BioSpect
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

GoodAid unveils diabetes management solution, plans expansion across India

14 June 2024 | News

The new drug will be made available across all local stores by end of Q4



Mumbai-based startup Zeno Health, India’s leading omni-channel platform for quality and affordable generic medicines, under the brand name GoodAid, has unveiled a insulin product at the most competitive price point.

Through this new product, the startup aims to provide a cost-effective solution for diabetes management. The startup is also planning to make the product available across all local stores in Maharashtra, West Bengal and thereby expanding its customer base in other states of India in the next 3 years.

Speaking at the occasion, Siddharth Gadia, Co-Founder, of GoodAid & Zeno Health said, “According to WHO’s survey the alarming number of cases of diabetic patients registered in India is just a fraction of the total number of affected patients. The ever-increasing medical expense is one of the reasons why many patients avoid testing to detect the disease in the first place."

GoodAid had recently surveyed its customers to understand their requirements for an insulin product. Through the survey, the company found out that more than 50% of customers favoured a cost-effective solution for insulins. With the need to create an impact among their customers in terms of savings, GoodAid decided to launch a new insulin product. The insulins are available across all 180+ Zeno Health stores in Mumbai and Pune and will be available at local stores by the end of this financial year.