



MyDentalPlan to add 4000 clinics to growing base

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Aims at building a pan-India presence in 250+ Tier 2 and 3 cities by end of the year

IT-enabled healthcare company MyDentalPlan Healthcare has announced that it will be adding more than 4,000 clinics as part of a retail expansion strategy that will grow the company's presence in India to 250+ cities by end of the year.

Founded in 2015, MyDentalPlan offers top-notch dental care at uniform rates in urban and rural India, and caters to the dental health of millions of Indians. The company's empanelment process includes over 80 audit checkpoints, including standardised clinic and staff hygiene, and a uniform pricing model.

MyDentalPlan has seen exponential growth in the past few years, with more than 3,500 empaneled dentists in over 1,000+ audited clinics spread across 150+ cities in India.

Currently, in their next phase of growth, the company is projected to cross a topline of Rs. 20 crores by April 2022. Analysing from its 5x growth last year, MDP is eyeing to grow at a 10X rate this year and predicts an increase in market penetration of dental services by over 20% in the next 2-3 years.

It is also working towards increasing dental healthcare awareness amongst the masses, maintaining transparency in pricing, and ensuring basic hygiene standards across the country.

Harminder Singh Multani, CEO of MyDentalPlan Healthcare, said, "We've been experiencing tremendous growth over the past few years and are just getting started. Building on another year of growth, the addition of new clinics & cities to an existing burgeoning network of dental care centres will help MyDentalPlan fill major gaps in the Indian dental industry and provide quality dental care to all."

The company is also chalking out plans to enable treatment cost financing and increase much-needed dental insurance penetration in India. MyDentalPlan has also recently secured a seed funding of \$700,000 from Safe Planet Medicare LLP.