

## Plum commits Rs 200 Cr to launch health checkups as part of ambitious expansion

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**Prayat Shah joins as Head of Healthcare; vertical growing 125% YoY**



Bengaluru-based startup Plum, an employee health benefits platform, has announced a Rs 200 crore (\$25 million) commitment to expand its healthcare vertical, marking the next phase of its mission to deliver accessible, preventive, and personalised healthcare at scale.

With this investment, Plum is transforming from an insurance company into a full-stack healthcare platform, appointing Prayat Shah (ex-founder, Wellthy Therapeutics) as Head of Healthcare. The company will expand its healthcare team fivefold to support this strategic shift.

Building on its successful in-house telehealth offering that has facilitated over 1 lakh consultations in 2024 (1 every 5 minutes), Plum has announced Plum Health Checkups, a new at-home screening solution designed to move employee health from reactive to proactive.

Combining over 200 advanced biomarkers, AI-powered risk insights, and personalised healthcare interventions from experienced doctors in one seamless experience, Plum Health Checkups empowers companies to deliver personalised, preventive care at scale.

Today, India's workforce faces a silent but growing health crisis. Chronic illnesses are striking a decade earlier than in developed nations, often by age 40, while 20% of Plum's telehealth consults address mental health needs. Yet only 20% of companies offer regular health check-ups, and even then, fewer than 4 in 10 employees use them. This fragmented, reactive approach costs companies up to 30 lost productivity days per employee every year. With preventive care adoption still limited, there is an urgent need for integrated solutions that help employees detect risks early, take action, and build sustainable health habits.

Plum partners with over 6,000 companies and serves 6 lakh+ members nationwide. With its expanded healthcare vertical, the company aims to help corporate India shift from fragmented, reactive spending to a future of unified, preventive, and truly

employee-centric healthcare.