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Paediatric health-tech startup Primerry secures Rs 7.1 Cr in Pre-Seed Round

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Funding will be used to strengthen product development, expand clinical expertise

New-age paediatric healthcare brand Primerry has raised Rs 7.1 crore (~$760,000) in a pre-seed round, as it looks to make everyday healthcare simpler, more effective and easier for children to take.

Founded by Rushabh Nandu and Dr Nihar Parekh, the round saw participation from Ashish Kacholia and Lashit Sanghvi, along with angel investors Mohit Sadaani, Hitesh Dhingra, Ajay Mehra and Samir Palod, and select family offices.

India's paediatric healthcare market remains largely underserved by modern, parent-first brands, with most existing options built around legacy, one-size-fits-all formulations rather than the specific needs of growing children. Primerry is looking to change this by building a portfolio of everyday healthcare products designed for children aged 2 to 14 - prioritising taste, ease of use and clinical credibility. Primerry plans to use the fresh funds to strengthen its R&D pipeline, build out its founding team, and expand distribution across key markets in India.

Primerry will roll out in phases. The company's full range of eight SKUs, priced between Rs 499 and Rs 1,499, will be sold through its own D2C platform, with a quick-commerce rollout planned within the first year. Alongside its product range, Primerry has also launched PocDoc, a customisable, charm-adorned carry case designed to make it fun and easy for children to carry their Primerry essentials, turning everyday healthcare into a lifestyle habit rather than a chore.

The company will also build an offline presence through pharmacies, paediatric clinics and mom-and-baby specialty stores, starting with Tier-1 cities and metros.