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TRUE ARTIS raises Rs 11.4 Cr to expand network of premium aesthetic surgery centres

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Seed round led by Zeropearl VC will support two new centres in Delhi NCR, expansion of specialist teams and technology-led patient care



TRUE ARTIS, an integrated aesthetic surgery platform, has raised Rs 11.4 crore in a seed round led by Zeropearl VC, with participation from Eleven, a diversified business group of Sunil Sachdeva, co-founder of Medanta, and a group of angel investors.

The round also saw participation from operators and healthcare investors including Arjun Vaidya (V3 Ventures), Dr Dhruv Joshi (Co-founder, Cloud Physician), Ambarish Gupta (Founder & CEO, Basis Vectors Capital) and Vivek Lohcheb (CBO, PhonePe), along with former senior executives from Airtel and OYO.

TRUE ARTIS will use the capital to open two new centres in Delhi NCR over the next six to eight months, deepen its surgical and recovery capabilities, expand its network of plastic and aesthetic surgeons, and strengthen its technology and patient-care systems.

The company plans to consolidate its presence in Delhi NCR before expanding into other markets. The company operates its own purpose-built aesthetic surgery centres, where surgeries are performed on-site. The centres feature advanced operating theatres and surgical and medical equipment, dedicated recovery facilities, ICU backup and private patient suites.

Designed specifically for aesthetic surgery, the centres are equipped to undertake complex procedures while providing patients greater privacy than a conventional multispecialty hospital setting. TRUE ARTIS also works with a multidisciplinary network of full-time and visiting plastic surgeons, giving patients access to different specialists under one platform rather than building the model around a single practitioner.