

## Hyderabad-based startup StanPlus rebrands to RED.Health, opens new business verticals

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### To provide a broader range of emergency medical services under its four new business verticals

StanPlus, Hyderabad-based medical emergency response platform, has announced four new business verticals to create, build and offer a holistic Emergency Care Network in the country. The company will build the new businesses under a new identity, RED.Health. The name change is rooted in the company's commitment to strengthen India's Emergency Medical System (EMS) through Rapid Emergency Dispatch.

StanPlus, started in 2015, has been synonymous with saving lives by providing state-of-the-art Ambulances in just 8 minutes. The company built a multi-city network of 5000+ ambulances with top-of-the-line equipment for critical and non-critical care.

Known as India's version of 911, the rebranding will further build on the narrative through a broader spectrum of services. Under the RED.Health umbrella, the company will offer four new business verticals in line with its mission to build India's largest medical emergency response network. These include: RED Ambulances; RED Assist; RED Priority Clinics; and RED Academy.

To expand its current offerings, the company is also establishing a technology centre within, namely RED Edge, that will strengthen the existing technical support and work on new product development for all the new business verticals.

Highlighting the larger vision for the brand, Prabhdeep Singh, Founder and CEO, RED.Health, said, "India is making progress in addressing the over 500,000 emergency cases through timely interventions each year. Since the concept of EMS is fairly new, the biggest challenge for EMS has been infrastructure and manpower. With the launch of our new verticals, we are embarking on a new endeavour to build India's largest emergency network."

RED.Health (formerly known as StanPlus) has raised \$22.6 million so far from investors like HealthQuad, Kalaari Capital, and HealthX Capital Singapore amongst others.