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Kiran Mazumdar Shaw leads investment in womenâ??s health platform Gytree.com

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Gytree.com has announced its first round of fundraising, led by Biocon's Kiran Mazumdar Shaw, Rainmatter Investments, Ajay Srinivasan former CEO of Aditya Birla Capital, Anubhuti Sharma of San Francisco-based Millie Clinic amongst others.

The startup uses technology to provide women with an intelligent dashboard, world class experts and personalised journeys for better health outcomes.

“We need to build female first products in health and for way too long India has ignored that,” says Kiran Mazumdar Shaw, Chairperson of Biocon, India’s largest biopharmaceutical company. “Gytree.com fills an important gap in using technology to solve for personalised health needs of women through products and services. I am delighted to lend support to Shaili and her team on this purposeful journey.”

Shaili Chopra is an award-winning entrepreneur who earlier set up Asia’s largest platform for women, SheThePeople (backed by Anand Mahindra). The demand for women’s health solutions and gytree.com emerged from within that 20 million strong community.

The data on women’s health shows, a platform like Gytree is the need of our times. Almost 60% of working women in India quit the workforce due to health related issues. According to the National Health Portal of India, more than 32 million women in India suffer from incurable conditions ranging from Polycystic ovary syndrome (PCOS) to endometriosis, and infertility, and they lack the necessary handholding to manage this effectively. Gytree.com would be the first platform of its kind to provide assistance at every step: symptom identification, timely diagnosis and long-term management.