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SwishX: Building AI Agents for Pharma's Commercial Revolution

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Bengaluru based startup developing specialised AI solutions for marketing, tender management, contracts and channel operations, helping life sciences companies streamline complex processes, accelerate content creation and navigate the demands of evidence-backed, compliance-conscious communication.



Problem

Pharma and medtech companies face time-consuming marketing, tender and contract workflows. Generic AI tools often lack the specialised medical knowledge and compliance controls required for life sciences.

Product

SwishX offers an agentic AI platform with four products: Tender IQ, Contract IQ, Marketing IQ and Channel IQ. These automate commercial workflows and support evidence-backed content creation.

Proof

As reported in July 2026, SwishX had onboarded 39 enterprise customers and processed over 5,000 tenders and RFPs daily. Its campaigns reportedly reached more than 400,000 healthcare professionals weekly.

People

Founded by Dushyant Sapre and Jai Anand, SwishX combines enterprise technology and product expertise. Melonie Warfel serves as Chief Commercial Officer, bringing experience in life sciences and healthcare technology.

Purse

SwishX raised \$2.2 million in a seed funding round in May 2026. Investors included Powerhouse Ventures, Blume Ventures, Sadev Ventures and Atrium Ventures.

Plan

The company plans to expand enterprise adoption and scale its AI-powered commercial products. It is focused on automating workflows while maintaining medical accuracy and compliance requirements.

Why it matters:

SwishX is addressing the commercial side of pharmaceutical innovation by using specialised AI to streamline marketing, tendering and distribution workflows, potentially helping life sciences companies operate more efficiently.

FAST FACTS

Category

Details

Company	SwishX
HQ	Bengaluru, Karnataka, India
Inception	October 2025
Industry	PharmaTech, MedTech, Healthcare AI
Founder & CEO	Dushyant Sapre
Co-founder	Jai Anand
Core offering	Agentic AI platform for pharmaceutical and medtech commercial operations
Key products	Tender IQ, Contract IQ, Marketing IQ and Channel IQ
Latest reported funding	\$2.2 million seed round, May 2026
Investors	Powerhouse Ventures, Blume Ventures, Sadev Ventures, Atrium Ventures and others
Reported traction	39 enterprise customers; 5,000+ tenders and RFPs processed daily, as reported in July 2026
Next	Expand enterprise adoption, scale AI-powered workflows and strengthen its life sciences platform

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