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MyDentalPlan aims to expand to over 10,000 clinics

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By March 2023, MyDentalPlan to have a presence in 500+ cities; plans B2C foray



MyDentalPlan Healthcare has earmarked a target to expand its network to over 10,000 clinics and the number of dentists enlisted to 15,000 by the end of FY 2023. In this next growth phase, MyDentalPlan will not just be looking at adding newer clinics but also strengthening its base in Delhi NCR, Mumbai and Bengaluru.

The startup is also planning to make a deeper connection in tier II and III cities. This latest expansion is well-aligned with MyDentalPlan's commitment to improving access to the best-in-class dental healthcare facilities at standardised cost.

MyDentalPlan is also pivoting its model to be Business to Consumers (B2C). After scaling its operations via the B2B route, and having grown at an exponential rate, the company is looking to add more touchpoints through its B2C foray. As a part of this transition, MyDentalPlan will be fine-tuning its process and amping up its technological prowess. The company has set a target to add more than half a million customers through its B2C operations by March 2023.