

## #startupoftheday 94- Kenko Health

13 January 2022 | Features

### Smart healthcare for life

**Inception-** 2019

**Location-** Mumbai

**Domain-** Healthcare financing

**Founders-** Dhiraj Goel and Aniruddha Sen

**Total team strength-** 100

**Total funds raised-** Rs 12.56 crore

**Investors-** Orios Venture Partners and BEENXT

**Revenue generated since inception-** NA

### Key Highlights-

- Provides comprehensive plans that cover both OPD and hospital expenses in a single, pocket-friendly format
- Introduced several industry-first innovations such as monthly subscription model - no upfront payment required for the full year; Flat pricing - does not change with age or location; Coverage for seniors and diabetics; Instant "Kenko Score" Health Assessment
- Working towards raising more funds in order to accelerate growth and expansion in the days to come
- Will be opening one office in Gurugram

## Founder Speaks-

*"There is immense potential for growth. India is still a very under-penetrated country in terms of insurance, with only 3% of the population covered, which leaves us with a huge pool that still needs to get covered. COVID-19, however, has created the awareness or need for people to buy insurance and get covered. We are making the product in a way that it is completely tech-enabled; and for us, user experience is the core. Also, 75% of an individual's lifetime healthcare expenses are incurred outside of a Hospital, often known as OPD costs [Out-Patient Department costs]. Most of the insurance plans do not cover this aspect of healthcare management, which is the market we are tapping to help our customers get covered for their non-hospital health expenses."*

