

## Kartavya eyes fund options to expand presence in emerging markets

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**K**ARTAVYA Healthon, a dedicated chronic disease management centre, is gearing up to raise funds to expand its presence in the emerging markets of South East Asia and Africa apart from domestic forays.

The company's business model, which includes pharma companies and physicians as its stakeholders, has proved to be successful. Since its inception in 2008, the promoters infused the required revenues. It currently manages over 10,000 patients pan India. The Mumbai-based company registered a growth rate of 150 per cent year-on-year since July 2008 and in terms of revenues generated Rs.2.5 crore till December 2011. The personnel strength has increased from four in 2008 to 70 in 2011.

Roping in pharma companies provides a number of benefits including a new revenue stream for the drug manufacturers, cre-

ates value by spreading more awareness about the disease and prevents access to counterfeit drug. We foresee significant growth in the next 10 years and funding is required in phased manner. At present, we are looking at various options. Venture capitalists (VCs) too have viewed healthcare in India as one of the promising areas. We are looking at a potential investor who understands this business and one who could add value to the company's growth, Vikram Srivastava, co-founder, Kartavya Healthon, told Pharmabiz in an email interaction.

"We will increase our disease management programmes with various pharma companies in coming years and extend the disease management model overseas targeting South East Asia and Africa. In addition to that, we are in the process of rolling out day care centres and family doctor services in major cities of India by this year end. It will be a membership model targeted at preventive & primary care, he added. ◆