India's ekincare raises strategic investment from MSD IDEA Studio Asia Pacific

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Fresh capital will help ekincare expand its network, enhance AI-driven analytics

ekincare, India's leading artificial intelligence (AI)-powered integrated digital health gateway, has announced the raising of a strategic, undisclosed investment led by global healthcare leader MSD (tradename of Merck & Co., Inc., Rahway, N.J., USA) through MSD IDEA Studio Asia Pacific, an initiative by the MSD Global Health Innovation Fund (MGHIF).

The round also saw participation from ekincare's existing investor, HealthQuad, a venture capital fund focused on healthcare innovation. This investment round will empower ekincare to advance its mission of revolutionizsng corporate primary and preventive healthcare through AI-driven, personalised Outpatient Department (OPD) solutions.

With this investment, ekincare aims to expand its cashless OPD network and enhance AI-powered analytics to drive better preventive care, chronic disease management, and employee wellness outcomes. Over the last five years, from 2020 to 2025, ekincare has grown its corporate client base tenfold as organizations increasingly recognize the value of preventive health benefits, expanded the range of services and benefits offered by four-fold to address diverse healthcare requirements, increased its network coverage by six times to improve accessibility and reach, and onboarded 11x more healthcare and wellness partners to deliver integrated, end-to-end care solutions.

"We see strong potential in our investment in ekincare to accelerate the shift toward personalised and preventive healthcare in India by harnessing the power of technology for both individuals and enterprises," said Saumick Pal, Head of Digital, Data Analytics & Innovation, MSD Asia Pacific. He added, "India's vibrant startup ecosystem is not only growing rapidly but also redefining healthcare through bold innovation and entrepreneurial energy. We look forward to supporting visionary startups like ekincare that are reshaping the future of health in India by making it more accessible."