

Doceree raises \$35 M to accelerate product and technology development

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Delhi-based startup Doceree has announced a \$35 million Series B round led by Creaegis, the leading digital and technology investment firm. Existing investors, Eight Roads Ventures, and F-Prime Capital, also participated in the round.

Driven solely by the mission to transform healthcare professional (HCP) marketing globally, the funds will enable Doceree to accelerate product development, augment technologies, scale global expansion, and expand team.

Founded in 2019, Doceree empowers pharmaceutical and life-sciences companies and healthcare media agencies with solutions that seamlessly reach HCPs on their networks and within their digital workflows, to achieve better patient health outcomes.

Doceree has grown more than 100% in the last one year with monthly revenue rising five folds between the Series A funding in April 2022 and now. The company has introduced category-first innovations on the demand and supply sides, including Doceree Enterprise, an HCP-focused global Demand Side Platform (DSP), and Doceree Provider that empowers HCPs to improve health outcomes of their patients.

On the back of the huge response to its solutions in the US, India and the European markets, Doceree expanded its footprints to Africa, Southeast Asia (SEA), and the Gulf Cooperation Council (GCC), curating and iterating solutions that serve the specific needs of marketers in these regions.