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Zeno Health launches new platform to support healthcare startups focusing on affordability

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To support early-stage healthcare and wellness startups through retail access, digital distribution, and mentorship



As it marks eight years of reimagining how India accesses affordable, high-quality medicines, Mumbai-based Zeno Health has announced the launch of ‘Pay It Forward’—a new platform to support early-stage healthcare and wellness startups building for Bharat.

Startups selected under this initiative will receive:

- Retail access across 180+ Zeno Health stores in Mumbai and Pune.
- Digital distribution through Zeno’s app and website.
- Access to a wide, trust-driven consumer base across urban and rural areas.
- Mentorship from Zeno’s founders and the leadership team.

Early-stage healthcare and wellness startups working in medicines, diagnostics, insurance, hygiene, nutrition, preventive care, derma, OTC, or any other product or service that makes healthcare better and more accessible are invited to apply via a simple form at: Application Link

Siddharth Gadia, Co-founder & CEO, Zeno Health, said "Over the next five years, our goal is not just to build a formidable business, but to also enable those who are working towards offering quality, affordable healthcare to Bharat. That’s the only way we will be able to revolutionise India’s healthcare industry.”

Girish Agarwal, Co-founder & COO, added "Through ‘Pay It Forward’, we want to create a founder-first platform that helps startups bring impactful solutions to the people who need them most. We’re not taking equity. We’re not doing this for credit. We’re doing it because India needs more healthcare disruptors, and because we understand the challenges startups face in building something meaningful.”