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Health & wellness startup Mojocare secures $20.6 M

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The funds will be used to diversify its product portfolio



Bengaluru-based startup Mojocare, a full-stack health and wellness clinic, has raised $20.6 million (Rs 160 Cr) in a Series A fundraising round led by B Capital and existing investors Chiratae Ventures, Sequoia India’s Surge, and Better Capital.

The startup will use the funds to expand its product, content, and care delivery teams, strengthen and diversify its product portfolio, and scale across omnichannel GTMs with a distribution-first approach. Mojocare offers personalised and full-stack care across sexual wellness, women's wellness, mental wellness, and hair loss. The personalised care delivery system assists users in managing chronic and lifestyle-driven illnesses across specialised wellness.

Within 12 months of launch, Mojocare has registered a 45 times growth in its paid subscriber base and delivered care to users across 50 percent of India's pincodes with a Net Promoter Score (NPS) of 60, showcasing unparalleled user love and industry best retention. The company also recorded a 60 times growth since its launch. The exponentially rising user base was also reflected in Mojocare witnessing a 12 times jump in its number of service providers that includes nutritionists, therapists, health coaches and doctors of the highest caliber.