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# SuperLiving: Taking AI-Powered Preventive Healthcare Beyond Metros

03 November 2026 | Features

**SuperLiving is building an AI-powered wellness platform designed around the everyday habits, food preferences and health needs of Indian families. Founded by Manavdeep Singh Grover and Gurjot Kaur, the startup combines conversational AI, expert-backed health guidance and vernacular content to make preventive healthcare more accessible, affordable and relevant, particularly across Tier 2 and Tier 3 markets.**



**Problem**

Preventive healthcare and personalised wellness support remain inaccessible to many Indian households because of the cost of expert consultations and the lack of culturally relevant guidance. Generic fitness and diet programmes often overlook regional food habits, local languages and individual routines. SuperLiving aims to bridge this gap through affordable, AI-enabled health coaching tailored to Indian lifestyles.

**Product**

SuperLiving's app offers AI-powered wellness coaches covering nutrition, weight management, fitness, skin and hair care, stress and other lifestyle needs. Its AI companion, Tara, provides personalised diet and fitness guidance through text and voice in Hindi and English, while features such as meal scanning, health tracking, home diagnostic bookings and live wellness sessions extend the platform beyond conversational coaching.

**Proof**

Within its first year of launch, SuperLiving reported crossing 1.5 million app installs and 100,000 paying users, with approximately 73% of paying customers coming from Tier 2 and smaller cities. Its official website now reports over one million Google Play downloads, more than 200,000 people having paid for a plan and a 4.7-star Google Play rating.

**People**

SuperLiving was co-founded by Manavdeep Singh Grover, Founder and CEO, and Gurjot Kaur, Co-founder. Both founders bring experience from consumer technology businesses, including Meesho and Pocket FM, with a focus on building scalable, AI-led consumer platforms.

**Purse**

On 25 June 2026, SuperLiving announced a $7 million Series A funding round led by Lightspeed, with participation from existing investors Kae Capital and All In Capital. The company plans to use the capital to strengthen AI infrastructure, expand regional-language content, accelerate product development and scale its presence across smaller Indian cities.

**Plan**

SuperLiving plans to strengthen its AI companion, expand its vernacular content ecosystem and reach more households across Tier 2 and Tier 3 markets. It is also looking to extend beyond wellness coaching into diagnostics, health commerce

and personalised preventive healthcare services.

**Why it matters:**

SuperLiving is demonstrating how AI can make personalised wellness guidance more accessible beyond India's metropolitan markets. By combining local-language engagement, culturally relevant health recommendations and affordable digital coaching, the company is positioning preventive healthcare as an everyday service for Indian households.

**FAST FACTS**

| Category | Details |
|---|---|
| **Company** | SuperLiving |
| **Legal entity** | BornToRise Technologies Pvt. Ltd. |
| **Founded** | 2025 |
| **Headquarters** | Bengaluru, Karnataka |
| **Founders** | Manavdeep Singh Grover and Gurjot Kaur |
| **Industry** | HealthTech, AI, digital wellness |
| **Core offering** | AI-powered preventive healthcare and wellness coaching |
| **Key AI companion** | Tara |
| **Platform capabilities** | Nutrition, fitness, sleep, stress, skin and lifestyle coaching |
| **Languages** | Hindi, English and regional-language content |
| **Latest funding** | $7 million Series A |
| **Funding date** | 25 June 2026 |
| **Lead investor** | Lightspeed |
| **Participating investors** | Kae Capital and All In Capital |
| **Reported traction** | 10 lakh+ downloads; 2 lakh+ paying plan customers, as listed on the official website |

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| **Next** | Expand AI capabilities, diagnostics, health commerce and Tier 2/3 market presence |

**Disclaimer:** This profile is based on publicly available company information, official website disclosures and investor announcements reviewed as of 3 November 2026.