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#startupoftheday 142- LivLong Protection & Wellness Solutions Limited

01 April 2022 | Features

Bridging the gap by providing carefully crafted health plans



Inception- 2021

Location- Thane

Domain- Healthcare financing

Founders- **Gaurav Dubey, Dibyendu and Ankit**

Total team strength- 150+

Total funds raised- NA

Investors- NA

Revenue generated since inception- Rs 150 crore (for its two internal companies - Insurance Broking & Wellness)

Key highlights-

- Offers health plans that are light on the pocket and provide comprehensive coverage against Out-of-Pocket expenses, considerably reducing the burden of medical expenditure on the average Indian consumer
- A one-stop solution for healthcare financing- right from OPD to IPD to providing products catering to the needs of people who cannot be covered
- The rapid pace at which *LivLong* has grown to a large consumer base has been made possible by establishing a solid presence in the core areas of healthcare needs
- By building partnerships with top labs across India, the startup been able to extend the convenience of free and accessible home sample collections and the availability of authentic reports
- By creating a panel of in-house doctors, it provides expert tele/video doctor consultations, taking high-quality consultations right into people's living rooms across India
- Aims to touch Rs 1000 crore of topline in the next five years

Founder Speaks-

"The road to success has never been easy, and there have been various challenges in our journey too. And that is what has made the journey as an entrepreneur so exciting. Talking specifically about the health-tech sector, providing quality healthcare at the click of a button, at rates that are not just competitive but right for the consumer, has been a significant part of our endeavor here at LivLong. Healthcare as a segment is expected to grow strongly in India in the future catalyzed by COVID-19. Also, with solid support from the government towards pushing universal health care & health id, we feel that the ecosystem would facilitate this progress."

- Gaurav Dubey, Chief Executive Officer, LivLong

