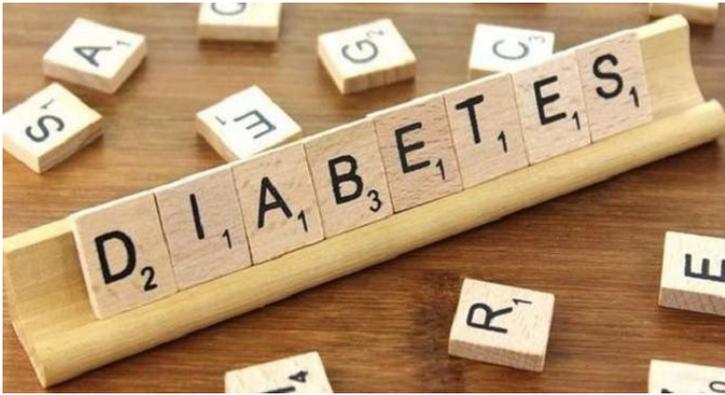


## Breathe Well-being raises Rs 50 Cr in Pre-series B round

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**Funds raised will be used to strengthen medical & coaching academy, scale up the tech platform and expand team**



Diabetes Reversal startup Breathe Well-being has raised Rs 50 crore in a Pre-Series B round co-led by 3One4 Capital, Accel and General Catalyst. The round also saw participation from FounderBank Capital and Supermorpheus. The company will use the funds to strengthen its coaching academy, expand the core team, and scale up the technology platform to enhance customer experience.

Breathe Well-being offers a simple and effective alternative to medicines to prevent, manage and reverse Type 2 Diabetes. The Gurugram based health-tech startup was founded by Rohan Verma (ex-McKinsey) & Aditya Kaicker (ex-Accenture) in 2020 who come with a deep understanding of healthcare, wellness and life sciences domain.

Rohan Verma, Co-founder and CEO, Breathe Well-being says, "India is the diabetes capital of the world and we are on a mission to change that. Our aim is a Diabetes Mukta Bharat (Diabetes Free India) with the aim to reverse diabetes for 1 Million Indians by 2025 and we are well on track to achieve that goal. Referral is our strongest growth lever especially in non-metros and more than half our customers come through word of mouth."

India's first clinically-proven Diabetes Reversal Programme by Breathe helps reduce HbA1c levels, lose weight, improve glucose tolerance and stop diabetes medication eventually.

It is the only digital health tech company across Asia to have published clinical evidence in 3 journals; American Diabetes Association, European Society of Endocrinology, and the American Association of Clinical Endocrinology.