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Dental care startup Smiles.ai rebrands as Dezy, plans to clock Rs 300 Cr by FY25

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Dezy currently has 150+ Partner and 24 Signature clinics in India



Having strengthened its foothold as a premium specialist in the dental care industry, Bengaluru-based dental health solutions startup Smiles.ai has rebranded itself as Dezy with ambitious plans to launch 300 clinics and clock in an annualised revenue of Rs 300 crore by FY 25.

Dezy, a distinguished specialist brand, excels in curative, cosmetic, and preventive seamlessly integrating human expertise with cutting-edge smart technology.

The dental care startup has officially adopted the name Dezy after several months of brainstorming to highlight the fact that it is ushering in an era of making dental care easy that is high on efficacy.

Recognising the uniqueness of each case, Dezy serves as a comprehensive solution for tailored treatments. With its extensive expertise and a team of highly qualified professionals, Dezy offers top-notch research and development, ensuring the provision of quality products.

Dezy - erstwhile Smiles.ai - has already raised $23 million in Series A investment in 2022 led by Alpha Wave Incubation. Investors like Sequoia Capital India, Chiratae Ventures, MBX Capital and Wami Capital also participated in the round. With the investment, Dezy worked on expanding its national footprint, strengthening the leadership team and developing tech-driven dental solutions. Dezy has grown 5X in 2022 from 2019 and scaled up its aligner & clinic business in multiple cities.