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KNYA Med raises seed funding from DSG Consumer Partners

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The capital fund raised will be used for product R&D, hiring



Mumbai-based startup KNYA Med, an online medical apparel brand, has raised seed funding, led by DSG Consumer Partners, with participation from the promoter family of Narayana Health and Cipla Health amongst others. The capital fund raised will be used for product R&D, hiring across the company, as well as for branding and marketing.

KNYA Med has over 120 SKUs and has developed proprietary medical scrubs and lab coat aprons, which are backed by science and technology to offer comfortable and fashionable medical apparel.

Doctors and Nurses work an average 12-15 hours per day and performance apparel is the need of the hour to help enhance their performance. There are close to 8 million medical professionals in India out of which 3 million have joined in the last 5 years. The government of India has been focused on increasing the penetration of doctors and nurses to support the rise in disease rates. KNYA Med aims to address the gap in making doctors lives' more comfortable with their medical apparel.