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NirogStreet secures $2.5 million in Series A funding

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The company plans to partner with over 150 Ayurvedic medicine manufacturers and esteemed brands in the next year



NirogStreet, a technology-led Ayurveda doctor platform, has secured $2.5 million in Series A Funding from Gokul Rajaram, Pureland Venture, Wavemaker Partners, Raj Mishra of Indea Capital, Ashutosh Sinha - former CEO of Morgan Stanley, Anuj Srivastava, founder of Livspace, Sanjeev Shriya, Founder of Smart Chip Limited, AJ Capital - family office of Jhunjhunwala family, Sanjay Gupta - MIT Deshpande Centre.

The start-up intends to create a solid and engaging technology platform that will allow ease of access to Ayurvedic healthcare through technological interventions while creating easy access to high-quality medicines, avenues for income generation for doctors and also helping SME medicine manufacturers to reach out to a larger base of doctors.

Ram N Kumar, Founder, NirogStreet said, “The focus of NirogStreet is to create tech-oriented data and solutions to create better opportunities for both doctors, manufacture and customers. The recent investment will be employed to strengthen the technology platform and strengthen the offering to the Ayurveda doctors and clinics."

The company plans to partner with over 150 Ayurvedic medicine manufacturers and esteemed brands in the next year to provide the best quality medicines to the patients. It has successfully enabled over 50,000 + Ayurvedic doctors to adopt evidence-based treatment in Ayurveda using its NirogStreet for Ayurveda doctor’s mobile application. This technology-driven SaaS tool and platform provides access to authentic Ayurveda doctors on a global scale with a focus to implement best practices and deliver quality Ayurveda healthcare.