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Orange Health Labs targets deeper expansion across top 15-20 Indian cities

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Company also sees significant headroom for growth in cities where it already operates



Bengaluru-based startup Orange Health Labs is preparing for its next phase of growth with a strategy centred on deeper penetration of India's largest urban markets, expansion of its physical footprint and a stronger focus on profitability.

The company said it has grown 10 times over the past four years and is now operationally profitable across the cities in which it operates. It expects the overall business to become operationally profitable in the near future.

"We are one of the few companies in the world of quick commerce or quick service that, in four years of existence, has become operationally profitable across cities. Our business will fund its own growth within the next 18 months," said Tarun Bhambra, Co-founder, Orange Health Labs.

Orange Health Labs currently has around 90 stores across the country and plans to reach approximately 200 stores by the end of 2026. The company is prioritising the top 15–20 cities where consumers are already accustomed to using digital platforms for products and services.

The company believes this existing digital behaviour creates an opportunity for on-demand healthcare services. According to Orange Health Labs, consumers who have become accustomed to ordering food, household services and other products digitally are increasingly likely to expect the same convenience from healthcare.

Rather than rapidly expanding across the country, the company plans to deepen its presence in existing markets before entering a wider set of cities. Bengaluru remains a key growth market, with Orange Health Labs estimating that it currently holds around 8 per cent market share in the city and targeting approximately 10 per cent by the end of the financial year.

The company also sees significant headroom for growth in cities where it already operates, given the scale of India's diagnostics market.

Orange Health Labs said its recent \$30 million investment is being used primarily for capital expenditure and capability building, including advanced testing equipment, retail expansion and technology and product development.

The company also plans to strengthen its digital health platform, with the longer-term goal of creating a digital representation of an individual's health that tracks changes throughout life.

"We want there to be a fundamentally digital twin of you on our app — a replica of yourself, but in health terms. How your life is progressing as you age with your own condition, you should be able to see on our app," Bhambra said.

The company said it will continue to focus on health measurement rather than aggressively expanding into treatment, with pathology, preventive diagnostics, genetic testing and technology-led health monitoring forming the core of its growth strategy.

