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Diagnostic guided healthcare platform Curelo strengthens leadership team

20 May 2026 | News

Dr Amit Arora joining as Co-founder & COO; Aniruddha Kannal as CPTO



Gurugram-based startup Curelo, a diagnostic-guided healthcare platform with a focus on improving consumer healthcare decisions, has announced the expansion of its leadership team to strengthen its technology, innovation capacity, scalability, and growth potential.

The expanded leadership team now includes Dr Amit Arora as Co-founder & COO; Aniruddha Kannal as Chief Product & Technology Officer (CPTO); and Abhinay Singh as Director-Growth & Digital of Curelo.

This team will join Founder Dr Arpit Jayswal and Co-founder & CMO, Parth Jaiswal, in expanding Curelo's consumer health ecosystem in diagnostics, artificial intelligence-driven health guidance, and digital health interaction services.

As Co-founder & COO, Dr Amit Arora will lead Curelo's logistics, operations, and execution strategy. Earlier, he co-founded Labforsure (later Droplet), India's first third-party phlebotomy platform, which grew into a nationwide home sample collection network across 50+ cities and was later acquired by 1mg, marking a successful exit in the diagnostics ecosystem.

In this role, he was instrumental in building the operational backbone for large-scale diagnostic logistics and patient servicing. He also founded Rapidx Pathology Labs, which he scaled to 1 lakh orders per month across North India before its acquisition by Orange Health. Through these ventures, he has played a key role in strengthening diagnostic infrastructure and contributing to large-scale diagnostic sample collection systems in India.

With over 25 years of experience in technology and product engineering, including leadership roles at Deloitte Consulting, Aniruddha Kannal will lead Curelo's product innovation and technology roadmap as CPTO. Prior to Curelo, he worked with ConvergeHealth by Deloitte and also co-founded xcelerator.ninja, bringing deep experience in product development and scaling digital-first platforms. At Curelo, he will spearhead the development of AI-powered healthcare experiences designed to simplify healthcare navigation, improve diagnostic report understanding, and deliver more personalized and intelligent consumer journeys.

Leading Curelo's consumer growth and digital expansion, Abhinay Singh joins as Director – Growth & Digital. He brings extensive experience in scaling digital healthcare businesses, having previously worked with organisations including Thyrocare and Redcliffe Labs. At Curelo, he will drive the company's direct-to-consumer growth initiatives through AI-powered engagement, automation, performance marketing, and consumer-first digital strategies.

With its new leadership team and strategic support, Curelo intends to invest more aggressively in AI-powered healthcare experiences, scaling up operations, and expanding into markets as it aims to create a more integrated healthcare system in India.