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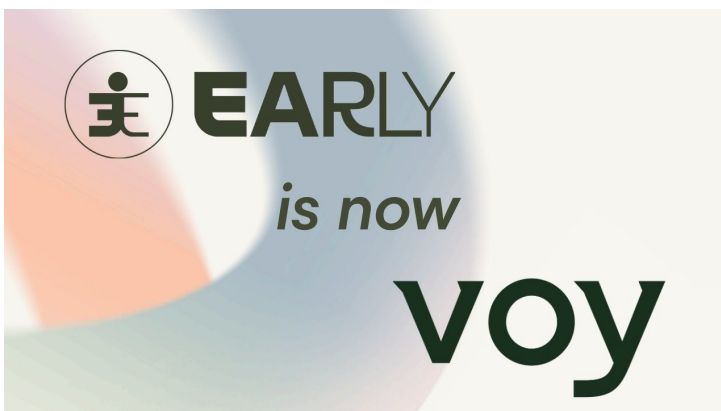
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UK digital health leader Voy expands into India's fast-growing obesity care market

25 May 2026 | News

Launches Voy India to make evidence-based obesity treatment accessible nationwide



Voy, the London-headquartered digital healthcare company and market leader in GLP-1 obesity care in the UK, Germany, and Brazil, has announced its entry into India through the 100% acquisition of EarlyFit, one of India's leading online weight loss platforms.

Voy is emerging as a global multi-country leader in preventive healthcare, especially GLP-1-led weight loss. The company secured a \$120 million non-equity growth facility from General Catalyst in 2025 and has since been highly acquisitive. Voy entered Germany through the acquisition of Formel Skin (\$40 million raised) and has also acquired Morelife, Menopause Care, Optimale, and now EarlyFit.

This acquisition marks Voy's entry into one of the world's largest and fastest-growing healthcare markets with the goal to serve 150M obese Indians. This brings Voy's global clinical expertise, research, and technology to India, making this the first international D2C Health player to enter India.

Voy India will continue to serve patients across the country through a network of more than 20 endocrinologists and nutritionists, led by Dr Saptarshi Bhattacharya (DM Endocrinology, AIIMS), along with EarlyFit co-founders Parth Chopra and Saloni Paliwal.

Voy India will initially focus on weight loss and obesity care, leading with affordable generic semaglutide offerings that became more accessible after Ozempic's patent expired in India in March 2026. while gradually expanding into broader therapeutic areas using Voy's global clinical expertise. Eventually, they're expected to launch hair loss, dermatology, menopause, hormone and testosterone replacement therapy, bringing learnings from global markets to India.