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Livlong 365 enters diagnostics marketplace, eyes 20-40% market share by FY28

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Positioning itself as a technology-led player in the evolving diagnostics landscape



Mumbai-based startup Livlong 365, a leading OPD insurance and health-tech platform, has launched India's first nationwide Labs Marketplace, a digital platform that enables users to discover, compare, and book diagnostic tests from multiple certified laboratory partners through a single interface.

The launch comes as India's diagnostics industry, currently valued at approximately \$10 billion or Rs 865 billion in FY24, continues its strong growth trajectory. The sector has expanded at a CAGR of 9 to 10 percent since FY12 and is projected to grow at nearly 11 percent CAGR through FY28, reaching an estimated Rs 1,325 billion. Livlong aims to capture 2 to 4 percent market share by FY28, positioning itself as a technology-led player in the evolving diagnostics landscape.

Diagnostic services in India have traditionally been fragmented, with consumers navigating multiple labs, inconsistent pricing, and disconnected booking systems. Livlong's Labs Marketplace addresses this gap by centralising access and offering users the flexibility to choose tests based on location, pricing, and preferred lab partners.

In its initial phase, the platform covers over 19,000 pin codes across more than 800 cities and has onboarded 35 plus certified laboratory partners. The company plans to expand into 2,000 to 2,500 locations in the near term, strengthening its presence across both metros and emerging towns. Users can book multiple tests from a single lab in one journey and opt for home sample collection or in-centre visits based on availability.