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# #startupoftheday 31- Tricog Health India Pvt Ltd

13 October 2021 | Features

**Tech-driven cardiac care**

**Inception**- 2014

**Location**- Bengaluru

**Domain**- Cardiac care

**Founders**- Dr Charit Bhograj (Chief Executive Officer,) Zainul Charbiwala (Chief Technical Officer), Udayan Dasgupta (Chief Data Scientist) and Abhinav  Gujjar (Chief Software Architect)

**Total team strength**- 150

**Total funds raised -** Rs 132 crore

**Investors**- The University of Tokyo Edge Capital, Aflac Ventures, Dream Incubator in Japan, TeamFund, USA, Inventus Capital and Blume Ventures

**Revenue generated since inception**- Rs 44 crore

**Key Highlights-**

- 2015 - Launched flagship solution InstaECG
- 2016 - Acquired 500 early adopters on InstaECG
- 2017 - Diagnosed 1 million patients using InstaECG
- 2018 - Initiated global expansion to 12+ countries
- 2019 - Reached 3 million+ global ECG's diagnosis
- 2020 - Portfolio expansion with InstaEcho Launch - 2D Echocardiogram solution. Mobility restrictions due to COVID-19 has been a challenge globally that has slowed down growth pace
- 2021 - Launched VCardia (12-Lead ECG by Tricog) and Diagnosed 6 million patients with the revival of business
- Associated with GE Healthcare's India Edison Accelerator

**Founder Speaks-**

*"From a business standpoint, we can clearly see considerable growth in healthcare providers' adoption of new digital technology, either to scale or improve treatment accuracy and efficiency."*

- **Dr Charit Bhograj, Chief Executive Officer, Tricog Health India Pvt Ltd, Bengaluru**