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Fintech startup BharatX acquires Zenifi to enter medical lending market

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Zenifi provides zero-cost and low-cost EMIs to improve conversion rates for healthcare providers



Y-Combinator-backed BNPL fintech startup BharatX has acquired Zenifi, a healthcare finance startup providing zero-cost and low-cost EMI solutions. BharatX that provides credit as a service to end users, will be entering the medical lending segment, with this acquisition.

As part of the deal, Padam Kataria, the Co-founder CEO, Zenifi will join BharatX as the Head of Business – Healthcare. Leveraging his extensive experience in the sector gained during his tenure at Navi and Zenifi, Padam will work on building BharatX's healthcare lending vertical.

Zenifi, founded in 2023 by Padam Kataria, Harshit Shrivastava, and Rajendra Kulkarni; gained traction in healthcare sector by offering affordable payment options. With partnerships established across multiple hospital and aggregators, Zenifi's generated an annual rate of demand worth Rs 1.2 crore.

BharatX has a long-standing partnership with Zenifi as they were one of the earliest partners to provide a lending platform to extend credit. By being a part of BharatX, Zenifi team can leverage the pre-existing lending platform and realise better economics. And this acquisition will allow BharatX to break into the healthcare sector, a sector ripe for disruption and one of the largest sectors needing credit after its disruptive success in online shopping credit solutions.