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Bengaluru-based startup SwishX unveils world's first agentic AI platform for pharma and medtech

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Plans expansion across Latin America, Southeast Asia, Middle East, Africa, and Eastern Europe



SwishX has announced its launch, introducing the world's first Agentic AI platform built exclusively for pharmaceutical and medtech companies, aimed at transforming sales, marketing, distribution, and business growth through artificial intelligence.

The Bengaluru-headquartered startup is targeting \$5 million in contracted ARR and 100+ enterprise clients by end of current FY 2026-27, and plans expansion into Latin America, Southeast Asia, the Middle East, Africa, and Eastern Europe.

SwishX has also raised \$2.2 million in seed funding backed by Powerhouse Ventures, Blume Ventures, Sadev Ventures, Atrium Ventures, and other investors. These emerging markets, along with India, represent a \$400 billion pharma and medtech opportunity, with commercial operations expected to grow to \$770 billion by 2033 at a CAGR exceeding 12%.

SwishX is organised around four hubs each having its own specialized AI Agents: **Tender IQ** (Tender & RFP Automation), **Contract IQ** (Hospital Rate Contract Automation), **Marketing IQ** (HCP & Rep Engagement), **Channel IQ** (Channel Partner Engagement). The AI Agents capture siloed data, automate business workflows, learn nuances of every decision and build a functional memory to help business teams accelerate their commercial execution.

While starting with India, SwishX is helping the pharma companies to further grow in other countries as well by combining AI with local market data of different countries.