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# Elevate Now: Redefining Weight Management Through Precision Healthcare

30 October 2026 | Features

**Weight management is moving beyond calorie counting and restrictive diets towards a more personalised, medically supervised approach. Elevate Now is building a doctor-led obesity care platform that identifies the underlying factors contributing to weight gain, including insulin resistance, inflammation and hormonal imbalances.**

elevate now

**Problem**

Obesity is a complex medical condition influenced by metabolic, hormonal and behavioural factors, yet many weight-loss programmes rely primarily on calorie restriction and exercise. Elevate Now addresses this gap through medically guided programmes that focus on identifying underlying causes and supporting long-term weight management.

**Product**

Elevate Now offers online, subscription-based weight management programmes ranging from three to 24 months. Each programme combines physician consultations, blood diagnostics, continuous glucose monitoring where appropriate, personalised nutrition, fitness guidance and dedicated health coaching. Doctor-supervised medication may be included when clinically indicated.

**Proof**

The company has reported onboarding more than 30,000 paying users, with an average weight reduction of approximately 10 kg over six months. It has also reported a 90% weight-maintenance rate six months after completion of the weight-loss phase.

**People**

Elevate Now was founded by Suryansh Kumar, who serves as Founder and CEO, alongside Rahul Maroli, who was part of its founding team. The leadership brings experience in healthcare technology, business building and consumer-focused digital platforms.

**Purse**

On 9 February 2026, Elevate Now announced a â?¹18 crore seed funding round led by Physis Capital, with participation from Inflection Point Ventures and Titan Capital. The company is also backed by W Health Ventures, Narayana Health and Swiggy co-founder Sriharsha Majety.

**Plan**

The company plans to strengthen its technology platform, expand proprietary clinical research and develop medicinal and nutritional supplements. It is also investing in next-generation personalisation systems to improve treatment protocols, patient monitoring and long-term weight-management outcomes.

**Why it matters:**

Elevate Now is positioning obesity care as a long-term medical journey rather than a short-term weight-loss programme. Its combination of diagnostics, physician-led treatment and behavioural support reflects the growing opportunity for personalised metabolic healthcare in India.

**FAST FACTS**

| Category | Details |
|---|---|
| **Company** | Elevate Now (Enlight Now Healthcare Pvt. Ltd.) |
| **Founded** | 2022 |
| **Headquarters** | New Delhi, India |
| **Founder & CEO** | Suryansh Kumar |

| | |
|---|---|
| **Co-founder** | Rahul Maroli |
| **Industry** | HealthTech, digital healthcare, obesity management |
| **Core offering** | Doctor-led clinical weight management |
| **Business model** | Online subscription-based programmes |
| **Programme duration** | 3–24 months |
| **Latest funding** | â?¹18 crore seed round |
| **Funding date** | 9 February 2026 |
| **Lead investor** | Physis Capital |
| **Other investors** | Inflection Point Ventures, Titan Capital |
| **Reported customer base** | 30,000+ paying users |
| **Next** | Clinical research, technology development and personalised obesity care |

**Disclaimer:** This profile is based on publicly available company information, official disclosures and investor announcements reviewed as of 30 October 2026. Patient outcomes and clinical performance figures are company-reported. Medical treatments and weight-management programmes should be undertaken under qualified medical supervision.