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#startup of the day 15 - IOTA Diagnostic Private Limited

24 July 2026 | Features

Expanding diagnostic reach through innovation and accessibility

IOTA® DIAGNOSTIC PVT. LTD.

Inception - June 2022

Location - Gandhinagar, Gujarat, India

Industry domain - Health-Tech (Medical Devices & Diagnostics) — specializing in BioSampling and non-invasive self-sampling technologies for accessible healthcare

Founders - Vaibhav Shitole — Founder & Managing Director, Prasoon Kumar — Co-founder, Pradeep Kumar Verma — Co-founder

Team Strength - 15+ members (a multidisciplinary team of biologists, engineers, clinicians, and managers)

Total funds raised - Rs 4 crore

Investors - IIMA Ventures, DST-STBI Vadodara, and BizDateUp Technologies

Revenue Generated - Over â?¹80 Lakhs, achieved during the pilot launch and early commercial operations in Gujarat — demonstrating early market traction ahead of a wider rollout

Key Highlights -

1. Prix Galien India Award — Best Startup (2026), for M-Strip's path-breaking innovation in cervical cancer screening
2. IIM-A Healthcare Summit (2025) — recognized by Union Health Minister Shri J.P. Nadda
3. Winner, TiECon Vadodara (2025) and International Winner, PhilippineNext (2025), supported by DOST-TAPI, Philippines
4. M-Strip™ — India's 1st CDSCO-approved, non-invasive HPV self-screening kit — reached 5,000+ women screened with 95%+ concordance to direct cervical smears; 96% of women preferred it over traditional methods
5. Featured across 50+ national and regional media publications

Founder Speaks -

IOTA Diagnostic aims to scale M-Strip™ deployment across rural and underserved regions of India, working toward the WHO's 70% cervical cancer screening-coverage target. Plans include expanding the BioSampler® device platform into new diagnostic applications, securing international patents (currently filed), and entering global markets — making cervical cancer screening accessible and, in the long run, delivering patient-centric diagnostics to every corner of the world.

- **Vaibhav Shitole**