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Knya launches Indiaâ??s first footwear range built exclusively for medical professionals

22 October 2026 | News

Knya is expanding its offering beyond medical apparel to build a more comprehensive medical lifestyle brand

Mumbai-based startup Knya, India’s leading medical lifestyle brand, has entered the footwear category with the launch of the Haven Clog and Wind Clog, a specialised footwear range designed exclusively for healthcare professionals.

Developed around the demands of long clinical shifts, the footwear addresses a gap identified through research involving more than 550 doctors, medical students, interns, residents, and nurses.

The launch follows an extensive study of 44 footwear products across 25+ brands, which found limited options designed specifically around the everyday requirements of medical professionals in India.

According to Knya’s research, 87% of healthcare professionals spend more than six hours on their feet every day, while 81% experience foot and leg fatigue after a shift, highlighting the need for footwear that combines comfort, support, and functionality for clinical environments.

The Haven Clog features a closed top designed to offer additional protection from accidental spills, making it suited to environments such as operating theatres and other clinical settings. The Wind Clog, meanwhile, features a ventilated design to allow greater airflow and help keep feet comfortable during extended shifts. Both models are designed with features including enhanced grip, arch support, and washability, keeping the practical demands of healthcare environments at the core of their design.

With the launch of its footwear range, Knya is expanding its offering beyond medical apparel to build a more comprehensive medical lifestyle brand, with products spanning scrubs, lab coats, stethoscopes and now specialised footwear designed around the everyday needs of healthcare professionals.