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Karma Primary Healthcare secures Series A funding from UBS Optimus Foundation

10 August 2024 | News

Capital will be strategically deployed to enhance technological capabilities



Digital healthcare startup Karma Primary Healthcare has secured funding from UBS Optimus Foundation as part of its Series A funding round. This investment brings the total Series A funding to Rs11 crore (about $1.3 million). The round also saw participation from 1Crowd and other investors.

The capital will be strategically deployed to enhance Karma's technological capabilities; extend value-added services; and expand the team as it builds-out a patient-centric care model for rural patients in India. Karma aims to reach 100 locations serving over 150,000 patients annually by 2027.

The funding will enable Karma to transition from a transaction-based care model to a value-based care model, including the development of value-added services and referral networks. It will also support the enhancement of predictive analytics capabilities, allowing for improved patient data management and personalised healthcare solutions.

Founded in 2014, Karma enables access to quality primary healthcare across 8 states in India through its assisted telemedicine model. The company has witnessed a threefold increase in its patient base over the last three years impacting more than 350,000 lives with validated positive health outcomes, with 55% of them being women. The startup has been able to achieve this growth on the back of a robust technology platform that addresses both awareness gaps and service delivery gaps which has enabled it to accumulate a comprehensive dataset of patients in rural India.