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#startupoftheday 162- Care4Parents

15 June 2022 | Features

Healthcare Solutions for Elders in India



Inception- 2015

Location- Noida

Domain- Digital healthcare

Founders- **Aman Khera, Shuchita Gupta**

Total team strength- 11

Total funds raised- Rs 1.32 crore

Investors- Family & friends

Revenue generated since inception- Rs 89.5 lakh (gross merchandise value)

Key highlights-

- Aims to provide primary healthcare to elders who are alone with the help of technology and at-home services.
- Provides for regular recording and analysis of vital parameters
- Digital platform maintains medical history online (irrespective of the doctor/ clinic/hospital) of the elderly; for real-time access to children in different city/ country; for sharing with doctors, when required; in the event of sudden hospitalisation.
- First healthcare company (copyright for software) to digitise and compare lab reports from two or more different labs, thus providing easy comparison and analysis of various parameters covered in the lab tests
- A ‘one stop’ for all healthcare needs with customers in 70 odd cities in India and PAN India tie-ups with hospitals, labs, nursing and other agencies
- Partnered with Dial4242 Ambulance service. As a part of this tie-up, users of Care4Parents will be able to book an ambulance in seconds. This service is available 24X7

Founder speaks-

"Though we are a startup and making a humble beginning, the positive word of mouth coming from a satisfied customer base is inspiring us to do better and this in turn is making us explore more avenues and create like-minded synergies with various stakeholders to combine and compliment strengths.

We are in talks with RWAs, Corporates, Senior citizen associations, NRI associations etc. for bulk enrolment of their members and hope that use of technology for primary healthcare and electronic health records will become a way of life.

We have replicated the digital platform at care4parents as eazyhealth.in to cater to 30+ age group with doctor consultations, medical history online, recording of vital parameters and other lifestyle changes required to lead a health and disease free life

The digital healthcare market in India was valued at Rs 252.92 billion in FY 2021. It is expected to reach Rs 882.79 billion by FY 2027, expanding at a CAGR of 21.36% during the FY 2022 - FY 2027 period."

- **Shuchita Gupta, Co-founder, Care4Parents, Noida**