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Piramal Alternatives Fund invests Rs 185 Cr in healthcare provider 3Gen Consulting

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To expand 3Gen Consulting's service offerings across both existing and new customer segments



Piramal Alternatives Fund has entered into definitive agreements to invest upto Rs 185 crore via convertible instruments in 3Gen Consulting, a leading healthcare consulting and revenue cycle solutions provider with presence in India and across USA.

The growth capital from the Piramal Alternatives Fund will be strategically utilised to expand 3Gen Consulting's service offerings across both existing and new customer segments, elevate brand recognition, strengthen market positioning, and explore inorganic growth opportunities. Wodehouse Capital Advisors' acted as the exclusive financial and strategic advisor for the transaction.

Revenue Cycle Management (RCM) solutions and healthcare consulting are garnering significant interest from both financial and strategic investors. The overall RCM industry in India is currently valued at approximately $4 billion and is projected to experience robust growth at a double-digit compound annual growth rate (CAGR), with expectations to reach $14 billion by 2032.

Additionally, the integration of artificial intelligence (AI) in RCM processes has surged, driving innovation in service delivery and enhancing efficiencies across the spectrum of RCM services. Some of the recent transactions include Global PE Fund, TA Associates investment in Vee Healthtek, EQT Private Capital Asia's acquisition of GeBBS from Chrys Capital.