

**2. ACHIEVE MORE TOGETHER**

Use the community's combined wisdom to help you decide on treatments more quickly and intelligently.

**3. BUILDING AN ONLINE REPUTATION**

Share your expertise with millions of care seekers on the platform. Make a real difference and help people feel good.

**4. GROWTH IN DOCTOR'S PRACTICE**

Get more patients to your real-world practice, your institution, or your online practice.

**5. DELIVER SMART PATIENT CARE**

Paperless medical records and practice management that allows you to focus on healing your patients.

**ABOUT THE FOUNDERS/ENTREPRENEURS**

The CEO and co-founder of Lybrate, India's first and largest mobile healthcare communication and delivery platform, is Saurabh Arora. He is working to close the demand-supply gap for healthcare professionals in India by connecting patients and doctors with the aid of technology and enabling them to converse via mobile phones through Lybrate. To the project, Saurabh adds a wealth of entrepreneurial product experience. Before starting Lybrate, Saurabh worked for Facebook Inc. in the US, where he used Facebook Advertising to link big and small businesses with their target audiences. When working with Facebook, Saurabh made the decision to return and address the basic problem, which was that doctors in India were not easily accessible. He observed that many were putting their full trust in pharmacists—who weren't even licenced to prescribe medications—to solve their medical issues. The realisation that the situation was much worse in tier 2 and tier 3 cities, coupled with his determination to find a solution, led Saurabh to create Lybrate, a platform that connects patients with doctors in a manner similar to how Facebook Ads connected SMEs and major advertisers with their target audiences. Lybrate effectively closes the enormous gap between the demand for and supply of healthcare professionals in the nation by giving consumers the chance to get different medical opinions. Lybrate serves as the largest online outpatient department in the world with a strong network of 80,000 doctors from

all across India (OPD). With an MBA from Columbia Business School, Saurabh At Delhi's top Indian Institute of Technology (IT), he pursued his Bachelor of Science in Mechanical Engineering.

### **GENESIS TO GROWTH OF THE ORGANISATION**

Lybrate is a health technology startup with websites and mobile apps. In essence, the programme serves as a conduit for connecting patients and doctors right away. After reviewing a doctor's biography and areas of expertise, you can make an appointment with them using the directory. There is a second app named Lybrate+ in addition to Lybrate. One online lab testing service is Lybrate+. This allows for the collection of samples from patients in their homes, which are subsequently brought to the diagnostic lab for testing. When the findings are available, the patient receives the reports digitally via the Lybrate+ app and website. Doctors and patients can connect and share medical information remotely using the Lybrate app. Hence, regardless of region, doctor-patient relationships and updates can be maintained. Patients can initially consult with doctors about their difficulties in an anonymous manner when doing so online. The interaction may move to an offline location as the diagnostic process develops, depending on the patient's scope. Moreover, Lybrate can serve as a first encounter and introduce individuals to medical professionals. In India, the company currently has 1 lakh qualified doctors listed on its roster. Also, there are more than 6 million interactions between patients and doctors across the nation, including discussions about their health, diagnoses, lab tests, and visits. Presently, Tier 1 cities account for 60% of Lybrate's consumers. Together, Tiers 2 and 3 make up the remaining 40%. Forbes claims that the business also has India's largest online database of health-related questions and answers.

### **CUSTOMER SERVICE, REVIEWS AND EXPERIENCE**

The company has shown a huge success rate in terms of customer satisfaction and support. The reviews have been very favorable and the company has strongly redressed. Any grievances. Some snippets of the customer reviews are

“During my wife's pregnancy it helped me lot in finding good doctor who was highly experienced and highly recommended by people. This platform is good also helps to buy health products. I know few friends who also works at lybrate and are very happy as workplace.”

“Lybrate App is very interesting. I wanted to check my heart rate. Instruction given by doctor was easy and I followed it. Awesome and user friendly &

also I have asked few health related free questions which been answered by expert doctor.”

‘A very useful app. Sitting at home you can find the right doctor for any ailment. The ratings help to identify a good doctor. Getting consultation through

the app is an added advantage.”

“Provide good information about the health checkup and book appointment .working atmosphere good located opposite to sarai metro station in Vatika tower”

## **DISCUSSION AND CONCLUSION**

With Lybrate's cutting-edge online doctor database, you have access to more than 150,000 highly qualified medical professionals. Therefore, with just a touch of a finger, you can ask a doctor anything. When you go to the doctor next, you might save as much as 70% of your time and money while also knowing that the doctor you are seeing is highly qualified and experienced. To guarantee your complete satisfaction each and every time, we employ a rigorous verification process. Seeking to enquire online with a doctor about your health?

Access to general practitioners, nutritionists, dieticians, gynaecologists, dermatologists, psychologists, sexologists, practitioners of homoeopathy, and practitioners of ayurveda is now quick, simple, and friendly thanks to Lybrate. With the help of this straightforward programme, you may communicate with online doctors around-the-clock, every day of the week. Whatever your problem, Lybrate can immediately connect you online with a doctor.

Mission: To address the primary issue with access to doctors in India's healthcare system The disparity between the supply and demand for healthcare personnel is exacerbated..

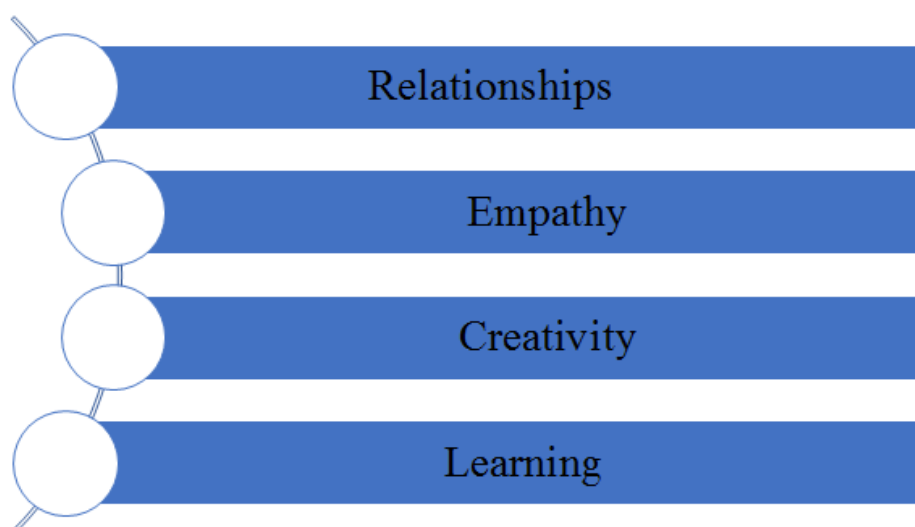
## **CRIADOR DESIGN LABS: INNOVATIVE HARDWARE TECHNOLOGY PRODUCTS FOR CONSUMER HEALTHCARE**

**Ms. Priyanshi Jain and Tisha Dem**

### **ABOUT THE ORGANISATION**

Criador Labs is a multidisciplinary product design and innovation company that helps clients navigate the complexities and challenges of innovation and produces successful, long-lasting results. Since its establishment, Criador Labs has used the most cutting-edge technology for its customers, completing more than 100 client projects, creating more than 50 prototypes, and manufacturing more than ten products. Criador Labs provides innovative solutions through multi-functional competence in research, technology, design, engineering, and production to Fortune 500 clients in the healthcare, consumer, and commercial industries as well as ambitious start-ups. They are committed to delivering sustainable solutions & break through innovations. They are a team of designers, engineers, developers, researchers, and more. Our shared values and culture influence the work that we do, and the goals we hope to achieve. They believe that the combination of design and engineering will lead to better innovation. They put our best effort into bridging the gap between design and technology.

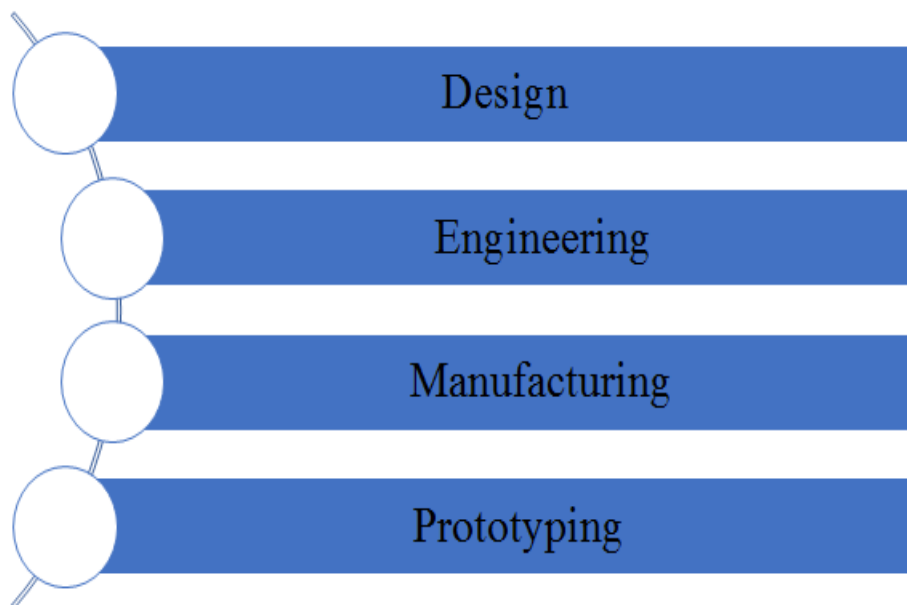
**Figure 1:** Features of Criador Design Labs



### ABOUT THE FOUNDER /ENTREPRENEUR

Abhishek Kumar Reddy Gajjala ,student of MBA(Finance)at Woxsen University, who holds a bachelor of technology degree and specialized in computer science at SASTRA university.During his b.tech he actively involved in sporting eventsBadminton-a chance to test his mental and physical agility. He took part in inter- college sports tournaments named Fuera and also a organiser to host events in DAKSH, an engineering community that also takes place every year. He is a part of marketing team of SASTRA where he helped in raising funds from students as well as from external sponsors for Kuruksastra- a cultural event which also took place every year. He is an active member of SASTRA's NSS team where they helped local orphanages with the gathered from various external sponsors.When it comes to academics, his major and minor projects are in Machine Learning which will help the rice farmers to identify the disease using Neural Networks Abhishek Kumar Reddy G's areas of interests are in the fields of management, Data Analytics, Big Data and Artificial Intelligence.A young energetic and enthusiastic professional with excellent communication skills.

**Figure 2:** Services offered by Criador Design labs



### GENISES TO GROWTH OF THE ORGANISATION

Criador Labs is a multidisciplinary product design and innovation company that has won awards, helps clients navigate the barriers of innovation, and produces successful

products that are quick, easy, and long-lasting. From its beginning, Criador Labs has leveraged the best new-age technologies for its Clients, completing over 100+client projects, producing over 50+ prototypes, and 10+ product manufacturings. Criador Labs provides innovative solutions through multi-functional competence in research, technology, design, engineering, and production to Fortune 500 companies in the healthcare, consumer, and commercial sectors as well as ambitious start-ups.

### **CUSTOMER REVIEWS AND EXPERIENCES**

The company has achieve wonders in terms of customer satisfaction and support. The reviews have been very favorable and the company has strongly redressed. Any grievances. Some snippets of the customer reviews are:

“I had a preliminary meeting with Hitesh, one of the designers in this company. I was really impressed with how thorough he was in explaining the process and services that his team could offer me in the development of my new product. He was particularly helpful in explaining aspects of the project to me that I didn't understand so well. I am excited to potentially start working on my new product with his team”

“A rapidly growing startup that has passionate tech enthusiasts working on various medical and consumers product. Glad to be part of a diligent and meticulous team which helps clients in realizing their dream products!”

“Very creative team, There focus on details is incredible.Nice work culture”

### **DISCUSSION AND CONCLUSION**

They are a design company constructed from the ground up. They support creativity and innovation. To produce the greatest possible design solutions, innovation and human-centric techniques are merged. They work with people and firms who are ambitious, creative, innovative,and brand conscious. They offer services in Industrial and Product Designs using Agile and Design thinking methodologies with team that has complete product lifecycle expertise from idea to Manufacturing which helps us to cut down the development timeby20%and development costs by30%.[www.criadorlabs.com](http://www.criadorlabs.com). Criador Labs is a multidisciplinary product design and innovation company that helps clients navigate the complexities and challenges of innovation and produces successful, long-lasting results. Since its establishment, Criador Labs has used the most cutting-edge



technology for its customers, completing more than 100 client projects, creating more than 50 prototypes, and manufacturing more than ten products. Criador Labs provides innovative solutions through multi-functional competence in research, technology, design, engineering, and production to Fortune 500 clients in the healthcare, consumer, and commercial industries as well as to ambitious start-ups.

## 15

**MERA MEDICARE: FAST DELIVERY OF MEDICINES****Ms. Shirley Rex and Tisha Dem****ABOUT THE ORGANISATION**

MeraMedicare is an E-commerce platform that allows buyers to buy medicines online at a reasonable price. This is online retail market which connects with patients and pharmacists. This platform also allows the customers to maintain their bill records free of cost.

Through this online platform, an organisation can reach out to large amount of customers. As customers can order medicines online by using mobile app or WhatsApp and medicines are delivered to buyers in 2-6 hours.

\*This organisation deals in B2B / B2C

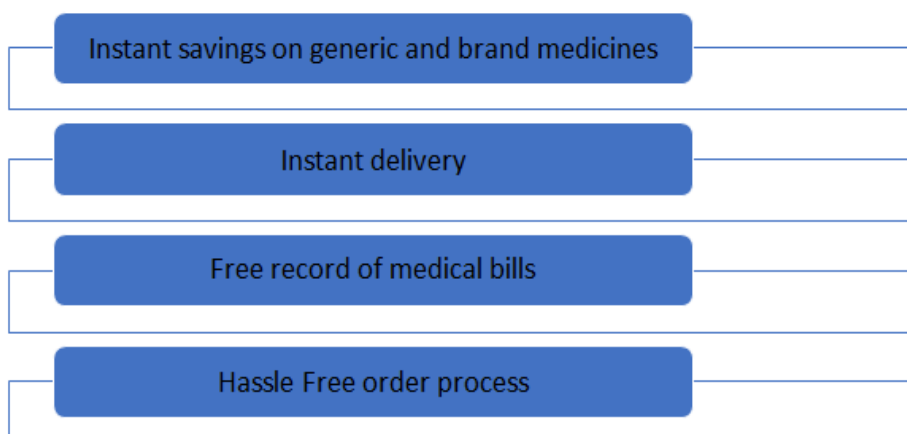
\*This platform has about 5000 patients and 250+ pharmacies.

\*Founded in year – 2012

\*Location – Delhi, India

\*This online platform ranked 116<sup>th</sup> among 670 competitors

\* Tracxn score is find out 8 out of 100

**Figure 1: USP of Medicare**

## **FOUNDERS / ENTREPRENEURS OF MERAMEDICARE**

- Madhu Khandelwal, Founder & CTO
- Pankaj Gupta, Co-Founder & Advisor

Madhu Gupta watched Satyamave Jayate and she got shocked when she got to know that -Almost no doctor prescribes cheaper generic medicines to their patients. The cost of such medicines are close to 40-60% of branded medicines. They also have the same compositions and effects as their branded counterparts.

Therefore, Madhu decided to start up a new venture that is Mera Medicare.com which is an E-commerce platform along with her husband Pankaj.

Prior to start up with Mera Medicare, Madhu was an associate consultant at oracle India Pvt ltd for 2 years, while Pankaj worked with Veeco contraption in various dimensions. Both of them are based out of the US and this thing did not discourage them to startup.

## **ABOUT THE FUNDS**

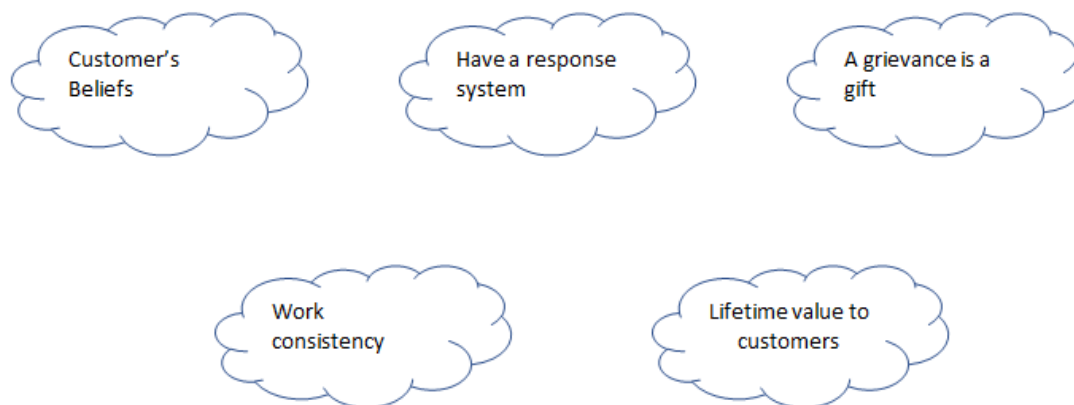
- MeraMedicare is running their E- Platform without external help OR capital(bootstrapping), they believe that personal funds are sufficient to expand Meramedicare in atleast 10 cities.
- If they are willing to expand or addon more business segments then they would definitely require more funds.
- They have also received offer from 3 good investors, but they declined the offer politely. they are planning to connect with them at the right time.

## **COMPETITORS OF MERAMEDICARE**

Some competitors of MeraMedicare are tata 1mg, Pharomeasy, Netmeds.com, Medplus.

## **ABOUT THE CUSTOMER RETENTION STRATEGY**

Customer Retention is one of the most important Strategy which is undertaken by MeraMedicare to reduce the number of defects and problems which are being faced by the customers.



### ABOUT THE FUTURE PLANS OF MERAMEDICARE

MeraMedicare want to be the Flipkart of health sector. They are interested in expanding in 25 major cities of India in upcoming 2 years. They plan to operate to be operational in six more cities of India, which are undecidedly Mumbai, Hyderabad, Pune, Surat, Chennai and Jaipur.

### LEGAL ENTITIES OF MERAMEDICARE

They are associated with 1 legal Entity

Legal Entities	Associated Company	Entity Type	Date of incorporation
Mera Medicare Llp	MeraMedicare	Limited Liability Partnership	21 <sup>st</sup> November ,2013

### DISCUSSION AND CONCLUSION

E-commerce is on the rise, Healthcare sector in field of E-commerce still has a long way to go, market is full grown for many players. At present, Meramedicare is facing competition from many companies like Netmeds.com, Medist and many more. But if population and market is considered then there is still lots of opportunities in this sector.

## 16

### **GREEN CURE WELLNESS: HERBAL PERSONAL CARE AND HEALTH CARE PRODUCTS**

**Prof. (Dr.) Ravikant Swami and Subika Singh**

#### **ABOUT THE ORGANISATION**

Green cure wellness organisation has been started which emphasize on thinking again about the idea of wellness in a society where ache & discomfort are considered common and prevalent.

This organisation manufactures herbal personal and health care products that are made up by using pure and natural herbs. the dual objective of an organisation is to create prosperity and bring change in the society.

- Green cure wellness organisation was founded in 2015 (8 years ago), Registered Name is SPV Laboratories.
- Its headquarters are in Delhi NCR, India.
- It deals with B2B & B2C
- This organisation deals in wide variety of products like: -

MagnActive(30gm), scaoff (15gm), heelrepair (15gm) & Magnactive(30gm), Restosleep(100ml), Magnoitch (50gm), Bronchicure (100ml) etc.

One of the most popular product of Green cure wellness is, BronchiCure', this product is India's first lung care syrup. It helps in boosting up immunity for Asthma & Bronchitis patients.

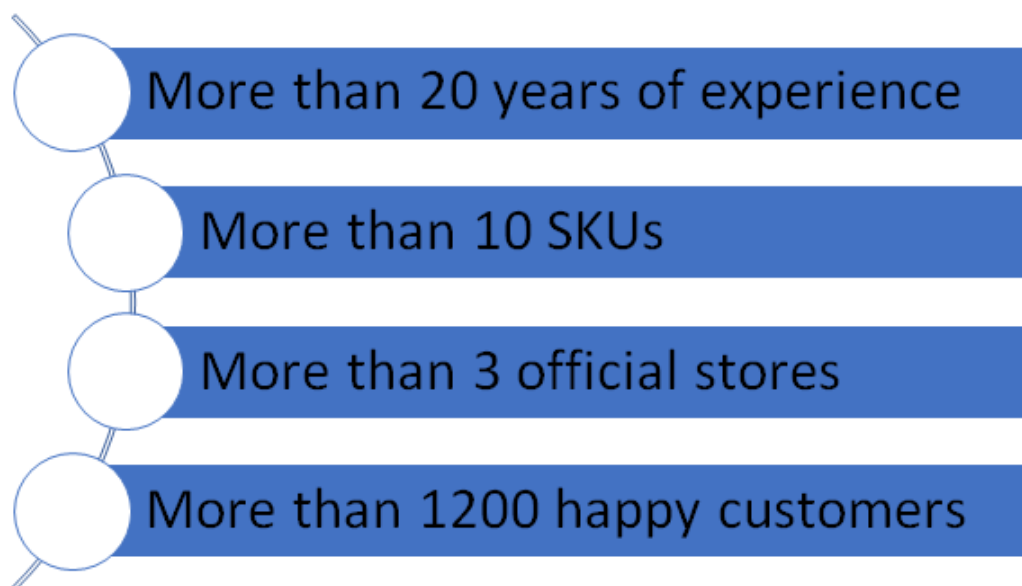
Next is – Green cure syrup. This is also another product of Green cure wellness, which is a cream to get relief from pain.

Green cure wellness cream provides variety of products such as

- baby care & beauty
- personal care products.

- Products related to skin care

**Figure 1:** Key Points of Green Cure Work strategy



### **ABOUT THE FOUNDERS/ ENTREPRENEURS**

Sanchit Garg is the Founder of Greencure Wellness Founded by IIM Calcutta alumnus and ex- BCG consultant Sanchit Garg, Green Cure combines German Science with over 5000 year old Ayurveda to evolve International quality herbal products that offer high efficacy solutions to deal with chronic illnesses.

He also performed work at Boston consulting group before establishing Green Cure wellness along with his father Suresh Garg. They had a motive to take their organisation to new heights Therefore, Sanchit Garg finally started Green cure wellness to create international quality herbal care product.

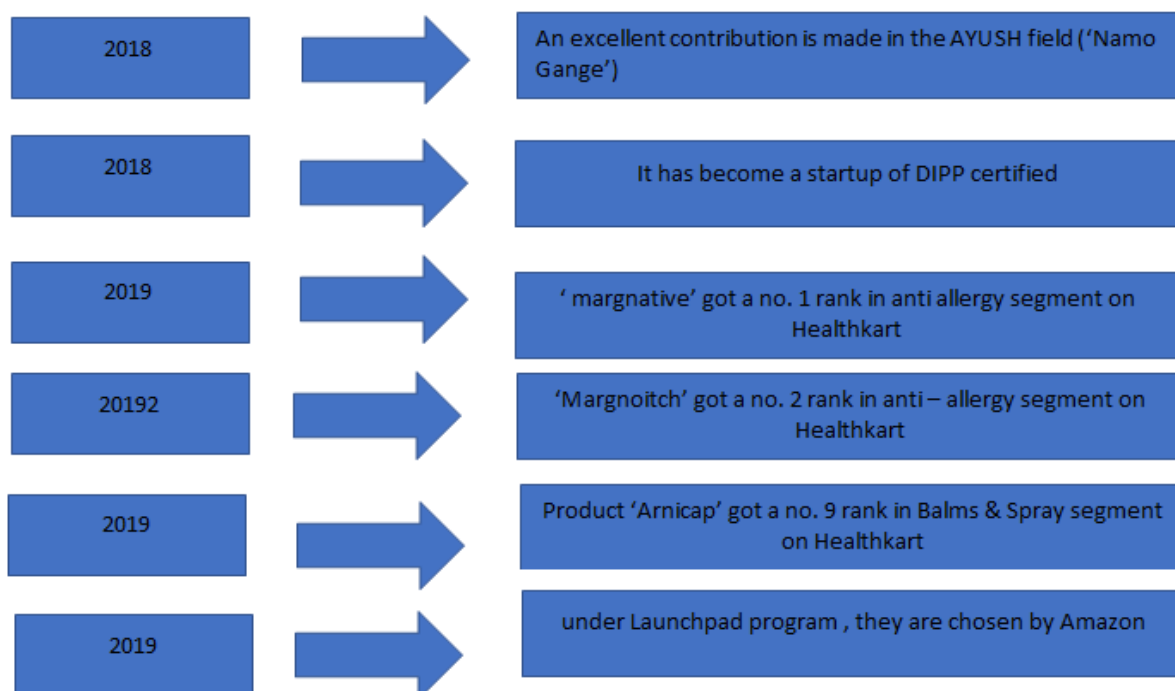
### **INVESTMENT JOURNEY OF GREEN CURE WELLNESS**

An undisclosed amount of funds are raised from Venture Catalysts ( July 2020).

The round was conducted by Gunvanth Vaid, who is a Founder of 4G Capital and AC World, a segment of venture catalysts.

Those raised funds are to be utilised to increase their operations & to deal in products of different categories.

## AWARDS AND ACHIEVEMENTS OF GREEN CURE WELLNESS



## ABOUT THE COMPETITORS

Greencure wellness faces competition from the following: -

Dabur, Himalaya

Mamaearth are some of the competitors of green cure wellness.

## ABOUT THE RECOGNITIONS

### THERE ARE SOME CERTIFICATIONS

- Australian Certified poisonous – Free – Green Cure products do not contain any chemicals.
- Made Safe certifications – Where healthier products are not available, safe Cosmetics Australia allows below 15 % of the formula to involve essential items to manufacture a competitive Products
- Cruelty Free Certifications- Goods are not based on animals.
- Vegan certification for Green Cure's Asthma syrup – India's First syrup
- All Goods meet specified standard laid by USFDA

- The products meet specified standard laid by WHO
- The products meet specified standard laid by NPOP

### **ABOUT THE FUTURE PLANS**

- Right now, Green cure wellness is operating in more than 1400 stores & about 4 latest retail stores, which involves Pharmacy of guardian.
- They are also dealing in the online segment, they have provided services to 20, 000 +customers.
- Their receipts are increasing by 30% every month & it is expected that the receipts would reach to 1 crore rupees (till the end of 2019) They are also expecting to reach out about 20 crore customers in upcoming 2-3 years.

### **DISCUSSION AND CONCLUSION**

There is rapidly increase in demand of personal health care products and services in India And green cure wellness deals in personal health care products. They are producing those products which are efficient and free from side effects. The company is on a mission to make healthcare accessible to all and save more lives.



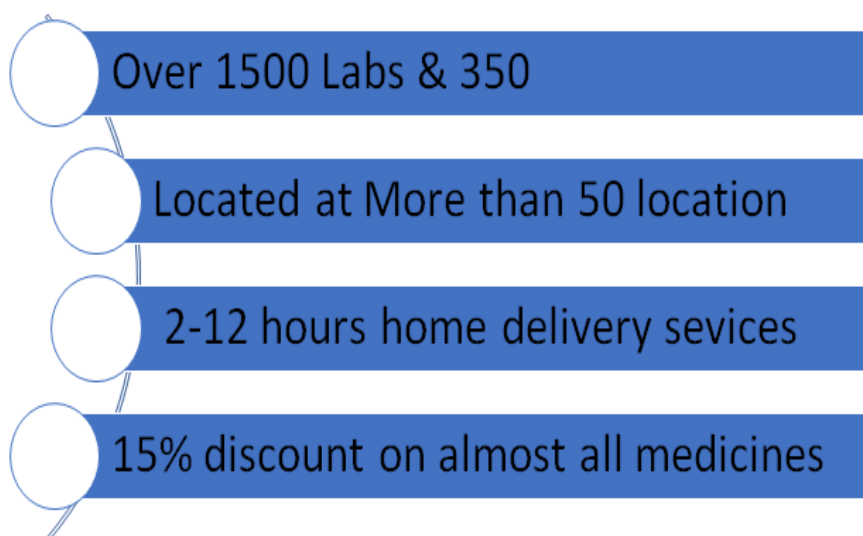
## 17

**3HCARE: HELP, HEALTH, AND HAPPINESS****Prof. (Dr.) Poorva Ranjan and Subika Singh****ABOUT THE ORGANISATION**

3Hcare is a startup which is based in Delhi and operating in the health care sector. It is an online platform which provides Healthcare services. A elaborated information in services related to health is provided by PAN India. A client can easily access to 3Hcare's webpage & can easily identify diagnostics & hospitals which are operated nearby.

<b>Headquarters</b>	<b>Delhi</b>
Established in	September 2016
Sector	Healthcare
Funds	\$1.1 million
Holding organisation	3Hcare.in

3Hcare is a quality health care services in Delhi NCR, It bridges the gap between healthcare services and patients by providing them labs and hospitals with complete necessary information. they are providing affordable or discounted prices to their customers.



## **ABOUT THE FOUNDERS AND TEAM MEMBER**

DR. Ruchi Gupta is a risk management

She completed her studies (MBA) from GGSIP University & completed her graduation in Commerce from SRCC, University of Delhi.

She is experienced in reviewing and writing specific books in following: -

1. Management
2. Finance

Also a member of the panel of authors in the (CBSE)

Dr. Ravinder pal Singh Malhotra has completed his MBA

Who did companionship in liver & Multi visceral transplant at sir ganga ram hospital, Delhi.

- Who worked as an online CME observer at John Hopkins hospital, USA. He has an experience of more than 13 years in liver transplant, HPB & GI surgery in India.

Gurdeep Singh Ratra is an MBBS,

- Who did companionship in joint replacement and expert in the field of orthopaedic (+13years).
- He is passionate in Ilizarov technique & also in limb lengthening procedures.

There are some more key team members: -

Mr. Ankush Mehra is the director

- He completed his graduation in commerce and MBA
- He has a specialisation in supply chain, has an experience of 22 years and known for creating highly fruitful and efficacious.
- He also performed with

1. Honda siel cars India PVT.ltd,
2. Samsung electronics India information

3. and telecommunications ltd. Metro cash & carry,
4. reliance hypermarkets
5. Limeroad.

Mr Sumit Gupta performed as an IT manager at 3Hcare.

- he completed his MCA from GGSIP University
- He has an experience of around 8 years in delaing with Indian as well as international clients.

### ABOUT THE FUNDS

Funds Raising Date	Funds Stage	Amount of Funds	Lenders
September 2017	Round of Angel	\$100k	Angel lenders
August 2018	Round of Angel	\$ 1 million	

**3Hcare** received funds from angel amounted to \$100k, they used those funds in the development of IT Infrastructure and to enhance other verticals of their organisation and just within 11 months they have also received second round of funding of \$ 1 million.

About the future plannings

3Hcare has successfully build up a trusted name among its niche customer base and booking tests through have been increased up to 10 folds over the past 2-3 months & similar goes in terms of its receipts.

3Hcare is presently dealing with 40+ hospital partners & 400+ diagnostic partners

The future plan of the company is: -

Launch diagnostic centre throughout the world (to boost medical tourism)

Add on new healthcare and wellness centres such as yoga, Ayurvedic, Homeopathic & Fitness

To open up offline labs for the patients to encourage them more

To take a lead in Indian market healthcare sector by 2022

To start "Manage My Health" vertically

### **ABOUT THE COMPETITORS**

Renew health, Zoylo, DocPrime and preemo are the top competitors of 3Hcare.

### **ABOUT THE RECEIPTS**

Receipts pattern is straightforward. its services are free of cost for clients, they are paid by centres & hospitals only.

### **CONCLUSION**

There is rapidly increase in awareness among citizens and 3Hcare is dealing in Healthcare sector. They are providing detailed information about healthcare services available PAN India along the specialisations that they and it is free of cost. The company is on a mission to provide best services to their customers

## 18

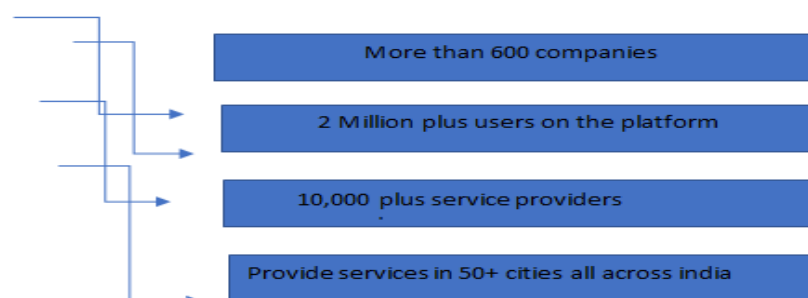
## EKINCARE: CORPORATE WELLNESS PROGRAMS FOR EMPLOYEES IN INDIA

**Dr. Shuchi Goel and Subika Singh**

Ekincare is a patented corporate health benefits platform which helps companies with their employee growth and well-being of them, which results in better workplace productivity. They provide simplified and unified experiences for employees. They help employees to maintain their physical and mental health status. They are giving health check-ups, medicines purchase, delivery, gyms and also chat with doctors 24\*7 etc.

Headquarters	Hyderabad
Field	Healthcare
Established in	2014
Web page	Ekincare.com
Holding Organisation	Aayuv Technologies Pvt Ltd

They started with 10 companies in 2017 and they are now dealing with: -



About the Founders and Team

Kiran Kalakuntla is the founder of Ekincare

- He completed her graduation from Duke University.
- He has an experience of over 10 years in building and marketing 30 + technology products such as Moto X, which is world's 1<sup>st</sup> 3Dimensional smartphone and Radio frequency identification.

Srikanth Samudrala is co-founder & CTO in Ekincare.

- He completed her graduation from IIT Madras.
- He has an experience of over 11 years in constructing extensive web & web app for Barclays & HSBC.

Dr. Noel Coutinho is the SVP BD & sales

- Who completed graduation in BHMS, MHA (TISS), Alll.
- And an experience of over 15 years in health & life insurance space.

What startup challenges were faced by ekincare?

Kiran's sizeable dare was to convince his family to move back with him and also the pressure was there so that there is no regression in future.

He did not have any network in India, he started from zero ground and he worked hard to build the business, build the team. This was the biggest challenge and along the way.

### **ABOUT THE GROWTH OF EKINCARE**



- Ekincare provides services to 200+ companies including multiple fortune 500 clients
- It manages around more than 300,000 employees
- Ekincare has successfully achieved what other larger companies are not able to achieve in terms of number of people working in an organisation and clients.

Why to prefer Ekincare?

\*It helps to save up to 90% on employee health benefit cost

\*It leads to increase employee annual engagement up to 80%.

What is the Mission & Vision of ekincare?

Ekincare main motive is to generate preventive, predictive and highly personalised healthcare journey for people in acquiring healthy lifestyle. the company wants to empower the Corporated with data & technology to decrease the number of risks related to health.

About the Mergers & Acquisitions of Ekincare

Ekincare obtained Celes care

Healthcare is an online facilitator which focuses powerfully on inexpensive.

About the competitors of ekincare

**EKINCARE FACES COMPETITION FROM THE FOLLOWING: -**



**ABOUT THE FUNDS**

Date	Amount	Series	Lenders
January 2015	\$161k	Seed round	Kemy Ventures,Adroitent Pvt Ltd
March 2016	\$330k	Pre series A	Kemy Ventures,Maheshwari investments pvt ltd, Anshoo Gaur, Rama Krishna Reddy seerapu

January 2018	\$1.5	Series A	ventureast, Endiyapartners, Eight roads, touchstone Equities, BVR Mohan Reddy
November 2019	\$3.6 million	Series A	Not disclosed

Let us look at the awards and achievements of ekincare: -

- In 2019, Ekincare received a Superstartups Asia Awards
- Top ten innovative startups (Nasscom)
- Aegis graham bell award – By Aegis school of business at India Mobile Congress 2018
- Journal of Health –In 2016, Top 100 creative digital healthcare companies

About the future plannings

Ekincare has successfully increased the numbers of team members from 23 to 120 in last one year, Kiran is confident that the company will make a team of 250 members very soon.

## CONCLUSION

Ekincare is working round the clock to identify many more health activities & 500+ companies trust ekincare to take care the health of employees and their families. as per HR's perspective, we believe that ekincare would help an organisation to achieve their end goals.

Made with  in India.



## 19

**HEALTHIFYME: PERSONALISED WELLNESS SERVICES****Dr. Shalini Gautam and Subika Singh****ABOUT THE ORGANISATION**

HealthifyMe is an online platform which enables the users to check their eating habits, fitness and weight and works with leading corporates and healthcare partners in India. Its main aim is to establish the world's largest online health and fitness service platform in order to satisfy their customers. So, that they can easily achieve their objectives.

<b>Head Office</b>	<b>Bangalore</b>
Prime Mover	Tushar Vashisht, Sachin Shenoy and Mathew Cheria
Zone	Wellness
Established in	2012
Parent organisation	HealthifyMe Wellness Pvt Ltd
Web page	www.healthifyme.com

**ABOUT THE FOUNDERS / ENTREPRENEURS**

Tushar Vashisht is the current founder and CEO of healthifyme. he also worked with unique ID Authority with the government of India for nearly 2year.

- He worked as a broker on wall street and in the bay area before moving to Singapore with Deutsche Bank.
- He pursued his graduation from the University of Pennsylvania and has hobby in music.

Sachin Shenoy is a chief technology officer & Co founder

- He is a google code – jam finalist,
- he also has an experience of over 15 years, He worked with google in following platforms: -

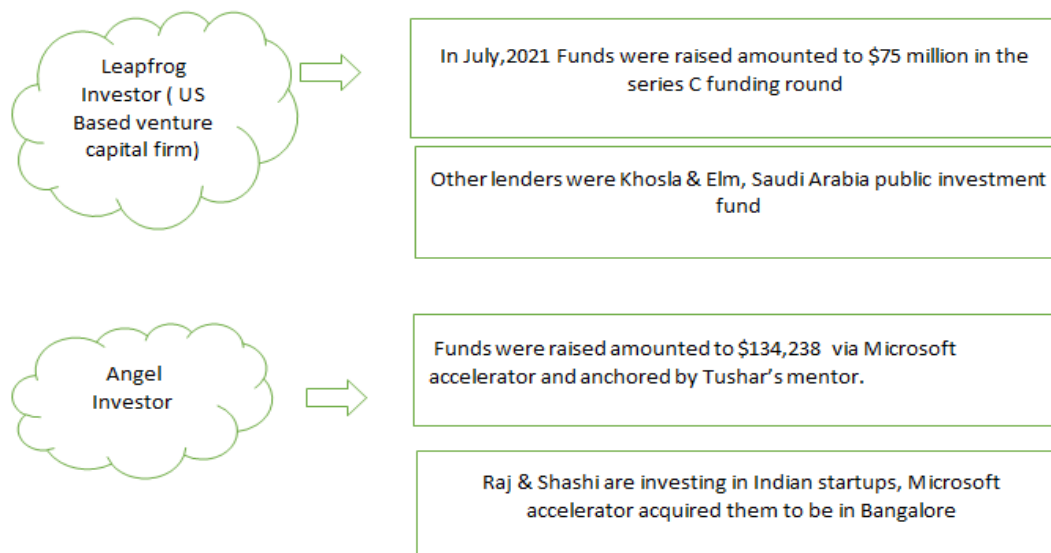
- Google finance
- google Dev Platform,
- Orkut developer platform,
- SMS channel.

In 2013, Mathew Cherian left the organisation.

- HealthifyMe contains more than 400 people as a team member.

About the funds

Value of funds which are being raised by Healthifyme is \$100.1 million with over 8 rounds to date.

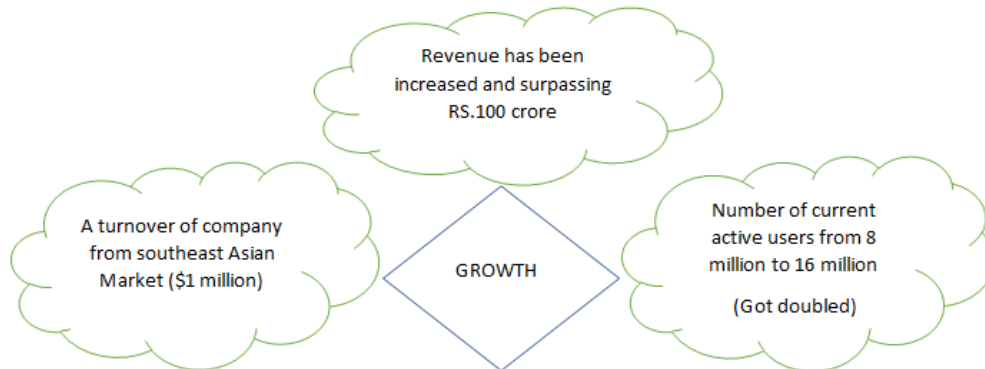


## ABOUT THE COMPETITORS

HealthifyMe faces competition from the following: -

- GOQii & Curefit
- WebMD Health,
- Weight Watchers International

About the growth



Objective is to earn more than \$50 million in terms of revenue in upcoming Years & targeting turnover of \$400million by 2025.

To expand in new union territories

To expand their business in new topographies such as:-

- Asia Pacific region.
- Southeast Asia

### ABOUT THE PARTNERSHIPS

Healthifyme has partnership with the following medical institutes: -

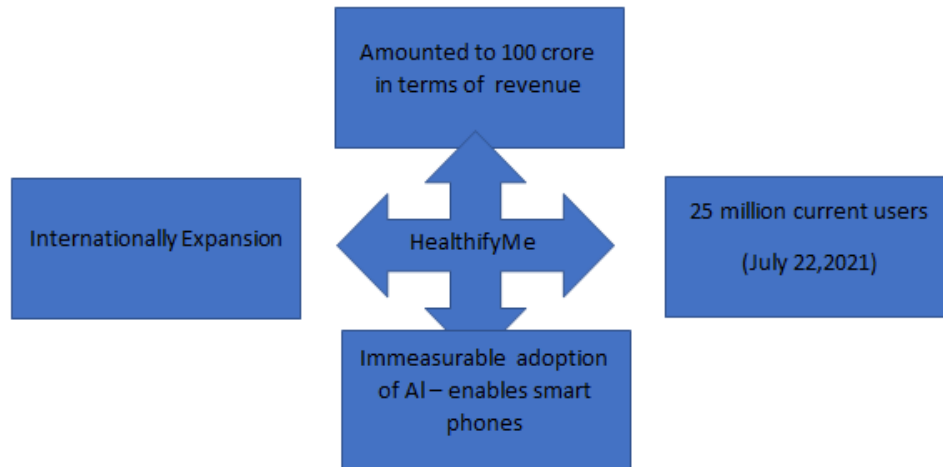
- Medanta,
- Apollo hospitals
- Manipal hospitals

And also entered into a partnership with MI: - In order to provide consultation facility without any charge (cost of RS. 499 on purchase of Redmi 3

In feb, 2020, Healthify declared partnerships with: -



## ABOUT THE REVENUE



## CONCLUSION

Healthifyme is celebrating the taste of victory as they are helping users and giving them a push to stay healthy and fit with ease. They are showcasing the lives and transforming story of true customers, with the aim to inspire others to achieve the same.

## **CULT FIT "FITNESS IS NOT AN OPTION"**

**Dr. Rashmi Chawla and Subika Singh**

### **ABOUT THE ORGANISATION**

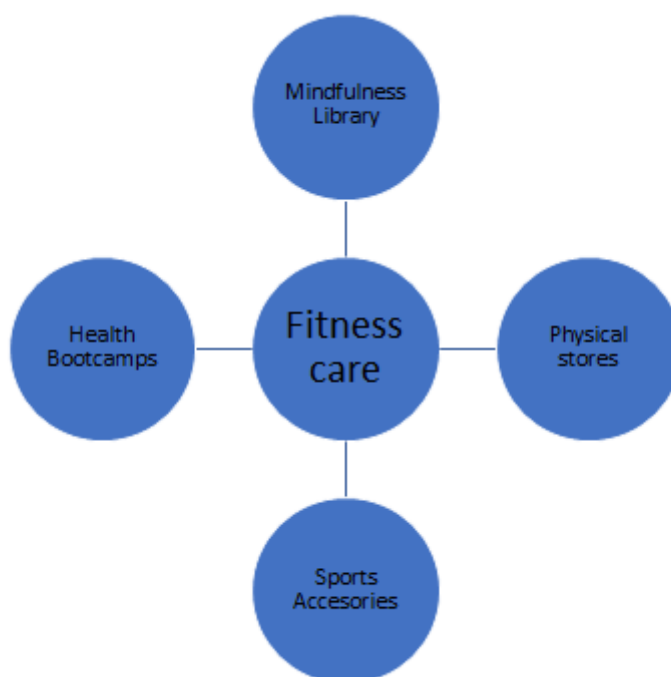
Cult.fit, formerly known as Cure.fit or Curefit, is a company that provides online and offline health services. Depending on membership options, the online model offers live video lessons for on-demand yoga, meditation, and fitness classes. Apart from the online option, they also have gyms in many states and cities of India.

The platform offers advice on cardio, yoga, meditation, home workouts, kids workouts, arm workouts, core workouts, and various other fitness programs.

Cult.fit users can join gyms with different membership levels that best suit their needs, or they can download the app to access numerous programs. The health and fitness segment includes Cult.fit. The global health and fitness industry is a market of over \$87 billion, which is what makes it so exciting.

Downloads of health apps have increased, especially in India. Other reports indicate that India tops the list of countries with the most health app downloads with around 157%.

Due to the COVID-19 outbreak, more people than ever are concerned about their health. It's starting to make people see a more inclusive approach. The industry is expected to grow at a CAGR of 17.6% from 2022 to 2030.

**Figure 1:** Areas in which the startup works**ABOUT THE FOUNDER/ENTREPRENEUR**

The company was established by two businessmen, Mukesh Bansal and Ankit Nagori.

Mukesh Bansal, a graduate of IIT Kanpur, is a businessman. Born in Uttarakhand, Mukesh started his journey before starting Cult.fit. He is responsible for building the Myntra e-commerce platform.

As a systems analyst, Mukesh has worked at Deloitte, as well as several other Silicon Valley companies including eWanted, Centrata, NexTag and newScale. After Myntra was acquired by Flipkart, he also served as the head of the company's commercial and advertising activities.

Ankit Nagori from Bihar is currently one of the founders of Cure.fit. Additionally, he currently founded and serves as CEO of Curefoods.

Ankit is an IIT-Guwahati graduate who founded a three-year-old social media company, “Youthpad”.

After six years at Flipkart, he co-founded Cure.fit with Mukesh Bansal. However, Ankit ultimately decided to focus on Curefoods (a division of Eat.fit) in 2020, offering nutritious meals and cloud-based cooking.

However, he still owns shares in Cult.fit or surefit. He was named to Entrepreneur magazine's 2019 list of 35 business leaders under 35.

## **GENESIS TO GROWTH OF THE ORGANIZATION**

The brand aims to launch a range of online programs with additional membership cards, called “cultpass”. Under the new name, the company hopes to expand its offerings to include teleconsultation, therapy and food markets. Cult.fit's slogan is “fitness is not a choice”.

## **CUSTOMER SERVICE, REVIEWS AND EXPERIENCES**

“There are amazing trainers and staff who is always there to help you and the environment is great you can book your class as per your schedule and the centre is well equipped and clean its worth to be a part of cult.fit troop.”

“I started with the cult transform program in late 2021. I wasn't very fit then, I had put on weight, I was also low on stamina. I also had a toddler(1.5 year old that time) who I enjoyed playing with and needed a lot of energy to play with and I had hectic work schedule. The cult transform program worked wonders for Me! I started when I was close to 69.9 kgs, was fairly stressed and would get angry a lot, didn't sleep well and had unhealthy eating habits. Today, I am 64.8 but with much lower fat percentage, I have lost 2 belt sizes, I am not stressed, I sleep more than 7 hours of continuous sleep every day and I have very healthy eating habits! This took almost 11 months of work. I thought Cult transform is more a habit building and lifestyle program than a weight loss or even fitness program.”

“One of the best gym in bangalore. Very professional coaching and good results with great experience in this gym. Highly recommended this place.”

“As a company cult fit did took care of me very well ! But there are many managers ! Who don't know what's happening in ground level(because they always working from home or on holiday , or on insta ) ! I will give 5 to cult fit.”

“Amazing Gym, Amazing Workouts! The staff here is incredibly friendly and extremely qualified! They know how to push you to the limit in the best way possible with your workouts. You will not leave disappointed. Such a family vibe as soon as you walk in the doors. I highly recommend checking this gym out.”

## **DISCUSSION AND CONCLUSION**

Cultfit’s holistic approach toward physical and mental well-being has provided a competitive edge and serves the healthcare needs of all. Their gyms and powerhouses have grown in many cities and making a difference in everyday fitness. Online consultation programs have seen high rates of satisfaction. It’s new vertical i.e., cult sport offers a spectacular range of fitness products for both men and women and state-of-the-art machinery promise to deliver a delightful experience.



## **INNOVACCER: LEVERAGES AI AND BIG DATA TOOLS TO COLLECT AND ANALYZE PATIENT HEALTH**

**Dr. Pooja Sharma and Subika Singh**

### **ABOUT THE ORGANIZATION**

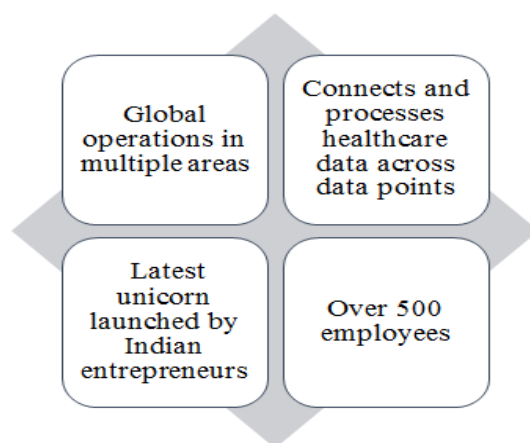
Almost all industries, including those in education, manufacturing, and business, have begun to digitise their use of technology, and now the healthcare industry is following suit. It's safe to argue that the global health IT landscape has undergone remarkable change.

Today, practically all hospitals and private practises have opted for digital transformation over more conventional practises. They are really working hard to change the way they provide healthcare by using fresh, cutting-edge methods.

A cloud-based platform called Innovacer aims to enhance healthcare systems as a whole. Its platform offers a range of cutting-edge digital goods to healthcare organisations like hospitals, health systems, and doctor's offices. Innovacer assists in gathering, analysing, and disseminating information on patient health.

It is an AI-powered patient and physician engagement platform with a variety of customizable tools to aid in achieving goals. These include referral management, patient engagement, and care management.

**Figure 1: Milestone Achievements of the startup**



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**ABOUT THE FOUNDERS/ENTREPRENEUR**

The company was founded by three businesses men – Sandeep Gupta, Abhinav Shashank and Kanav Hasija.

The Chief Operational Officer and co-founder of Innovaccer is Sandeep Gupta. Sandeep began his professional career as a software engineer at TCS before moving on to jobs at Microsoft and Ingersoll Rand. He received his degree from Ahmedabad's Indian Institute of Management.

Abhinav Shashank, a graduate of IIT Kharagpur, is one of the company's founders and its CEO. A skilled and well-known author, Abhinav has written over 300 articles for major worldwide media sites. Both "Top 60 Emerging Leaders in U.S. Healthcare Under 40" in 2019 and Forbes 30 under 30 Asia 2017: Enterprise Tech have featured him.

Co-founding Innovaccer, Kanav Hasija holds the positions of CCO and co-founder. He holds a patent law degree from the University of New Hampshire School of Law, previously Franklin Pierce Law Center, and a B.Tech. from IIT, Kharagpur.

**GENESIS TO THE GROWTH OF THE ORGANIZATION**

The company primarily serves its clients by developing a platform that is patient-centric. It provides digital goods in the pay-for-performance and population health management sectors.

Its primary focus is on the cloud platform, Innovaccer Health Cloud, which offers a strong answer to problems and challenges encountered by hospitals, pharmaceutical firms, and insurance firms. This platform helps these organisations store data and achieve higher efficiencies.

The following main features of the health cloud platform:

1. Data Activation platform
2. Application Suite
3. Innovation Toolkit
4. Accelerators

## **CUSTOMER SERVICE, REVIEWS AND EXPERIENCES**

“Great office, a 'no-walls' approach to working makes everyone accessible, allows everyone to work flexibly.

“Super helpful admin staff and management. Cafeteria with good food options and a good court nearby.”

“WHAT a perfect look... I don't have any words the way designing all the buildings and all the area too... This is great progress in Uttar Pradesh. INNOVACERS ALSO HAVE An Amazing Look. The great thing is their Security is too high. I like everything there present.”

“Amazing floor plan with antique red phone booths that you will discover on site!”

“Nice organization. I was visiting them for delivering a session on ISTQB. Very energetic staff and co-operative to assist. The environment is amazing where employees are happy to work within no matter they have to stretch sometimes.”

“Company is based out of Candor techspaces in Noida and mainly is into Data management and data integration. They work with some of the leading healthcare companies in USA. Very professionally managed company with great work culture.”

## **DISCUSSION AND CONCLUSION**

With the unification of patient data across various systems and care settings, this business has, in the six years since it was founded, changed the healthcare market both globally and in India. It has also given healthcare organisations access to scalable and cutting-edge solutions. Clinical, financial, operational, and experience outcomes have all greatly improved. It is enabling more than 96,000 clinicians to revolutionise the way care is delivered, connecting more than 1,600 hospitals and clinics across the US, and assisting providers in their joint work with payers and life sciences firms. More than 54 million people's health records have been combined thanks to Innovaccer, which has also assisted its clients in saving over \$1 billion in total costs. Due to its wonderful operations, it has been rated as the Best-in-KLAS data and analytics platform and the best population health technology platform by Black Book.

**TATA HEALTH: CONSUMER DIGITAL HEALTH PLATFORM****Dr. Navya Jain and Subika Singh****ABOUT THE ORGANIZATION**

The digital health division of the TATA group, TATA Health, is a division of Tata Industries and was founded with the goal of offering consumers individualised, preventive, and predictive healthcare. With the help of a network of carefully selected doctors and specialists, it provides a comprehensive range of medical services, including an instant doctor consultation service. It is dedicated to offering improved access to primary healthcare that is of high quality. Tata Health has grown to be one of India's most dependable health apps by utilising the best in medical science and technology. A strong, safe, and intelligent platform created by the firm enables seamless connections to doctors in more than 15 different specialties. It aims to deeply comprehend customers and support the improvement of their well-being. The services provided have benefited more than 6 Lakh consumers.

For many years, The Tata Health has worked in the area of public health. They create and support multifaceted programmes to deal with problems that include both communicable and non-communicable diseases and span a wide range, including cancer, maternity and child health, mental health, malaria, and tuberculosis. Using a multifaceted strategy that involves direct implementation, institution development, collaborations, use of technology and innovation, and adoption of these strategies, the aim is to increase healthcare delivery capability.

The improvement of India's health indicators depends on access to primary healthcare. A doctor and/or a community healthcare worker can deal with up to 80% of medical disorders in their first stages. The Trusts intend to significantly lessen the burden on secondary and tertiary care facilities by entering the primary care stage of healthcare, where early discovery can aid in preventive or curative treatment and management of the disease.

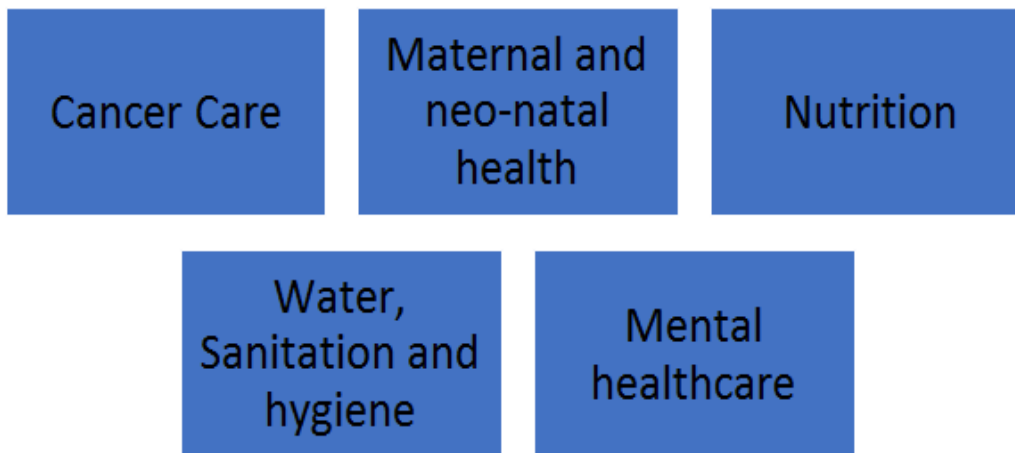
**Figure 1: Range of Products****GENESIS TO GROWTH OF THE ORGANIZATION**

TATA Health, with its corporate headquarters in Bangalore, was founded with the goal of offering consumers individualised, preventive, and predictive healthcare. It provides a full range of medical services, including a network of carefully chosen doctors and specialists and an instant doctor consultation service. It is dedicated to offering improved access to primary healthcare that is of high quality. TATA Health has grown to be one of India's most dependable health apps by utilising the best in medical research and technology. A strong, safe, and intelligent platform created by the firm enables seamless connections to doctors in more than 15 different specialties. It aims to deeply comprehend customers and support the improvement of their well-being. The services provided have benefited more than six lakh consumers.

**IMPACT OF TATA COMMUNITY ON HEALTHCARE**

The TATA group has been at the forefront of providing a wide spectrum of healthcare services and serving society.

**Figure 2:** TATA Community's areas of work



## **DISCUSSION AND CONCLUSION**

The goal of TATA Health's creators is to offer consumers tailored, preventive, and predictive healthcare. A strong, safe, and intelligent platform created by the firm enables seamless connections to doctors in more than 15 different specialties. It aims to deeply comprehend customers and support the improvement of their well-being. The services provided have benefited more than 6 Lakh consumers.

## **MEDIBUDDY: YOU TRUSTED BUDDY FOR BETTER HEALTH**

**Dr. Khushbu Khurana and Subika Singh**

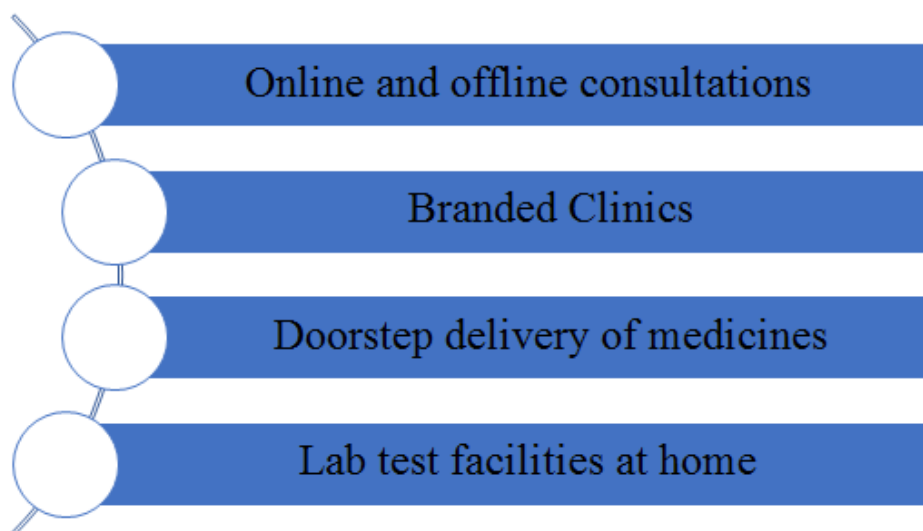
### **ABOUT THE ORGANISATION**

Over 15 years of experience in the health benefits industry and their unique “tech and touch” approach make them a front-runner in the transformation of the health benefits industry.

**MediBuddy**, is an award winning technology platform, allows all stakeholders – customers, corporate decision makers, insurers, hospitals and Central and State Governments – to manage their health benefits in real-time and with full transparency. MediBuddy has been the recipient of many awards and they have been felicitated on multiple platforms for the innovative use of technology in our industry.

- CIO 100 “Information Mastermind” Award 2016
- Skoch award for Cloud, Apps and Mobility 2016
- Red Herring Top 100 Asia 2014 Award
- Recognized by Forbes India as one of India’s “Hidden Gems”

MediBuddy list of corporate customers includes TCS, Wipro, Infosys, Tech Mahindra, IBM, LIC, SBI, HPCL, HAL, GIPSA, IBA, ONGC, Aditya Birla Group, Cipla, Axis Bank, and many other large corporates across industry segments.

**Figure 1: Range of Services**

### **ABOUT THE FOUNDER/ ENTREPRENEURS**

MediBuddy is led by co-founders Mr. Satish Kannan. Satish Kannan (SK to his folks) has in a relatively short period of time, ushered his organization to leadership status in the healthcare industry. An alumnus of IIT Madras, Satish is well on his way to achieving his goal of making high-quality healthcare accessible to the population of a billion. Currently, he holds the reins as Co-founder & CEO at MediBuddy.

A traveller at heart, when he's not CEO he's over at his favourite corner of his home reading books & working on keeping himself fit.

#### **Genesis to Growth of the MediBuddy**

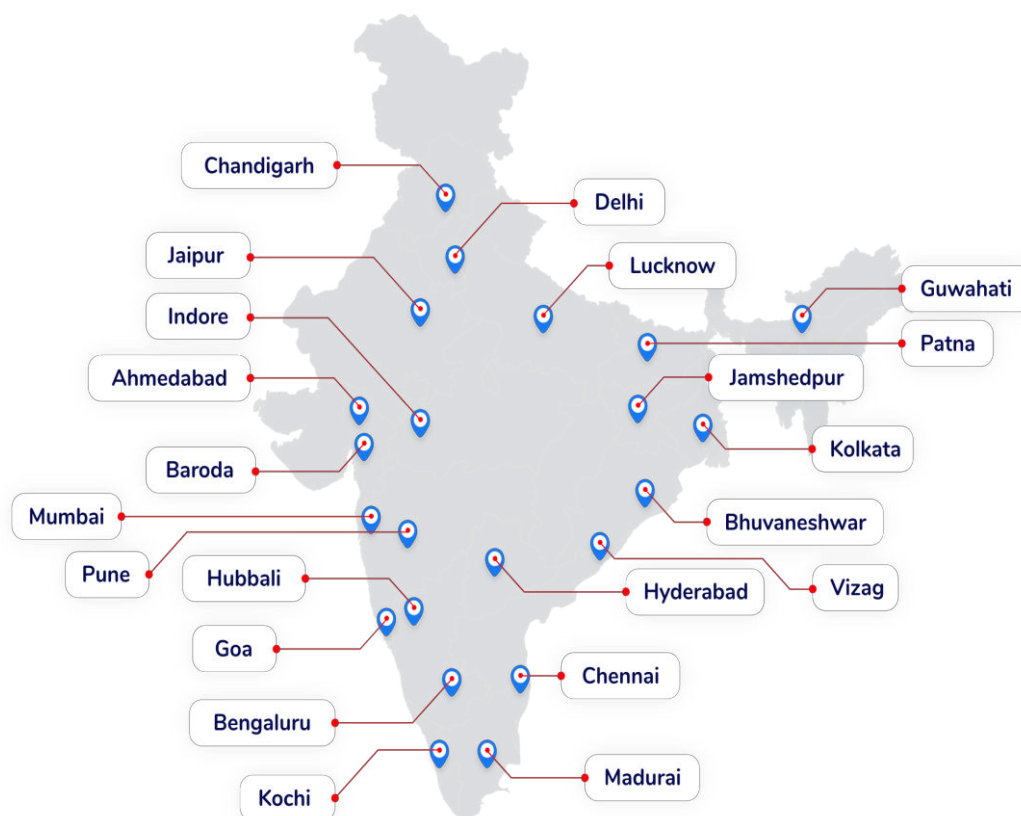
In the previous year, MediBuddy saw a phenomenal growth of two times and assisted 35,000+ users daily. Online doctor consultations on the platform have clearly expanded as a result of important elements like greater convenience, quick service delivery, and wider awareness. Currently, 3 Cr+ Indians make up MediBuddy's customer base.

It is dedicated to ensuring that high-quality healthcare is easily accessible and has been in the forefront of changing healthcare needs in India. In response to the urgent need, the company added a full-stack, end-to-end surgery care management service that provides a one-stop shop for all healthcare requirements. More than 15,000 operations have been made possible through MediBuddy's Surgical care to date.

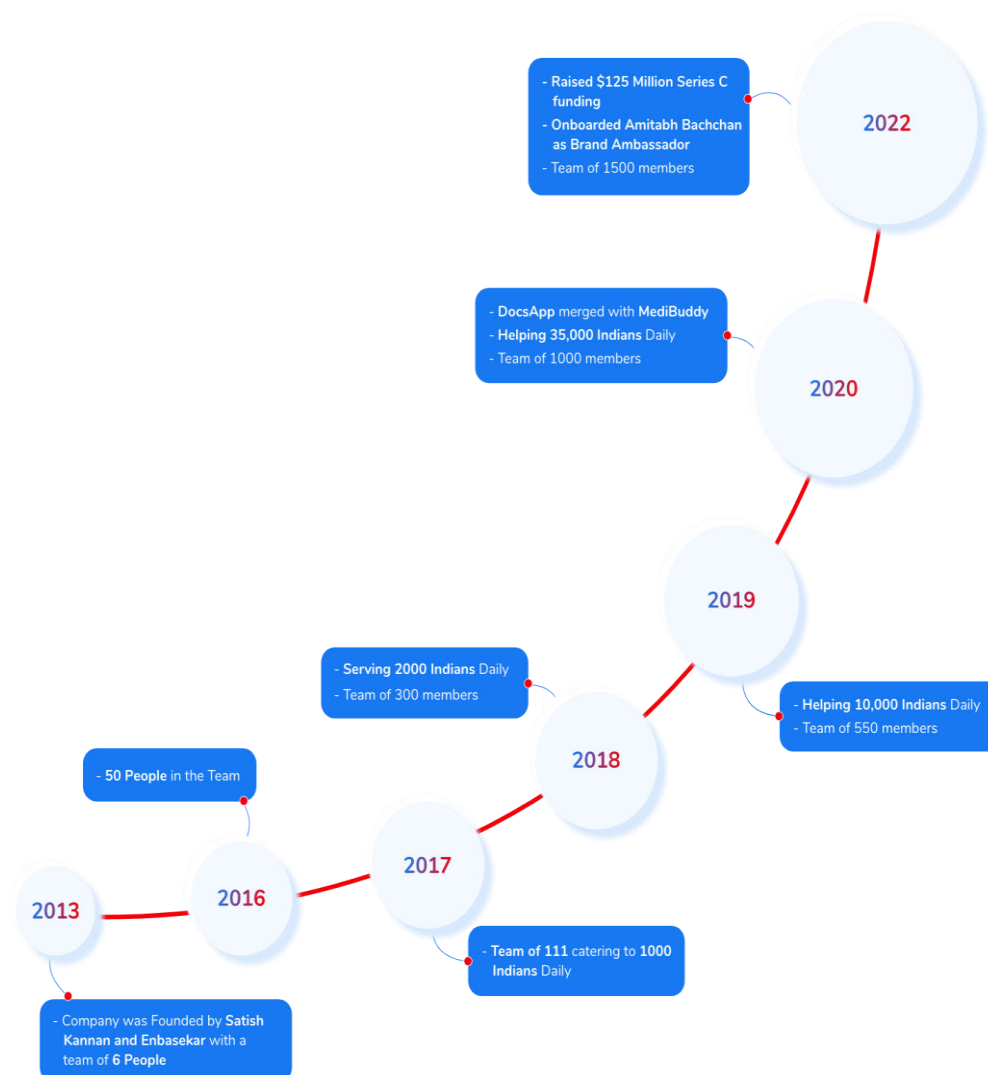


It gives clients access to their care partners, assists them in choosing the best surgeon, and offers post-operative recovery care. The service offers specialised care in a number of different fields in addition to general surgery, including proctology, vascular, ophthalmology, ENT, urology, orthopaedics, oncology, gynaecology, and more.

**Figure 2:** Presence of the company



**Source:** Company website <https://www.medibuddy.in/aboutus/>

**Figure 3:** Journey towards making Indians healthy

**Source:** Company website <https://www.medibuddy.in/aboutus/>

### CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

The company has shown a huge success rate in terms of customer satisfaction and support. The reviews have been very favorable and the company has strongly redressed any grievances. Some snippets of the customers reviews are;

“ Its a complete package of all medical needs in one place. Right from online consultation, to diagnostic testing, it never fails to satisfy the end customer which are the patients “

“ MediBuddy is an excellent platform to get medical advice. It offers direct consultation with doctors after payment; you can also order medicines using MediBuddy after providing a prescription, offer insurance service as well. It provides a good discount on its services and provides a one-stop solution for all healthcare needs. ”

“ Transparency of the entire application and the updates available on regular intervals regarding the details of the reimbursement . ”

“ During this covid19 most of the offline stores doesn't have stocks and when I ordered in medibuddy it was delivered promptly in short delivery time. They shipped via blue dart with no contact delivery. I am feeling safer to order from medibuddy rather than offline purchase.

## **DISCUSSION AND CONCLUSION**

Medibuddy has been doing wonderful and touching millions of lives and providing best range of healthcare services. They have partnered with more than 90000 doctors. Recently they have expanded their network to cover more than 7000 hospitals beds and 2500 pharmacies abroad. The company has operations in more than 23000 pin codes and are in touch with 3000 diagnostic centers as partners.

## PRISTYN CARE: DISRUPTING DAY CARE PROCEDURES

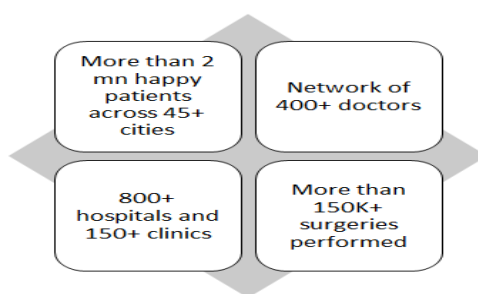
**Ms. Pooja Tripathi and Subika Singh**

### ABOUT THE ORGANISATION

A health technology startup named Pristyn Care, which specialises in secondary-care procedures, has quadrupled the number of its surgical centres to 800 by 2021. The seven metropolises of Mumbai, Delhi, Pune, Bangalore, Chennai, Hyderabad, and Kolkata, as well as 35 tier 2 and tier 3 cities, all have operating Pristyn Care surgical centres. Operating in more than 12 surgical specialties, including general surgery, ophthalmology, ear, nose, and throat (ENT), urology, and gynaecology, Pristyn Care has successfully treated more than 60k patients and engaged in more than 1M patient interactions.

Pristyn Care uses a cutting-edge full-stack care delivery strategy to make sure that patients can receive high-quality surgical care at a reasonable price. It accomplishes this by following a policy that makes use of the underutilised OT and bed capacity of its partner hospitals. The company makes investments in cutting edge medical technologies, including mini-port laparoscopic kits, coblators, microdebridors, phacolasers, 3D meshes, and many more such sophisticated tools.

**Figure 1:** Pristyn strong partnership network



### ABOUT THE FOUNDER/ENTERPRENEURS

The epidemic provided everyone with fresh knowledge or experiences. It was a chance for Harsimarbir Singh, co-founder of the health technology startup Pristyn Care, to rediscover the corporate culture.

Speaking of the softer components of management that they learned and unlearned during this time, Singh said that their culture became extremely and keenly essential to them. He conceded that it might not be the best example of culture, but it was nonetheless a tale of resiliency. "We are upfront about the fact that the culture isn't the best. We put in six days a week and receive a lot of criticism for it. But it serves our purposes at this time. Whether it is necessary or not depends on your perspective. Yet as of late, we don't back away from it.

### **GENESIS TO GROWTH OF THE PRISTYN CARE**

In June 2019, Sequoia Capital India contributed \$4 million to the healthcare delivery firm Pristyn Care's Series A round of funding.

In a Series B funding round again led by Sequoia Capital India, Hummingbird Ventures, Greenoaks Capital, and Angel List in December 2019, the company raised \$12 million (about ₹ 85 crore).

To support the business's expansion and mission, 86.4 crores were raised in Series C funding in September 2020 under the leadership of Hummingbird Ventures, Sequoia Capital, Greenoaks Capital, AngelList, Epiq Capital, and Redwood Trust.

Pristyn Care received \$53 million in a Series D investment round headed by Tiger Global Management in April 2021. The company is now worth more than \$550 million thanks to this funding.

Pristyn Care raised \$96 million in the most recent Series E funding round, which was organised by renowned investors Sequoia Capital, Tiger Global, Epiq Capital, Hummingbird Ventures, and Trifecta Capital.

### **CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE**

"My shoulder had been dislocated during a car accident. It was during this time that I contacted pristyn care for my shoulder dislocation surgery. Great experience overall. The surgeons and staff were very professional and well mannered. Very happy."

"Overall services provided by the Pristyn Care team in Noida were very good and satisfactory. I had my piles treatment through Pristyn Care and it was successful without any trouble. Huge thanks to Dr. Deepak Kumar Sinha"

“I had my father’s piles treatment through Pristyn Care in Gurgaon and I am very happy with the overall experience. My father is very old but Dr. Deepak Kumar Sinha and his staff treated him like their own father. Very satisfied. Me and my father extend our deepest gratitude to everyone involved.”

“I had my Gynecomastia surgery through Dr. Amrika Seshadari. She is an excellent, professional and polite doctor who offered me great help and care. It was because of her expertise, that my Gynecomastia surgery was successful without any complications either during or after the surgery. Thank you.”

“I had been suffering from varicose veins for years and had tried several treatments from different-2 hospitals, but nothing seemed to work. However, after undergoing laser treatment of varicose veins with Pristyn Care in Hyderabad, I am happy to share that my varicose veins are completely gone. The procedure was minimally invasive and the recovery time was minimal. Highly recommend it!”

“I had my piles surgery through Pristyn Care and I couldn't be happier. The entire procedure was smooth and trouble free. The care coordinator that was provided to me helped me at every step of my surgical journey. He even helped me with all the hospital formalities and insurance claims. So thankful to her and the team at Pristyn Care in Nagpur.”

## **DISCUSSION AND CONCLUSION**

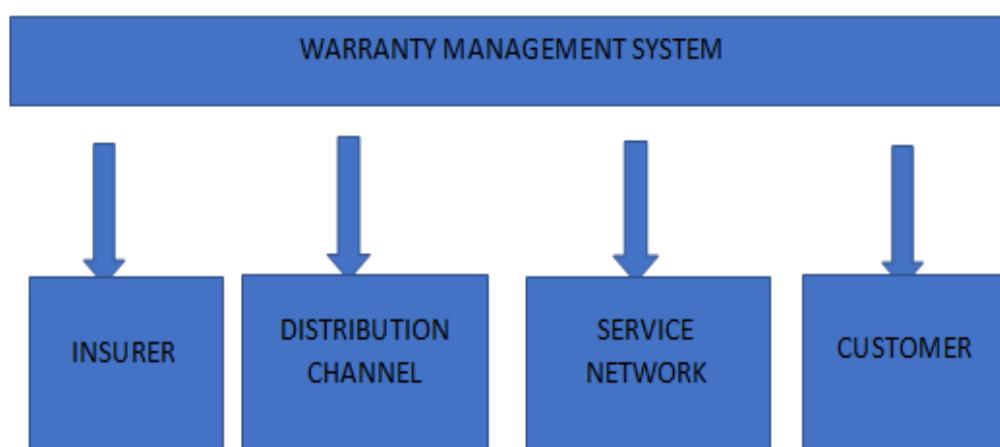
Pristyncare has pioneered telemedicine services at the most affordable and accessible rate.

Even during the covid pandemic, it has played an instrumental role in distributing masks and other essential supplies to the needy. The company has been able to turn every challenge into an opportunity during the pandemic. It cracked the code by redesigning its business strategy to meet the current needs of its patients. To help everyone with travel, logistics, insurance, diagnostics, and hospitalisation support in emergency situations, the team is leading the way.

**ZOPPER: INSURANCE INFRASTRUCTURE API PLATFORM****Ms. Roli Wadhwa and Subika Singh****ABOUT THE ORGANISATION**

To assist B2C companies in effortlessly selling insurance to their clients, Zopper intends to build India's largest embedded insurtech API platform. Via its API platform, the company provides complete insurance solutions towards its distributors. Some of the biggest companies in India, like Amazon, Ola, Cars24, Xiaomi, Croma, Titan Eye Plus, StoreKing, IIFL, Chaitanya, and more, are among Zopper's more than 60 distribution partners. The organisation serves the growing demand of modern electronic customers by having presence in more than 1200 Indian cities. With partners from the digital, financial, and leisure sectors, Zopper offers its services to a wide range of ecosystems. A wide range of services, including health insurance, life insurance, auto insurance, and lifestyle protection, are available through the insurtech platform.

To assist B2C companies in effortlessly selling insurance to their clients, Zopper intends to build India's biggest embedded insurtech API platform. Via its API platform, the company offers complete insurance products to its distributors. Some of the biggest companies in India, like Amazon, Ola, Cars24, Xiaomi, Croma, Titan Eye Plus, StoreKing, IIFL, Chaitanya, and more, are among Zopper's more than 60 distribution partners. The organisation serves the growing demand of new-age digital consumers with a presence in much more than 1200 cities across India. With partnerships from the digital, financial, and leisure industries, Zopper offers its offerings to an extensive variety of ecosystems. A wide range of services, including medical insurance, life insurance, car insurance, and lifestyle protection, are available through the insurtech platform.

**Figure 1:** Zopper's Product Ecosystem

*Source:* The Author

## ABOUT THE FOUNDER

Zopper's co-founder and CEO is Surjendu Kuila.

Surjendu has much more over 20 years of experience, includes time spent working for US-based businesses like Apple and RSA. Mayank Gupta is the firm's COO and has over 12 years of experience, including positions at Bank of America and Coursera. Mayank and Surjendu are both MBA graduates of the esteemed Indian Institutes of Management.

With investment from Tiger Global, Nirvana, and Blume Ventures, they have raised a total of USD 25 million. Early this year, PhonePe, a division of Walmart-owned Flipkart in India, purchased a portion of Zopper's company..

## GENESIS TO GROWTH OF THE ORGANISATION

Via its juncture system, Zopper invested more than five years building a platform for small and medium-sized enterprises that assisted retailers with invoicing and transactions. In the middle of 2018, it sold the IP to PhonePe, but instead of joining the massive finance company, Zopper has been working on a brand-new project that is apart from PhonePe.

The 11-year-old startup Zopper has so far raised \$96 million. The valuation at which it concluded the round was kept a secret.

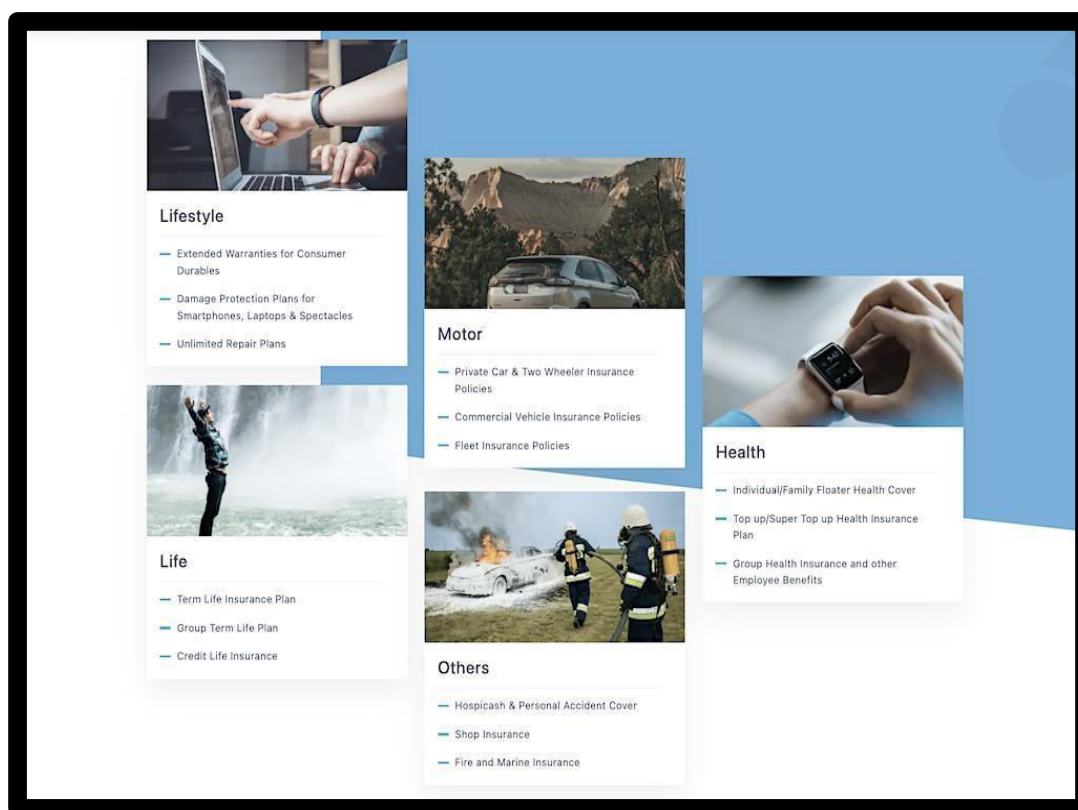


In collaboration with insurance companies, Zopper develops byte-sized, customised products that are subsequently given to distribution partners.

This strategy sets Zopper apart from many of its Indian rivals who combine coverages from several manufacturers in an effort to bypass middlemen and speak with customers directly.

“If you look at the penetration of insurance in India today, it’s just 3 to 4%, If you’re trying to bring new people to the fold of insurance, you just cannot sell them schemes that are priced above \$37 to \$50 a year.” said Surjendu Kuila, founder and chief executive of Zopper, in an interview.

**Figure 2:** Zopper’s current portfolio of insurance coverage



**Source:** Zopper website <https://www.zopper.com/#product>

## USER EXPERIENCE

Zopper has been doing wonderful work in revolutionizing the insurance industry. It offers a perfect blend of technology and insurance. The user experience has largely been favorable and the startup addresses the concerns of its users in an effective manner.

Some reviews retrieved from <https://www.g2.com/products/zopper/reviews#survey-response-6780525> are shared to throw light on its products and review details:

“Zopper offers end-to-end solutions for whoever ever looking for insurance on different products, it is a one-stop destination for all insurance-related services, which is great!! On top of everything it is customer-friendly and easy to use.”

“Performance issues this software has helped us alot improved productivity streamlined things we are much more productive now work is being done much quicker and deadlines are being met/”

“Zopper is on the league of it own, it is the most innovative insuretech company on the market. It does not only operate across all insurance segment but goes beyond, it gives you the poweer to manage and track your entire customer lifecycle using their CRM tool. How cool is that!”

## **DISCUSSION AND CONCLUSION**

The biggest embedded insurtech player in India is Zopper. By integrating the appropriate insurance product as a component of a quite different parent product journey, the goal was to boost the country's insurance penetration.

Customers would be encouraged to purchase insurance policies online by features such convenience, cost, deconstructed product literature, tailored insurance product offers, and competitive pricing, which would boost the digital insurance market from 3% in FY 22 to 19% in FY 27.

The underlying customer ecosystem determines the product offering. They work with all product lines, including business solutions and lifestyle protection for Vehicle, Life, Health, and Assurance.

The majority of distributors today provide consumers with items and solutions that are readily available. As a result, the customer experience has been worse, as seen by these.

## 26

## MFINE: ACCESS TO TRUSTED HEALTHCARE SIMPLE, FAST, AND PROACTIVE

**Ms. Shanu Jain and Subika Singh**

### ABOUT THE ORGANISATION

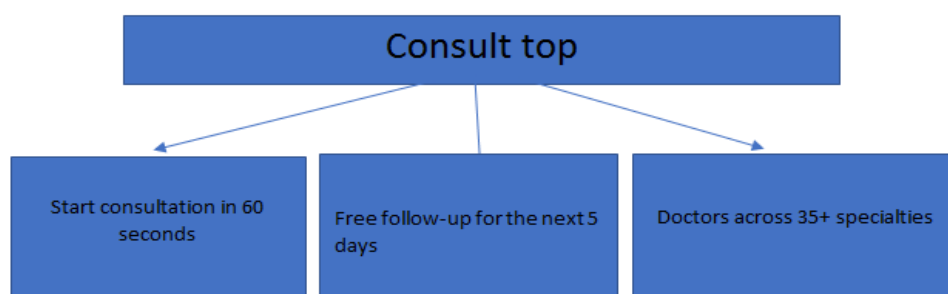
Mfine came up as a professional service for providing health-check up and diagnostic services at your place whether its home or workplace. It has transformed the primary healthcare industry since its start. Mfine has always worked to improve everyone's access to, confidence in, and ease of use of good health. This has been done with the help of cutting-edge artificial intelligence, a passion for providing care, and an uncompromising focus on quality. Mfine allows users to rapidly contact doctors online and receive home health tests with the tap or click of a button.

a healthcare on-demand service that gives consumers access to online consultations and connected care plans from the nation's various hospitals.

**Figure 1: Different Scans They Perform**



*Source:* Company website <https://www.mfine.co/>



**Figure 2: Specialities at mfine**



**Source:** Company website <https://www.mfine.co/>

## MFINE FUNDING & INVESTMENT

Mfine has raised a total funding of \$86.2M over 11 rounds. Their latest funding round was a Series C round on Jul 28, 2021 for \$48M.

Mfine investor:

1.  Brand Capital
2.  SBI Group
3.  T-Hub
4.  SBI Investment

## HOW DOES IT WORK?

1. Choose a symptom/ speciality
2. Video consultation with a doctor
3. Get online prescription
4. Post consultation you can...Order Medicines
5. Book Lab Tests.

---

**ABOUT THE FOUNDER:****1. PRASAD KOMPALLI****CEO & CO-FOUNDER**

Prasad Kompalli, who formerly served as the CBO at Myntra and the Senior VP at SAP Labs, believes in utilising technology for creativity and is best at business planning. He held strategy and general management positions at SAP, one of the top 200 global leaders. He obtained his post-graduate degree in business management from the European School of Management and Technology (Berlin), IMD Switzerland, and INSEAD France. He has seven data and mobile technology patents.

**2. ASHUTOSH LAWANIA****CO-FOUNDER**

Ashutosh Lawania, a graduate of IIT Kanpur, is a seasoned businessman. He co-founded Myntra, a well-known fashion e-commerce company, before mfine. He has a wealth of knowledge in consumer internet and technology, and he has actively invested as an angel investor in a number of online technology start-ups..

**3. ARJUN CHOUDHARY****CBO & FOUNDING MEMBER**

Arjun Choudhary, an IIT Roorkee alumnus with over 10 years of expertise in sales, revenue, and growth, oversees the organization's strategic business expansion. He formerly worked at Myntra as a Senior Director of Growth and Sales, where he oversaw a 50x increase in sales. He has also worked for Amazon as an analyst for global capacity planning.

**4. AJIT NARAYANAN****CTO & FOUNDING MEMBER**

Ajit Narayanan has more than 20 years of experience establishing organisations and developing solutions across e-commerce, consumer internet, mobile, healthcare, analytics, and integration platforms. He is electronics engineer by training. He is in charge of developing the product and technology for mfine, and his current research

focuses on knowledge representation, explainable artificial intelligence, and virtual assistants.

## **GENESIS TO GROWTH OF THE ORGANISATION**

A journey started in 2017, Mfine is committed to revolutionise primary healthcare industry since its inception. Mfine has always endeavored to enhance everyone's access to, confidence in, and ease of use of good health. This has been done with the help of cutting-edge artificial intelligence, a passion for providing care, and an uncompromising focus on quality. Mfine allows users to rapidly contact doctors online and receive home health tests with the tap or click of a button.

Around 35 organisations have partnered with the MFine corporate offering in the past two months, contributing to its rapid growth.

## **DISCUSSION AND CONCLUSION**

The patient has long served as the centre of healthcare, and this trend is continuing. The expansion of the health-tech industry is supported by the availability of sustainable transport options and affordable healthcare. Patients' profiles are evolving, healthcare delivery and financing are becoming more favourable, and the market is calling for integration of technology in healthcare.

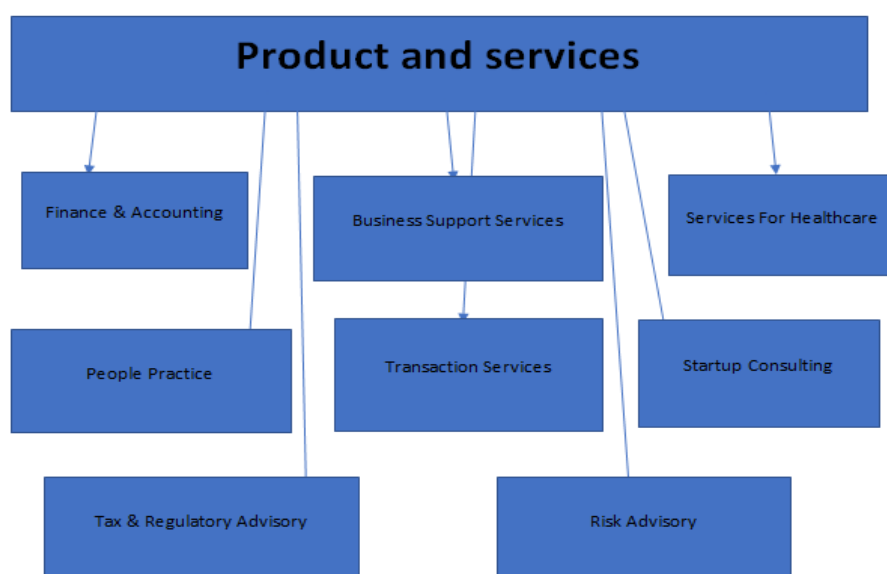
Artificial intelligence may assist patients get the high-quality treatment they want by enabling direct clinical to be drawn from patient data. Government-led initiatives and companies like MFine are demonstrating significant and expanding the range for healthcare. Mfine can prove to be game changer in bringing revolutionary impact using AI in field of telemedicine.

## PIERIANDX: CLOUD-BASED CLINICAL GENOMICS SOFTWARE PLATFORM

**Mr. Bhupinder Singh and Subika Singh**

### ABOUT THE ORGANISATION

PIERIAN is a leading Global Business Services company, providing a range of services and solutions in strategy, consulting, and operations management. Pierian Services Private Limited is an unlisted private company incorporated on 27 December, 2002. It is classified as a private limited company and is located in Bangalore, Karnataka. Its authorized share capital is INR 4.00 cr and the total paid-up capital is INR 3.61 cr. Pierian Services Private Limited's operating revenues range is INR 1 cr - 100 cr for the financial year ending on 31 March, 2022. Its EBITDA has increased by 67.97 % over the previous year. At the same time, its book networth has increased by 24.50 %. This company provides business services and solutions in strategy, consulting, and operations management.



### ABOUT THE FOUNDER

Pierian Services Private Limited is majorly in Business Services business from last 21 years and currently, company operations are active. Current board members & directors

are Chetan Venugopal, Kanathur Gurunath Narasimhamurthy And Manish Aggarwal . Company is registered in Bangalore (Karnataka) Registrar Office. Chetan Venugopal a Chartered Accountant, result-oriented leader ,having wide-ranging experience in outsourcing, process management and consulting combined with digital enablement of services for achieving operational excellence. Over the last two decades, he has conquered a collaborative leadership style that delivers success by building shared trust across multiple stakeholder's seniors, peers, and partners, for starting and growing companies and developing win-win partnerships. Chetan is an independent director on Board of the Indian Railways Finance Corporation Ltd (IRFC) whose core focus is to provide and felicitate funding for the Indian Railways.

Co-Founder of Pierian, which is a leading Business Services Company, providing a range of services and solutions in Strategy, Consulting, F&A Outsourcing, HR, Analytics, Mobility, Cloud. Headquartered in Bengaluru and has presence across India, the US, ME and Singapore. Chetan delights helping SMEs discover how to get unstuck, keep their plan on track and accelerate growth. He has supported start-ups from the ground up, that is now scaling at Unicorn rates.

- Extensive leadership experience of building high-growth firms, with a focus on revenue & margin attainment in both-Indian and Overseas
- Unique ability to work with people to get consensus, build the plan, set the pace, and simply get goals accomplished.
- Highly effective combination of interpersonal, organizational, analytical and goal-focused skills.
- Broad knowledge and experience managing risk and facilitating customer-driven process optimization through personal engagement to quickly understand business processes and expedite project success.
- Strong Pre-sales and business development expertise (RFP/RFI's/Account Mining/Pro-active pitch) with a great conversion ratio across domains.



## **GENESIS TO GROWTH OF THE ORGANISATION**

Over the years, Pierian has effectively grown into a wholistic knowledge-driven consultative partner that drives value across the corporate business functions. However, it has not deviated from its core capability of being a trustworthy and efficient managed service provider in the businesses of Finance & Accounting Process, Business Process Management, People Practice, and Assurance.

**2002-08**

### **ACCOUNTING / REGULATORY COMPLIANCE**

Pierian was born to address the growing needs of Multinational Enterprises to establish Captive Centers in India.

### **PROCESS CONSULTING / RISK PRACTICE**

Used the learnings in Controls and Risk Framework to package Internal Controls and Risk Framework in our BPM Service Line for Growth Companies.

**2009-14**

### **OVERSEAS OPERATIONS**

Pierian spotted opportunities in overseas markets and hence set up operations in Singapore, the Middle East and the United States.

### **COLLABORATION**

Set up a joint venture to establish an offshore delivery center for a billion-dollar entity in the Middle East, spanning a broad spectrum of services.

### **START-UP CONSULTING**

Set up the Consulting Practice to support Start-ups, some of which grew to be Unicorns, and leveraged technology for business process improvements.

**2015-19**

### **DATA ANALYTICS**

Forayed into Data Analytics by building a highly complex analytics tool for the travel domain. This helped the world's leading Global distribution system to support their clients in the Middle Eastern region, thereby providing deep insights into the operations.

Acquired a Data Analytics Company in Singapore to strengthen its analytics capabilities and service offerings.

## **DIGITAL**

Signed up a major client in the Middle East for Digital Transformation. Also laid the foundation for building digital capabilities, including AI and ML.

## **2019-22**

### **GLOBAL PARTNERSHIP**

Partnered with one of the World's Top 10 Accounting firms to establish a dedicated offshore delivery center in India to support their Assurance, Taxation and Managed Services.

### **ASSURANCE / RISK CONSULTING**

Set up a new joint venture in the US to tap into the opportunities brought about by the pandemic.

### **DIGITAL CONSULTING**

Acquired a Chennai-based Digital company to broad base and further strengthen its tech capabilities for supporting its existing service lines.

### **MANAGED SERVICES FOR E-COMMERCE**

Capitalized on the E-commerce explosion in India by signing up with top sellers on a leading marketplace for their entire F&A services (P2P, O2C, R2R, Taxation and FP&A).

## **2022-25**

Plan to enter into ESG as a service.

Large-scale implementation of Robotic Process Automation, AI and Data Analytics based solutions in mundane processes.

Aim to challenge the status quo to help radically redefine the way manual processes can be transformed into automated processes using new-age technology.

## **DISCUSSION AND CONCLUSION**

PIERIAN is a leading Global Business Services company, providing a range of services and solutions in strategy, consulting, and operations management.

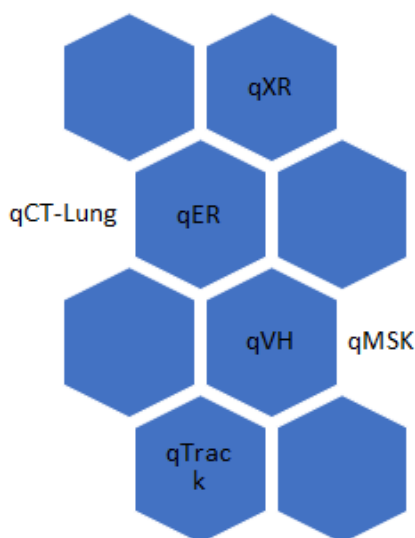
This company provides business services and solutions in strategy, consulting, and operations management.

Over the years, Pierian has effectively grown into a wholistic knowledge-driven consultative partner that drives value across the corporate business functions. However, it has not deviated from its core capability of being a trustworthy and efficient managed service provider in the businesses of Finance & Accounting Process, Business Process Management, People Practice, and Assurance.

**QURE.AI: DEEP LEARNING SOLUTIONS THAT AID PHYSICIANS****Mr. Swaraj Manchanda and Subika Singh****About the Organisation**

Qure.ai is a breakthrough Artificial Intelligence (AI) solution provider that is disrupting the radiology 'status quo' by enhancing imaging accuracy and improving health outcomes with the assistance of machine-supported tools. Qure.ai taps deep learning technology to provide automated interpretation of radiology exams like X-rays, CTs and Ultrasounds scans for time and resource-strapped medical imaging professionals—enabling faster diagnosis and speed to treatment.

Qure.ai is helping to make healthcare more accessible and affordable to patients worldwide. The team combines deep learning and AI implementation expertise with clinical, scientific, and regulatory knowledge. their advisory panel consists of radiologists, other doctors and public health experts. They work with these specialists to define clinically relevant problems and design real-world solutions for seamless integration in client environments

**Figure 1: Products at Qure.ai**

## ABOUT THE FOUNDER

Prashant Warier, CEO and Co-founder, Qure.ai.

Prashant is an expert in the field of Artificial Intelligence and Deep learning. He has architected and commercialized several data science solutions in his 19-year career. He is also a prolific researcher, author, and speaker on topics related to data science and machine learning. He is passionate about using deep learning to make healthcare affordable and accessible.

## GENESIS TO GROWTH OF THE ORGANISATION

**Figure 2:** Timeline of company's growth





**Source:** Company website <https://qure.ai/>

## IMPACT OF THE COMPANY

- Presence in more than 70 countries
- More than 1000 sites
- Touched more than 12 million lives globally

## DISCUSSION AND CONCLUSION:

Qure.ai's Artificial Intelligence algorithm, helps in the early detection of heart failure on chest X-rays by analysing and interpreting abnormalities on medical imaging outputs. AI algorithms can identify patterns and features in X-rays that may indicate heart failures, such as an enlarged heart, abnormal cardiothoracic ratio, or fluid build-up. These algorithms can quickly process images in less than 60 seconds, allowing for early and efficient diagnoses. Qure.ai's AI tool has assisted in reporting missed nodules which highlights the importance of opportunistic screening for identifying potential lung cancers early. The need to improve efficiency and speed of clinical care continues to drive multiple innovations into practice, including AI. With the increasing demand for superior health care services and the large volumes of data generated daily from parallel streams, streamlining of clinical workflows has become a pressing issue.

## **PHABLECARE: SERVING PATIENTS WITH CHRONIC ILLNESSES IN INDIA**

**Ms. Priyanshi Jain and Subika Singh**

### **ABOUT THE ORGANISATION**

Fused Training, a cutting-edge healthcare firm fighting Type-1 Diabetes, has been acquired by Phablecare, India's largest chronic disease management company. Phablecare is a specialist app-based platform for the management of chronic diseases.

Via a full stack solution that offers remote consultations and treatment, fast and insightful information, and streamlined access to healthcare needs, the unique illness management app bridges the gap between doctors and patients. In India now, it provides services to more than 3 million patients and 10,000 doctors.

To provide digital healthcare to millions of Indians, it has developed an ecosystem of service providers, hospitals, medical device producers, and insurance partners. Its comprehensive medical solution for doctors streamlines clinic management and patient involvement with the help of a decision support system. Phablecare enables medical professionals to expand their practises across borders and construct

### **ABOUT THE FOUNDER**

#### **SUMIT SINHA**

He is the Co-Founder & Chief Executive Officer of PhableCare. & before joining this company, he has worked with companies like Kristys Kitchen, Borderless Access Panels, Deloitte Consulting, Evalueserve, ICICI Bank, Pidilite Industries & others.

### **GENESIS TO GROWTH OF THE ORGANISATION**

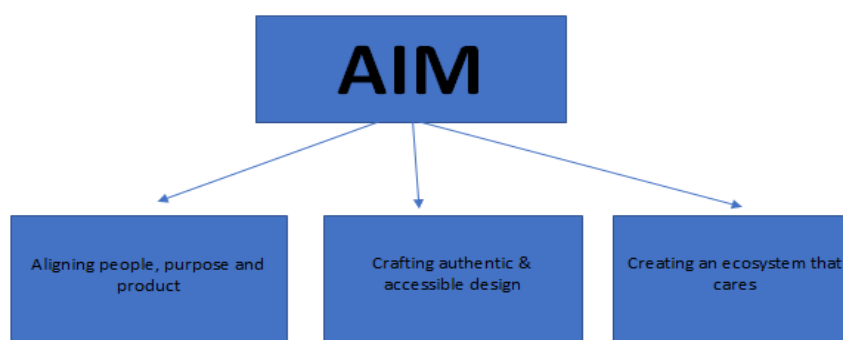
All through the course of 9 rounds, PhableCare has raised a total of \$40.2M in funding. A Series B round of funding was received by them on April 11, 2022. 21 investors are supporting PhableCare. The most recent sponsors are Social Starts and SOSV. On March 31, 2022, they purchased Fused Education.

Two existing employees of PhableCare, including co-founder Mukesh Bansal, have profiles. William Bao Bean is the only member of the board or advisor.

According to G2 Stack, they integrate 23 different software and hardware components, including



According to BuiltWith, PhableCare uses 85 technologies on its website actively. They consists of Viewport Meta, SPF, and iPhone/Mobile Compatible.



## CUSTOMER REVIEWS AND EXPERIENCE

The company's contribution to delivering quality healthcare service across the country are commendable. High rates of customer satisfaction is ensured. The following testimonials reflect the same,

“Very useful and user friendly app. This app helped my mom monitor her diabetes and also helped me track her health progress”

“There was a problem with my medication, so I informed Phable. My doctor got in touch immediately with his suggestions.”

“Very useful app. The products and medicines are genuine, with durability. Doctors are also experienced and good with treatment.”



**DISCUSSION AND CONCLUSION:**

The firm has started Phablecare with a vision to serve the next billion Indians and help them manage their chronic diseases better. Healthcare is becoming personal, predictive, and preventative with firms with this sort of ideology.

**TRUEMEDS: HEALTHCARE ACCESSIBLE TO PATIENTS**

**Ms. Shirley Rex and Subika Singh**

**ABOUT THE ORGANISATION**

Truemeds is a tele-health platform that helps patients with chronic diseases find top quality medicines in India at reasonable prices. According to the founders, its customers save an average of 47 percent on their monthly medicine bills and the company is determined to increase these savings to about 70 percent.

they aim to use the \$22 million raised from WestBridge Capital and other investors to accelerate growth and triple the number of fulfilment centres across the country in six months.

Truemeds, a company established in Mumbai, Maharashtra, uses a unique algorithm to assist people in choosing the most suitable healthcare option. Their Key Attributes You deserve only the finest. While placing an order with True Meds, you can select to only purchase medications from the top 30 Indian pharmaceutical companies. For you, they've chosen only the best; Medications delivered to your home with just a tap - Just let them know which medications you require, and they'll organize for free delivery to your door; Their experts will keep in touch with you to help you make the greatest decision for your health while selecting a medication. Get out about the several high-quality alternatives that can help you treat your illness without breaking the bank.

**ABOUT THE FOUNDER**

Akshat Nayyar founded Truemeds in 2019 to address a very big challenge among the Indian middle class, i.e., affordability of medicines. With over 25 crore (250 million) chronic patients needing medicines each month, India is one of the few major economies where 95 percent of the medicine spend is still out of pocket.

For an average Indian with chronic illnesses like diabetes or hypertension, medicine spend can be as high as 15-20 percent of their monthly income.

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**GENESIS TO GROWTH OF THE ORGANISATION**

According to G2 Stack, Truemeds utilises nine different software and hardware solutions, including HTML5, Google Analytics, and Google Tag Manager. According to BuiltWith, Truemeds actively utilises 34 technologies on their website. They consist of Viewport Meta, SPF, and iPhone/Mobile Compatible. Throughout the course of three rounds, Truemeds secured a total of 2.1B in funding. A Series B round of funding was received by them on April 25, 2022. Five investors are paying for them. The newest investors are Info Edge Ventures and Westbridge Capital.

**DISCUSSION AND CONCLUSION**

The mission of Truemeds is to make healthcare affordable and accessible to all patients. You can consult with our doctors without charge with every medication order. They can assist you in choosing a high-quality substitute that will cut your medication costs by up to 72%.

You can pick on Truemeds to only purchase medications from the top 30 Indian pharmaceutical companies.

Their doctors will continue to communicate with you to make sure you're selecting the ideal medication for your health.

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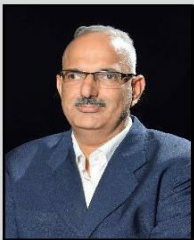
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# Medical Entrepreneurship Startup In India

## Case Bank I

Accessibility and availability of affordable healthcare services is always a challenge for various countries across the world and India is no exception. The socio-demographic and geographic conditions of our country further makes it challenging to provide healthcare in the remote areas. However the advancements in Information and Communication Technologies (ICT) have provided some solution and efforts are already underway to strengthen the health ecosystem in the country. The linkages between entrepreneurship and healthcare is the future as many companies are working towards health care projects driven by entrepreneurs.

This book throws light upon some notable healthcare startups in India that have paved a way for revolution in the country. With their innovative and digital-based technologies they are providing cutting edge solutions to the various types of medical problems faced by people across the country. The book will be of interest for the management and entrepreneurship students, professionals and practitioners in medical field and otherwise to comprehend the journey, growth, opportunities and challenges faced by these startups. It is interesting to witness that how entrepreneurship is moving healthcare forward and creating a global impact and improving the lives of millions.



**Dr Ravikant Swami** has a decorated and diverse educational background—a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



**Dr Poorva Ranjan** is a professor and head of DME Management School. She is a PhD in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is also a certified POSH (Prevention of Sexual Harrasment) trainer. She works closely with students for skill enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security and Google Tools, to name a few. A Google certified digital marketer, she specialises in Social Media Marketing and Content Development. Her areas of work/teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management and Skill-building.



**Ms. Shanu Jain** Associated with Delhi Metropolitan Education, GGSIP University, as an Assistant professor teaching management students, Shanu is currently pursuing a PhD from the Department of Commerce, Delhi School of Economics, University of Delhi. Passionate about teaching and research, especially in areas of consumer behaviour, she has attended various national and international conferences, FDPs and workshops. She is also the managing editor at DME Journal of Management and a member of the Research Cell at Delhi Metropolitan Education.

