BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

D2C startup Good Health Company raises $10 M

12 October 2022 | News

Plans to use the fresh funds to introduce more product categories



Hyderabad-based D2C health-tech startup Good Health Company (GHC) has raised $10 million in Series A funding led by Left Lane Capital. Existing investors such as Khosla Ventures, Quiet Capital, and Weekend Fund also participated in this round. With a focus on raising awareness about health and wellness, the startup provides a full stack solution for patients with conditions like hair fall, sexual health, and weight loss, amongst others.

In the next few months, the company plans to use the fresh funds to introduce more product categories, focus on product innovation and expand the existing team.

Starting its operations in January 2021, GHC initially focused on the personal care market for men. Their male vertical - Mars by GHC provides a full-stack solution for men facing problems like hair fall, sexual health, weight loss, skincare, etc. Following the brand's success, the company also recently launched Saturn by GHC- a full-stack solution for females.

As per a Redseer report, India's health-tech industry will likely touch $9-12 billion gross merchandise value (GMV) by 2025 and $40 billion GMV by 2040, which is a clear indication of a remarkable market opportunity for players in this space.

"The global health and wellness industry is a $1.5 trillion market growing steadily at 5-10% annually, with the Indian market contributing to it at an exponentially increasing rate. Good Health Company's rapid growth rate these past 18 months is testament that India's population is hungry for scientifically proven, medical-grade health and wellness products" says Vinny Pujji, Managing Partner at Left Lane Capital.