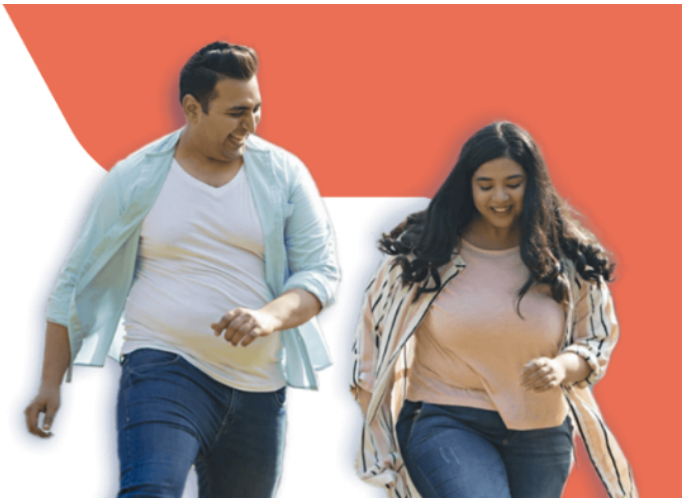
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Indiaâ??s first medical weight loss company Elevate Now secures pre-seed funding

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The startup aims to revolutionise the weight loss industry in India



W Health Ventures has led a pre-seed funding round in New Delhi-based startup Elevate Now, India’s first medical weight loss company. The funding will help Elevate Now to expand its operations and deliver innovative weight loss solutions to more individuals across India.

The company offers tailored and doctor-led medication-based weight loss programmes, personalised health coaching, and habit coaching that aligns with clinical protocols designed for the Indian population.

Focused on an omnichannel distribution strategy from the get-go, the company has already launched its first co-branded obesity clinic in Aurangabad, with the next set of clinics planned in Bengaluru and Delhi.

With this financing, Elevate Now plans to establish more offline partnerships to accelerate its nationwide expansion, aiming to set up over 10 clinics throughout India in 2023. By leveraging its innovative doctor-led approach to weight loss, Elevate Now is transforming the industry and empowering millions of individuals to achieve a healthier lifestyle.

Its approach is backed by advancements in science and clinical protocols tailored for Indians, making it a unique solution for the Indian market. These are the first protocols being created and documented for Indians by leading obesity specialists. Elevate Now doctors prescribe the right weight loss medicine ranging from Rs 100 to Rs 10k per month based on severity of condition, comorbidities, and affordability. The company has an active clinical advisory board led by India's leading obesity specialists.