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**#startup of the day 24 - TRUE ARTIS**

03 September 2026 | Features | By Vrushti Kothari

**Taking organised aesthetic surgery beyond metro cities**



**Inception** - 2025

**Location** - New Delhi, India  
(Currently operating aesthetic surgery centres in Delhi and Gurgaon)

**Industry domain** - Healthcare | Aesthetic Surgery | Medical Aesthetics | HealthTech

**Founders** - Sandeep Upadhyay — Co-Founder, Ankit Joshi — Co-Founder

**Total Team Strength** - 40 employees and clinical/medical professionals

**Total funds raised** - INR 11.4 cr

**Investors** - Zeropearl VC, Eleven, a diversified business group of Mr. Sunil Sachdeva, Co-Founder of Medanta, and a group of angel investors from Airtel & OYO

**Revenue Generated Since Inception** - INR 3.5 cr

**Key Highlights / Achievements in 2025–26 -**

1. Established TRUE ARTIS as an integrated aesthetic surgery platform focused on safe, personalized and natural-looking outcomes.
2. Launched and established centres in Delhi and Gurgaon, creating a multi-location presence in the rapidly growing aesthetic healthcare segment.
3. Built an integrated care model combining experienced surgeons, advanced technology, hospital-level safety standards and a privacy-led patient experience.
4. Expanded the service portfolio across facial aesthetics, breast procedures, body contouring, hair restoration and non-surgical aesthetic treatments.
5. Served 10,000+ clients, reflecting early market adoption and growing consumer trust.
6. Developed a multidisciplinary clinical ecosystem with experienced surgeons and healthcare professionals across key aesthetic specialties.

7. Focused on building a technology-enabled patient journey spanning consultation, treatment planning, surgery, recovery and post-procedure care.

**Founder Speaks -**

TRUE ARTIS aims to build one of India's leading organised aesthetic surgery platforms by expanding its presence across major metropolitan and high-potential Tier 1 and Tier 2 cities.

The company plans to scale its centre network, strengthen its clinical and surgical capabilities, invest in technology-enabled patient engagement, and build a trusted national brand around safe, transparent and outcome-focused aesthetic care.

Over the next phase of growth, TRUE ARTIS will focus on expanding its footprint, strengthening its surgeon network, increasing access to high-quality aesthetic procedures, and creating a consistent, premium patient experience across locations.

**- Sandeep Upadhyay**