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#startup of the day 2 - Curelo

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AI-Powered health startup plans series A to fuel expansion

curelo
Drive your Health

Inception - May, 2022

Location - Gurugram, Haryana

Industry domain - Healthcare / Health Tech (AI-Guided Diagnostics)

Founders - Dr. Arpit Jayswal – Founder & CEO, Parth Jaiswal – Co-Founder & CMO,
Dr. Amit Arora – Co-Founder & COO

Total team strength - 200+

Total funds raised - Rs. 45 Crore

Investors - Initial backing from cricketer Shreyas Iyer and the IIM Ahmedabad ecosystem, followed by strategic investments from Family Offices and High Net-Worth Individuals (HNIs)

Revenue generated since inception - GMV of â?¹14 Crore in FY2024–25; trending toward â?¹30 Crore in FY2025–26

Key Highlights -

Crossed 5 lakh patients served across India
Surpassed 10 million health parameters tested on the platform
Launched Smart Reports — a proprietary AI-powered diagnostic interpretation layer delivering actionable, patient-friendly health guidance
Appointed an in-house Chief Technology Officer, strengthening the core tech leadership team

Founder Speaks -

The company plans to expand its presence across Tier 2 and Tier 3 cities in India through a capital-light intelligence-led model while strengthening its full-stack AI Intelligence Layer. This includes advancing its proprietary PhenoAge engine and Biological Timeline to deliver personalised, longitudinal health guidance at scale. The focus also remains on increasing B2C adoption of preventive healthcare through Smart Reports and Personalised Action Plans. To support these initiatives and accelerate technology development as well as pan-India market expansion, the company is preparing for a Series A fundraising round.

- **Dr. Arpit Jayswal, Parth Jaiswal, & Dr. Amit Arora**