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TRUE ARTIS: Building a New Standard for Aesthetic Surgery in India

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Aesthetic surgery is evolving beyond standalone cosmetic clinics towards specialised healthcare facilities that combine surgical expertise, advanced infrastructure and personalised patient care. TRUE ARTIS is building an integrated aesthetic surgery platform that brings plastic surgeons, purpose-built operating theatres, recovery facilities and technology-enabled patient management under one roof. Founded by Ankit Joshi and Sandeep Upadhyay, the company aims to create a specialised healthcare destination where clinical safety, privacy and patient experience are central to aesthetic treatments.



Problem

Patients seeking aesthetic surgery often have to choose between standalone cosmetic clinics and large multispecialty hospitals, which may not offer a dedicated aesthetic-care environment. Access to specialised surgeons, appropriate surgical infrastructure, recovery facilities and transparent treatment planning can also vary. TRUE ARTIS aims to bridge this gap through dedicated centres designed specifically for aesthetic and plastic surgery.

Product

TRUE ARTIS operates purpose-built aesthetic surgery centres offering facial aesthetics, breast procedures, body contouring, liposuction, tummy tuck, hair restoration and non-surgical treatments. Its facilities include modular operating theatres, dedicated recovery areas, ICU backup and private patient suites. An in-house technology platform manages the patient journey from initial enquiry and consultation through surgery and post-operative recovery.

Proof

TRUE ARTIS currently operates two centres in Gurugram and South Delhi. The company reported serving over 10,000 clients and completing more than 400 surgeries in the nine months preceding September 2026, with a network of approximately 20 plastic surgeons. It also reported that its first centre had reached EBITDA break-even and that client satisfaction stood at 98%.

People

TRUE ARTIS was co-founded by Ankit Joshi and Sandeep Upadhyay in 2025. The founding team brings experience in building and scaling businesses, with a shared vision of creating a specialised aesthetic healthcare platform rather than another conventional cosmetic clinic.

Purse

On 16 September 2026, TRUE ARTIS raised â?¹11.4 crore in a seed funding round led by Zeropearl VC. The round also included Eleven, a business group associated with Medanta co-founder Sunil Sachdeva, and angel investors including Arjun Vaidya, Dr Dhruv Joshi, Ambarish Gupta and Vivek Lohcheb.

Plan

TRUE ARTIS plans to establish two additional aesthetic surgery centres across Delhi NCR within six to eight months of its September 2026 funding announcement. The company will invest in expanding its surgeon network, strengthening surgical

and recovery infrastructure, and developing its technology and patient-care systems before entering additional Indian markets. It also sees potential in attracting international patients seeking aesthetic procedures in India.

Why it matters:

TRUE ARTIS is addressing the need for specialised infrastructure in India's growing aesthetic healthcare market. By bringing surgical expertise, hospital-grade facilities, recovery support and patient management together, it is attempting to establish a more organised and standardised model for aesthetic surgery.

FAST FACTS

Category	Details
Company	TRUE ARTIS
Founded	2025
Headquarters	Gurugram, Haryana
Co-founders	Ankit Joshi and Sandeep Upadhyay
Industry	HealthTech, Aesthetic Healthcare, Plastic Surgery
Core offering	Integrated aesthetic surgery and treatment centres
Key specialties	Facial aesthetics, breast surgery, body contouring, hair restoration and non-surgical treatments
Operating centres	2 – Gurugram and South Delhi
Surgeon network	Approximately 20 plastic surgeons
Reported client base	10,000+
Reported surgeries	400+ in the nine months preceding September 2026
Latest funding	â?¹11.4 crore seed round
Funding date	16 September 2026
Lead investor	Zeropearl VC
Other investors	Eleven and a group of angel investors

Next	Open two additional centres, expand specialist teams and strengthen surgical infrastructure

Disclaimer: This profile is based on publicly available company information, official website disclosures and funding announcements reviewed as of 9 November 2026.