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Doceree secures additional capital to accelerate product development

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New Delhi-based startup Doceree has raised a pre-series A funding for an undisclosed amount led by existing and new investors. The company will utilise the fresh capital to expand its programmatic offerings and advancing the efficiency and effectiveness of physician marketing.

“Being able to garner a positive cash flow within a year of our commencement in the first launch market validates the capabilities of our platform in elevating business outcomes in the pharma and healthcare sector,” said Harshit Jain MD, Founder and Global CEO, Doceree. “The additional monetary inflow reinforces the benefits of our platform and enables us to introduce new digital technologies to evolve the physician marketing category.”

Doceree, till date, has raised seed funding from angel investors in the US and India. The company has bolstered its team to up to 75 members with industry veterans from Amazon, Adobe, Sprinklr and Experian. Pre-Series A is a bridge round and Doceree has already started the process of raising Series A from global investors.

“Doceree is transforming physician marketing ecosystem during a period when pharma marketers are focusing on digital initiatives,” said Harsh Gupta, who participated again in this round through his Family office.