

Sugar.fit secures additional \$5 M in Series A funding to transform diabetes management

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New capital to expand Sugar.fit's technology stack and product range

Sugar.fit, a Bengaluru-based health-tech startup focused on addressing type 2 diabetes and prediabetes with a comprehensive, evidence-based, and data-centric approach, has secured an extra \$5 million in Series A funding. This brings the total Series A funding to \$16 million.

B Capital led the recent funding, with previous participation from MassMutual Ventures and existing investors including Tanglin Venture Partners, Endiya Partners, and Cure.Fit. The new capital will be used to expand Sugar.fit's technology stack and product range, increase brand presence, and speed up research and development in diabetes management.

Sugar.fit offers a comprehensive diabetes care programme that combines innovative technology with personalised human interventions. Top diabetes doctors and nutritionists use devices such as continuous glucose monitors, fitness trackers, and health diagnostics to monitor the real-time impact of users' lifestyles on their glucose levels. They provide personalised advice on fitness, nutrition, and sleep. This continuous approach to diabetes management has produced positive health outcomes for users - 90% of users see a reduction in their sugar levels and a decrease in their reliance on medicines.

The company has also established an omnichannel presence, starting in Bengaluru, and now operates 7 state-of-the-art diabetes clinics with top doctors in diabetes care across the city. These clinics aim to enhance the brand's visibility while offering a range of innovative wellness therapies for stress management, live fitness and yoga sessions, VR Chromotherapy, and more.