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Healthians to foray into UAE, Bangladesh

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The company plans to hire a team of 200 in each nation



Healthians announced its entry into the United Arab Emirates and Bangladesh markets. The company also announced its plans to hire a team of 200 in each nation to get its operations and services running by the third quarter of FY 2022.

The company has been studying the markets in the two nations since 2019 and realised that the COVID-19 pandemic has opened new avenues for disruption in these markets. The pioneer of the health-test-at-home concept, Healthians plans to bring innovations to the two markets with a fully owned setup similar to what it offers in India.

With its foray into the UAE and Bangladesh, Healthians will be among the very few companies in the diagnostic sector to turn global. Healthians robust technology, healthcare innovation and founder's prior experience in medical value travel in these markets will be favourable levers for Healthians to be successful outside India. Healthians will be at the forefront to launch home care and telemedicine in the new markets.

Initially, Healthians intends to run its operations in the two markets with minimal investment and plans to execute the business in these markets profitably.