

India's first AI-led digital clinic for women Pinky Promise raises \$1M

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Pinky Promise, a first-of-its-kind artificial intelligence (AI)-led digital clinic for women, has raised \$1 million in a pre-seed funding round led by the Rebalance Angel Community, India's first accelerator and angel community focused on advancing diversity among founders and funders.

The round saw participation from reputed angels such as Padma Bhushan awardee and former MD and CEO of Tata Consultancy Services, Subramanian Ramadorai, and Mala Ramadorai.

Pinky Promise is designed to instantly and reliably diagnose and manage women's health issues, addressing a critical gap in Indian healthcare for accessible, non-judgmental, and high-quality sexual and reproductive health care.

The app combines advanced AI with expert gynaecologist oversight to give women confidential, instant, and affordable care, empowering them to address concerns at any stage of life or need. Through the app, women can access care 24x7, instantly chat with an experienced gynaecologist, and receive prescriptions and guidance within minutes – all at a pocket-friendly starting price of Rs 99. This model is powered by custom AI systems that work closely alongside qualified gynaecologists.

This fresh capital will be used to accelerate integrated offerings, support the rollout of physical clinics, and expand a range of clinically backed nutritional supplements, enabling continuity of care at a national scale.

Mumbai-based startup Pinky Promise has delivered gynaecological care to over 350,000 women on 320+ symptoms and conditions from period problems and UTIs to fertility, pregnancy, PCOS and more. They have 40,000 paying customers across every district in India.