

Naam Ki Nahi, Kaam Ki Medicine: How Truemeds is Revolutionizing Affordable Healthcare in India

Category: Business

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In today's world, the power of choice is often seen as a given. We have numerous options for groceries, clothing, and home-essentials we call "roti, kapda, makaan." But when it comes to something as crucial as healthcare, particularly choosing the right medicine, the options become limited, especially when the focus is on affordability and brand name.



Truemed, Founders, Mr. Akshat Nayyar & Dr. Kunal Wani

While we have access to various apps for purchasing medicines and [health](#) essentials, very few offer the combination of high-quality alternatives at affordable prices. Enter Truemed, a [platform that is reshaping the way we approach healthcare](#) and offering real, practical solutions for those struggling with the financial burden of chronic illness.

Truemed: Changing the Game in [Healthcare](#) Access

Truemed, co-founded by Akshat Nayyar and Kunal Wani, aims to empower patients by providing affordable, high-quality substitute medicines. With over 1.1 crore active app users and 2.2 crore website visitors annually, Truemed has become a trusted name in [India's healthcare](#) ecosystem. The platform leverages an advanced algorithm to scan over 1.8 lakh pharmaceutical products, recommending the best-value alternatives and helping users save up to 51% on their

[medications without compromising on quality](#) as these medicines are sourced from top 1% of pharmaceutical manufacturers in the country.

The Financial Strain of Chronic Illness

Living with a chronic illness is not just a physical and emotional challenge-it's also a financial one. In India, where [health](#) insurance rarely covers the full cost of medicines, the financial burden can be overwhelming. For individuals with conditions like diabetes, hypertension, asthma, and arthritis, up to 30% of their income is often spent on medical expenses, making the question of affordability critical.

The reality is stark: about 80% of [India's](#) population relies on their direct income to pay for healthcare, leaving many vulnerable to financial strain. While government measures like tax law amendments for [senior citizens](#) provide some relief, they still fall short in addressing the larger gap in accessible healthcare. Programs like Ayushman Bharat, which aim to provide [financial protection through health insurance](#) to economically weaker sections, have made significant strides in improving access to healthcare. However, the sheer scale of [India's](#) population and the gaps in implementation mean that a considerable portion of the population remains underserved.

Affordable Substitute Medicines: The Solution

In the [face of these challenges](#), affordable substitute medicines offer a vital lifeline. These alternatives, often overshadowed by branded drugs, provide the same therapeutic benefits at a fraction of the cost. Just like choosing a high-quality affordable product that performs on par with the branded version, substitute medicines [offer identical efficacy without the hefty price](#) tag.

However, misconceptions persist. Many people equate lower costs with lower quality, and pharmacies often make accessing substitutes difficult due to pricing structures and limited availability. Its a bit like choosing a less popular food

item-you may hesitate to opt for it, fearing it won't be of a good quality as well, even when it has exactly the same contents.

Truemeds: Empowering Informed Decisions

This is where Truemeds makes a difference. By offering high-quality, affordable substitute medicines that are sourced from the [top 1% pharmaceutical manufacturers in the country](#), the platform gives users the tools they need to make informed decisions. With over 30 lakh free doctor consultations and a proprietary algorithm that scans a vast range of medicines, Truemeds ensures that users can confidently choose the best alternatives for their [health](#) needs.

Building Trust Through Accessibility and Convenience

Truemeds isn't just about savings-it's about reliability and convenience. The platform has built a robust delivery infrastructure, including 9 warehouses and a central procurement hub, guaranteeing timely and accurate delivery. With plans to open 15 new fulfillment centers in 2025, Truemeds is ensuring that its growing user base [across India can access healthcare](#) with ease.

Making a Real Impact

In FY 2023-2024, Truemeds users saved ₹1132 crore by switching to substitute medicines, and an additional ₹183 crore through exclusive coupons and offers. This is not just about saving money-its about enabling people to reinvest those savings into better [health](#) and a higher quality of life.recurring savings .

Truemeds: A Partner in Healthcare Accessibility

Much like the Government of India's "Jan Aushadhi" initiative, Truemeds is playing a vital role in making healthcare more affordable and accessible. By emphasizing quality over [brand names](#), the platform is helping millions of people make better healthcare choices without the financial burden.

With its tagline, “**Naam ki Nahi, Kaam ki Medicine,**” Truemed is encouraging a shift in mindset. Just as we prioritize value over [brand names](#) in other aspects of our lives, Truemed is empowering people to do the same with their healthcare choices.

As Truemed continues to innovate and expand, it remains a trusted partner for millions, helping them navigate the complex [world](#) of healthcare with confidence, affordability, and peace of mind, changing the way India buys medicines.

