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CureBay acquires Saveoâ??s pharma distribution business

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Integration brings tech-enabled distribution hubs, procurement capabilities and seasoned pharma leadership



CureBay, an Odisha-based healthcare startup focused on expanding access to quality care across underserved communities, has acquired the pharmacy distribution business of Saveo Healthtech, a startup based in Bengaluru.

CureBay is backed by Bertelsmann India Investments, Elevar Equity, and British International Investment (BII). Saveo's Pharmacy distribution business is a technology-enabled B2B pharma distribution company serving over 10,000 retail pharmacies across Karnataka, Telangana, Andhra Pradesh and Tamil Nadu, with operational hubs in Bengaluru and Hyderabad.

This acquisition brings into CureBay an operational pharma distribution network, including physical hubs, procurement capabilities, digital ordering systems and an experienced distribution team. It also adds Saveo's operating playbooks, procurement relationships and deep distribution expertise, strengthening CureBay's ability to expand medicine distribution as it grows into new geographies.

CureBay currently operates over 190 eClinics, serving more than 10 lakh patients across 15,000+ villages. The company's expansion has been anchored in a financially disciplined cluster-based model, with two profitable circles across Odisha and neighbouring markets..The combined model enables tighter procurement, stronger generics programs, improved inventory visibility and faster fulfilment cycles.

With structured demand planning and disciplined working capital management, CureBay aims to reduce stock-outs and improve availability across chronic and essential therapy categories.

This acquisition marks an important step in CureBay's long-term strategy to build an integrated healthcare ecosystem where consultations, diagnostics and pharmacy services work seamlessly together, delivering reliable, affordable and end-to-end care across underserved regions of India.