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#startup of the day 17 - SuperLiving

31 July 2026 | Features

Accelerating product development and diversifying healthcare offerings



Inception - 2025

Location - Bengaluru, Karnataka

Industry domain - Wellness and Fitness Services

Founders - Manavdeep Singh Grover (CEO) and Gurjot Kaur (CBO)

Total Team Strength - 27

Total funds raised - $9.23M

Investors - Lightspeed Venture Partners, Kae Capital, All In Capital, Abhishek Goyal

Revenue Generated Since Inception - Pre Rev

Key Highlights -

1. Has raised over US$9 million across funding rounds since inception, including pre-seed, seed, and Series A.
2. Crossed 1.5 million app installs in less than a year after launch.
3. Built a base of 100,000+ paying users, demonstrating early product-market fit and subscription adoption.
4. 73% of paying users are from Tier II and Tier III cities, highlighting strong adoption beyond India's metro markets.
5. 82% of users have reported measurable improvements in health goals such as weight loss, energy, stamina, skin health, and strength.
6. Focuses on making preventive healthcare affordable, vernacular-first, and culturally relevant, expanding access beyond urban India
7. The platform is designed specifically for Indian users with AI-driven wellness journeys, educational content, and a 24×7 AI companion to support continuous preventive healthcare.

Founder Speaks -

The latest funding will be used to strengthen AI capabilities, expand vernacular content, accelerate product development, and drive expansion into diagnostics, health commerce, and personalised care services.

- **Manavdeep Singh Grover**