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Orange Health Labs expands into radiology with advanced scanning centres

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To establish state-of-the-art scanning centres as part of its expansion strategy



Orange Health Labs is expanding beyond pathology into radiology and advanced diagnostic imaging, as the company seeks to build an integrated platform covering multiple aspects of health measurement.

The Bengaluru-based company plans to establish state-of-the-art scanning centres as part of its expansion strategy, supported by its recently raised \$30 million investment. The funding is being deployed towards advanced laboratory equipment, collection centres and the company's entry into radiology.

"Radiology is not something we are entering just for margins. It is about share of wallet and giving the consumer a comprehensive value proposition for measuring their health," said Tarun Bhambra, Co-founder, Orange Health Labs.

According to the company, around 30 per cent of prescriptions from doctors in key specialties include scans. Orange Health Labs also sees customer drop-off when existing users move to another diagnostic provider for imaging services.

By bringing radiology into its platform, the company aims to retain customers within its ecosystem while connecting pathology and imaging data. The strategy could enable doctors and consumers to access a more complete longitudinal view of an individual's diagnostic history.

Orange Health Labs currently operates around 70 stores, including 45 in Bengaluru and 25 across other cities. The company plans to add around 100 stores during the current year, taking its network towards 180–200 centres across its expansion markets.

The radiology expansion is part of the company's wider ambition to move from being an on-demand pathology provider towards a comprehensive health-measurement platform.

Alongside physical infrastructure, Orange Health Labs is developing a doctor-facing application that enables physicians to monitor patients' diagnostic trends. Its consumer platform is also being enhanced with AI-powered insights that can combine historical and current diagnostic data.

The company said the broader objective is to give consumers access to pathology, radiology and longitudinal health information through a single ecosystem.

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