

## #startupoftheday 87- Critical Care Unified

04 January 2022 | Features

**Healthcare in the comfort of your home**

**Inception-** 2016

**Location-** New Delhi

**Domain-** Healthcare delivery

**Founders-** [Rajiv Mathur](#)

**Total team strength-** 65

**Total funds raised-** NA

**Investors-** NA

**Revenue generated since inception-** NA

## Key Highlights-

- Expanded profitably across multiple geographies comprising Delhi/NCR, Mumbai, Bangalore, and Punjab via Chandigarh.
- Pursuing a Pervasive Critical Care (PCC) model of taking ICU services to Tier 1 & 2 cities with a plan to cover 25 to 30 cities in 2-3 years
- 'ICU services at home' is one of the core USPs of CCU
- Slowly expanding into international geographies
- To provide more critical care services at home such as Dialysis, Chemotherapy, Wound Debridement, etc.
- Rolling out the blueprint of technology that will encapsulate Analytics, AI, and IoT that will enable remote monitoring as well as affect outcomes

## Founder Speaks-

*"Home Healthcare will become a significant component in the continuum of health management. It will enable expansion of the current hospital capacity of a total of 20,00,000 beds and more significantly the paltry 1,00,000 ICU beds. Home Healthcare will become the preferred mode of both acute and chronic care.*

*The Global Home Healthcare market is estimated to grow to ~ \$390 Billion by 2026. Currently, the Indian Home Healthcare market size is \$5.4 Billion and is growing by 19% CAGR. Booming demand and expedited growth of organized home care players are expected to lead the growth of the organized sector from 1.1% to 2.4% of the total home care market by 2025. A thriving homecare sector has the potential to create 2.6 to 3.1 million jobs by 2025."*

**- Rajiv Mathur, Founder, Critical Care Unified (CCU), New Delhi**