

## Assure Clinics raises Rs 15 Cr in seed round to strengthen aesthetic dermatological services

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### Seed funding will enable Assure Clinics to further expand its presence in key markets



Noida-based Assure Clinics, an innovative healthcare provider revolutionising the dermatological and hair restoration landscape, has raised Rs 15 crore in a seed round from India's leading integrated incubator Venture Catalysts, Sathish Subbiah, Founding Partner of Fiducia Capital LTD, DIFC, Dubai, and Indresh Shah of Honor's Group UAE.

The company offers a comprehensive range of services, including advanced hair transplantation techniques, skin treatments, and specialized hair and skincare products, serving a growing patient base with a team of over 250 employees.

The company's comprehensive service offerings include advanced hair transplantation techniques such as Follicular Unit Extraction (FUE) and Direct Hair Implantation (DHI), alongside innovative treatments like Platelet-Rich Plasma (PRP) therapy and mesotherapy. Their skin treatment portfolio encompasses acne treatment, anti-ageing solutions, laser treatments, and various other specialised procedures.

Assure Clinics is positioned in a rapidly expanding market with significant growth potential. The hair transplant market in India, estimated at \$180 million in 2022, is projected to reach \$560 million by 2032, growing at a CAGR of 12%. The global haircare market is expected to reach \$211.1 billion by 2032, with a CAGR of 10.4%, while the skincare market is anticipated to grow at a CAGR of 6.68% during the same period. Moreover, India's medical tourism industry is expected to reach \$35 billion by 2027, driven by cost-effective treatments and state-of-the-art facilities.

The seed funding will enable Assure Clinics to further expand its presence in key markets, enhance its innovative service offerings, and strengthen its position as a leader in the dermatological and hair restoration industry. The company plans to focus on technological advancement and geographical expansion while maintaining its commitment to personalised patient care.