SaaS startup Easocare raises undisclosed seed funding round

Maharashtra, Mumbai, Oct 11, 2021 (Issuewire.com) - Mumbai-based health-tech startup Easocare has raised an undisclosed amount in seed investment from a clutch of angel investors.

Incorporated in 2019 by Naman Ambavi, a 19-year old pursuing Computer Science, Easocare launched their flagship platform - **Easocare for Pharmacy** which is a promising online platform that allows a retail medical store to commence its online pharmacy website. It is empowering the brick-and-mortar pharmacies who have been deeply affected due to the emerging technological trends to leverage technology in this digital era.

With this recent round, Easocare intends to use the funds raised to grow its business operations through a direct-to-consumer offering, increase its technical staff, expand sales and marketing efforts and establish key strategic partnerships to grow our customer base.

Speaking on this round of funding, Naman Ambavi, the founder of Easocare said, “In India, there’s a huge technological gap when it comes to enabling offline stores to convert online, especially medical stores. While a traditional e-pharmacy website development would require a huge capital which makes the pharmacy owner skeptical, Easocare paves an easy path of converting their existing medical store to an e-pharmacy portal and offering them the latest technology to provide a better service to their customers. With our official WhatsApp Business API integration, proprietary algorithms, and integrations with various inventory software, a fully-fledged e-pharmacy portal can be up and running for any retail pharmacy in under 10 minutes. We want them to be privy to the latest resources, leverage them to offer a better service, and grow their retail business."

Along with their seed round, Easocare onboarded Yaaresh Gilan Ferzandi, a graduate of the American School of Bombay who studied business management for two years in Canada before coming back to India and working in a commodity trading company where he solidified his background in operational logistics before joining the family business of pharmaceutical distribution and retail where he curated knowledge of the industry through his experience.

Since the launch of their flagship platform - **Easocare for Pharmacy**, Easocare has quickly gained market traction through their pilot test in Mumbai where they signed up over 100+ retail medical stores in less than 40 days.

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Source : Easocare Private Limited

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