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#startupoftheday 166- MicroGO LLP

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A pioneer in providing smart and sustainable hygiene and infection control solutions



Inception- 2016

Location- Chennai

Domain- Healthcare (infection control & hygiene)

Founders- Dr Rachna Dave, Deepa Avinash and Deepthi Subbaraya

Total team strength- 35

Total funds raised- Rs 6 crore

Investors- Angel investors

Revenue generated since inception- NA

Key highlights-

- Launched Go assure lite which is India's first smart hand hygiene station which assures good hand hygiene practices, compliance monitoring, and automates hand hygiene
- Product range includes automated hand-hygiene compliance solutions, raw water treatment, wastewater treatment, surface cleaners and fruits and vegetables treatment
- Aims to provide its customers with a 360° hygiene and infection control solutions by innovative technologies
- Holds patented platforms that have been granted patents in as low as 90 days- one of the fastest patents granted in India
- Clientele includes 15+ big brands including Airport Authority of India, IHCL (TAJ group), IRCTC, Bigbasket and Apollo Hospitals
- Supported by many premier agencies like DBT-BIRAC, DST, IKP-Hyd, TANSIM, NASSCOM and international agencies such as the Bill and Melinda Gates Foundation
- By the end of the next quarter, aims to become a 50-member team
- Focusing on expanding to states like Delhi & NCR, Gujarat, Mumbai and Maharashtra & Kolkata
- Expanding product portfolio mainly focused on water related problems in the industry

Founder Speaks-

"The cleaning and hygiene industry is going through a shift by incorporating disruptive technologies that reduce the amount of physical labour and increase productivity and efficiency of the manpower. The focus is also largely increased towards technology and sustainability driven solutions that assures accountability and is environmental and business friendly. Post-COVID-19 this trend is increasing and thus, we are witnessing tremendous growth in digital and sustainable solutions in the sector."

- Dr Rachna Dave, Chief Executive Officer & Founder, MicroGO, Chennai