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Founded in 2014, PurpleHealth.com is a 360-degree health and wellness platform that delivers a diverse spectrum of solutions, services and products to consumers, corporates, healthcare providers and institutions.

The platform empowers consumers to take active control of their health by providing a one-stop seamless interface to choose the right medical practitioners, schedule appointments, set up video & audio chats with doctors and much more, thus helping them better manage their health and wellness interactions.

Furthermore, PurpleHealth enables healthcare providers with tools and technologies that assist them to better engage with their customers. The platform currently has over 38,000 doctors and 4000 hospitals as part of its vast and growing network.

Vikram Nair, Co-founder & CEO, PurpleHealth.com says, "The Indian healthcare sector is expected to register a compounded annual growth rate (CAGR) of 22.9% during 2015-20 and grow to USD 280 billion. We intend to play a substantial part in that growth story by creating a massive, positive impact on how health & wellness products and services are accessed by and delivered to every individual, corporate & institution."

He adds, "We will use this round of funding to further build on the PurpleHealth.com product roadmap and strengthen the team."

Balaji Jagannathan, Founder & CEO, Katabole says, "We believe that when it comes to health, people today, by and large, feel disempowered. They want the ability to choose and decide by themselves and they crave the right platform that will give them access to all the information they need to make their health-related decisions."