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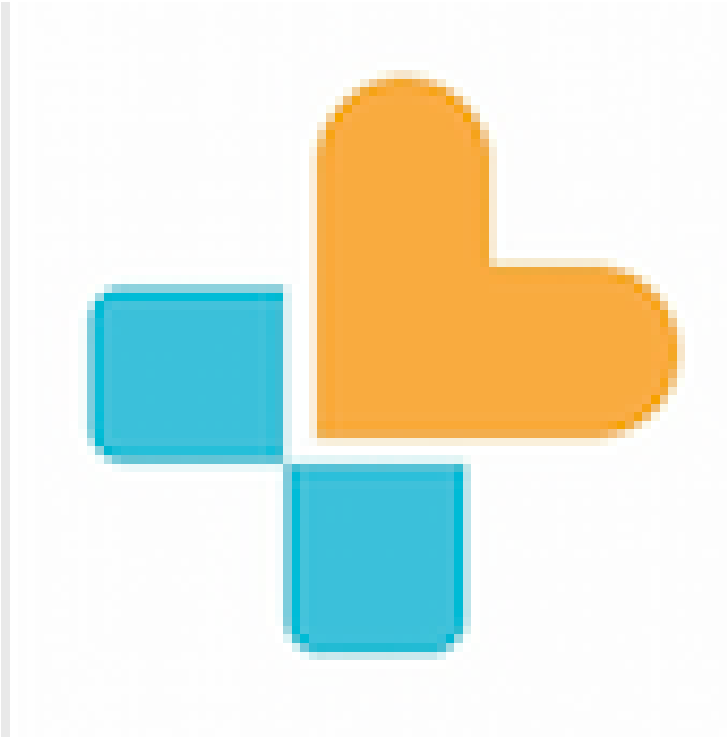
#startupoftheday 123- Ayu Health Hospitals

24 February 2022 | Features

With over 17 centres of excellence across all medical specialities



Inception- 2019

Location- Bengaluru, Chandigarh

Domain- Healthcare delivery

Founders- Himesh Joshi, Arjit Gupta and Karan Gupta

Total team strength- 150+

Total funds raised- Rs 47.3 crore

Investors- Vertex Ventures, Stellaris Venture Partners, angel investors like Varun Alagh of Mamaearth, Ashish Gupta of Helion, and Rajat Goel of EyeQ Hospitals

Revenue generated since inception- Drives over Rs 6 crore of monthly business for its partners, growing 30% m-o-m

Key Highlights-

- Ayu Health started operations in Chandigarh in 2019 onboarding one hospital
- Has grown to 40+ hospitals with 2000+ beds in both Chandigarh and Bengaluru
- The team has grown in size to 150+ employees in just 2 years.
- Has built a proprietary tech platform to help its hospitals manage patient conversion, process insurance claims, manage procurement of drugs and consumables.
- Patients can leverage Ayu Health app to set up online consults, access health records, book lab tests and more.
- To grow business 10 times in FY2022 with further addition of 5000 plus beds in multiple locations across India

Founder Speaks-

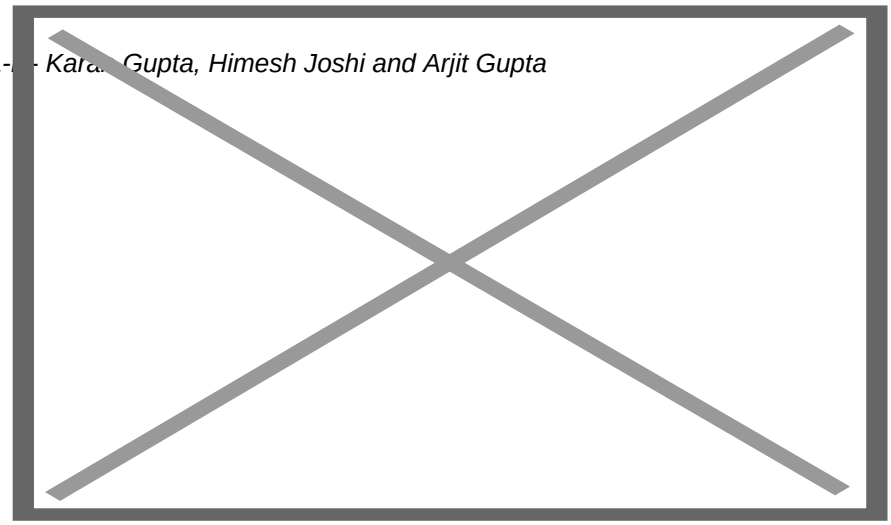
"Having witnessed over three waves of COVID-19, the healthcare sector needs to look back holistically, learn and implement more healthcare infrastructure that the nation needs. The past years have shown us what exactly could go wrong and have exposed all the shortfalls of the existing healthcare system including undefined treatment protocols, non-transparency in

pricing, and a general inadequacy of the infrastructure.

The three main pillars that define growth in this sector are – consistent and fair clinical outcomes, transparency in pricing, and access to a world-class experience. All of this can be achieved by leveraging technology. India has mostly utilized technology and digitisation to its advantage for almost all the sectors, however it has been a bit of a laggard when it comes to the healthcare sector.

The increase in government budget for healthcare and the awareness in people to access quality healthcare services will fuel the growth for this sector."

- **Himesh Joshi, CEO & Co-Founder, Ayu Health Hospitals, Bengaluru**



L-R - Karan Gupta, Himesh Joshi and Arjit Gupta