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Curebay raises approx Rs 62 Cr to build data science capabilities

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Strengthening its diagnostics, pharmacy and membership verticals



Bhubaneshwar-based healthcare startup CureBay, focused on solving primary healthcare in remote locations through an innovative hybrid model, has successfully raised approx Rs 62 crore in a Series A1 funding round.

The round was led by Elevar Equity, their existing investor and saw participation from CureBay founders and some of the leadership team members. The newly raised funding will enable the health-tech innovator to continue creating access to high quality and affordable healthcare in medically underserved locations, build an intelligent and robust health data platform and hire the best tech and healthcare talent in the industry.

As part of its growth strategy, the company aims to focus on driving profitability and data monetisation by investing in recurring revenue streams such as its membership program and building its data practice - both in technology and on the go-to-market front.

The funding amount will further be used to hire over 200 professionals including data scientists, healthcare experts, specifically in diagnostics and pharmacy and to build their membership program that strongly drives their longitudinal data and affordability initiatives.

Underscoring its commitment to enhancing primary healthcare access in rural India, the fresh funding will also be instrumental in driving CureBay's ambitious expansion plans over the next 6-12 months, raising its count of clinics - from the existing 90+ - to over 200 across Odisha, Chhattisgarh and entering a new market - Jharkhand.