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Delhi-based startup BeatO enters into physical clinics collaborations

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Omni-channel strategy, clinical collaboration, and top diabetologists unite for a healthier India



BeatO has announced that it would be launching physical touchpoints by collaborating with leading doctors in several micro-markets. This move is poised to establish BeatO as India's leading "phygital" diabetes care provider, combining the best of

both the physical and digital worlds.

With the launch of five such clinics across Delhi/NCR, on the occasion of World Diabetes Day, BeatO will soon cover leading cities across Uttar Pradesh, Madhya Pradesh, Rajasthan, Gujarat, and Odisha over the next 6 months.

After building the BeatO App which empowers more than two million diabetes users with a range of products and digital services (including structured diabetes control and remission programs), BeatO is taking a step forward by increasing the range of options available to patients who require physical touchpoints in their diabetes control and treatment regimen. The clinics will also provide a broad range of investigation and diagnostic services, enabling BeatO to cover patients 360 degrees both in a physical and virtual setting.

A physical approach would be especially useful when onboarding patients with relatively complex conditions, where a physical visit can be seamlessly followed up with digital consultations, ensuring comprehensive, convenient, and proactive care.

Over the next six months, BeatO aims to establish over 100 such clinic touchpoints nationwide, expanding its phygital diabetes care model and setting new standards for accessible and affordable diabetes management. With its personalised and affordable diabetes care programmes, an easy-to-use smartphone app, virtual OPDs and a range of glucometers, Delhi-based startup BeatO is making diabetes care more accessible and affordable.