

Ayurveda tech startup NirogStreet raises \$12 M in Series B led by Jungle Ventures

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Transforming the entire ayurveda value chain

Gurugram-based ayurveda tech startup NirogStreet has raised \$12 million in Series B funding led by Jungle Ventures. Existing investors Spiral Ventures, ICMG Co-Creation Fund (managed by ICMG Partners), DoorDash's Gokul Rajaram, SMBC APAC co-head Rajeev Kannan also participated in the round along with the family office of Anthony Weldon which comes onboard as a new investor.

The company offers a wide portfolio of services including integrated doctor-led prescription ecommerce enablement, peer-to-peer learning for Ayurvedic doctors, digital health record management, and smart clinics.

The rapid growth and adoption of NirogStreet is testament to the urgent need gap in the ayurvedic industry. With over 50,000 ayurvedic doctors in the community, NirogStreet has created a learning enablement and knowledge sharing platform for the practitioners, something that never existed before.

Ram N Kumar, Founder & CEO, NirogStreet said, "This new fundraise will help us strengthen our supply chain, service offerings and tech that will help us realise the vision we are working to achieve."

As per government estimates, there are over one million AYUSH doctors in India of which majority are ayurveda practitioners. One of the most unorganised industries, there are over 600 AYUSH medical colleges introducing over 30000 new medical graduates every year.