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Medical content startup raises seed funding

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Medical content startup myUpchar has raised Rs 2 crore ($300,000) in seed funding from a clutch of investors through online deal-making platform LetsVenture.

The investors were Rajan Anandan, managing director at Google India; Alok Mittal, co-founder and chief executive of lending startup Indifi; Mohit Satyanand, founder of ed-tech venture Teamwork Arts; and Currae Healthtech Fund, which was founded by Apoorva Patni, son of Patni Computer Systems co-founder Ashok Patni.

myUpchar, which provides health-related content in Hindi currently, plans to use the capital to add content in 5-6 other regional languages. The company was founded by Stanford University alumni Rajat Garg and Manuj Garg. Rajat is a serial entrepreneur, having founded e-commerce startup Shimply and media marketing firm SocialAppsHQ. Manuj had previously worked with Boston Consulting Group and also founded ad startup Scribble Design.

Several content-based startups have come up in the recent past, targeting different aspects of health and wellness. Most of them employ a content-first strategy to drive traffic onto their platform, and look to monetise through advertisements and sale of related products and services.