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#startupoftheday 41- MyDentalPlan Healthcare Pvt Ltd

28 October 2021 | Features

Profoundly changing the shape of dental care in India

MyDentalPlan™
Insuring Smiles

Inception- 2015

Location- Jaipur

Domain- Dental care

Founders- Dr Mohender Narula (Chairperson), Dr Anandakrishna GN (Director) and Dr S Girish Rao (Director)

Total team strength- 46 (Sales- 14; Marketing- 14; IT- 6; Operations-5; and Support- 14)

Total funds raised – Rs 5 Crore

Investor- Safe Planet Medicare

Revenue generated since inception- NA

Key Highlights

- Holds the Guinness Book of World Record for the most number of people brushing their teeth at a single venue
- Launched a few innovative treatment plans that significantly lowers the cost of preventive treatment
- Standardising the fee structure for various dental procedures and bringing in pricing transparency
- To enable the dental insurance market in India
- Present in 250 cities, PAN India with a 1700+ clinic base
- To expand footprint to 300+ cities in India by the end of this year

Founder Speaks-

"The dental market with little support can grow as much as 10X in the next 5 years. Affordability and access to quality dental care is the key which MDP strives to deliver each day to its customers."

-**Harminder Singh Multani, Chief Excutive Officer, MyDentalPlan, Jaipur**