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SuperLiving: Taking AI-Powered Preventive Healthcare Beyond Metros

03 November 2026 | Features

SuperLiving is building an AI-powered wellness platform designed around the everyday habits, food preferences and health needs of Indian families. Founded by Manavdeep Singh Grover and Gurjot Kaur, the startup combines conversational AI, expert-backed health guidance and vernacular content to make preventive healthcare more accessible, affordable and relevant, particularly across Tier 2 and Tier 3 markets.



Problem

Preventive healthcare and personalised wellness support remain inaccessible to many Indian households because of the cost of expert consultations and the lack of culturally relevant guidance. Generic fitness and diet programmes often overlook regional food habits, local languages and individual routines. SuperLiving aims to bridge this gap through affordable, AI-enabled health coaching tailored to Indian lifestyles.

Product

SuperLiving's app offers AI-powered wellness coaches covering nutrition, weight management, fitness, skin and hair care, stress and other lifestyle needs. Its AI companion, Tara, provides personalised diet and fitness guidance through text and voice in Hindi and English, while features such as meal scanning, health tracking, home diagnostic bookings and live wellness sessions extend the platform beyond conversational coaching.

Proof

Within its first year of launch, SuperLiving reported crossing 1.5 million app installs and 100,000 paying users, with approximately 73% of paying customers coming from Tier 2 and smaller cities. Its official website now reports over one million Google Play downloads, more than 200,000 people having paid for a plan and a 4.7-star Google Play rating.

People

SuperLiving was co-founded by Manavdeep Singh Grover, Founder and CEO, and Gurjot Kaur, Co-founder. Both founders bring experience from consumer technology businesses, including Meesho and Pocket FM, with a focus on building scalable, AI-led consumer platforms.

Purse

On 25 June 2026, SuperLiving announced a $7 million Series A funding round led by Lightspeed, with participation from existing investors Kae Capital and All In Capital. The company plans to use the capital to strengthen AI infrastructure, expand regional-language content, accelerate product development and scale its presence across smaller Indian cities.

Plan

SuperLiving plans to strengthen its AI companion, expand its vernacular content ecosystem and reach more households across Tier 2 and Tier 3 markets. It is also looking to extend beyond wellness coaching into diagnostics, health commerce

and personalised preventive healthcare services.

Why it matters:

SuperLiving is demonstrating how AI can make personalised wellness guidance more accessible beyond India's metropolitan markets. By combining local-language engagement, culturally relevant health recommendations and affordable digital coaching, the company is positioning preventive healthcare as an everyday service for Indian households.

FAST FACTS

Category	Details
Company	SuperLiving
Legal entity	BornToRise Technologies Pvt. Ltd.
Founded	2025
Headquarters	Bengaluru, Karnataka
Founders	Manavdeep Singh Grover and Gurjot Kaur
Industry	HealthTech, AI, digital wellness
Core offering	AI-powered preventive healthcare and wellness coaching
Key AI companion	Tara
Platform capabilities	Nutrition, fitness, sleep, stress, skin and lifestyle coaching
Languages	Hindi, English and regional-language content
Latest funding	$7 million Series A
Funding date	25 June 2026
Lead investor	Lightspeed
Participating investors	Kae Capital and All In Capital
Reported traction	10 lakh+ downloads; 2 lakh+ paying plan customers, as listed on the official website

Next	Expand AI capabilities, diagnostics, health commerce and Tier 2/3 market presence

Disclaimer: This profile is based on publicly available company information, official website disclosures and investor announcements reviewed as of 3 November 2026.