

Onsurity Launches India's first HealthCare Credits Program for Startups

22nd December 2021, Bengaluru: Onsurity, an employee healthcare benefits platform, is launching the first of its kind health benefits credit program for startups - Onsurity Edge Credits Program. The program is designed to empower startups by offering their employees a health benefits membership with HealthCare along with wellness benefits. Startups who opt-in for the credits program will receive up to INR 25,000 credits which can be redeemed to buy comprehensive healthcare plans for employees.

Onsurity, which is India's 1st subscription-based employee healthcare platform for startups and SMEs, has firming up plans to reach more 10,000 SMEs through this program, covering over 1 lakh lives, in next 12 months.

In the current startup ecosystem, most startups need to focus on growth hacking in the initial stages of scaling. As a result, they are left with no capital to support their growing team's health and wellness. Onsurity's Edge Credits Program is a perfect fit as it steps in to fill in the gap and add momentum in the growth of startup ecosystem without compromising on their team's health.

Talking about the Onsurity Edge Credits Program, **Kulin Shah, Co-founder and COO at Onsurity** said, *"We are thrilled to launch a credits program taking us a step closer towards our vision of 'Gift of Health' to expedite comprehensive, affordable healthcare benefits to the ones who need it the most: start-ups and their workforce. 'Gift of health' resonates with us as this aligns with our vision to provide affordable healthcare for all – start-ups, SME's and enterprises. This mechanism will have a catalytic effect on start-ups in their initial stages who do not have the bandwidth in time or money to create their own employee welfare program at an affordable budget. It will help these emerging businesses in saving on their working capital and at the same time ensuring that their employees are looked after.*

Having been a start-up ourselves we understand the invaluable benefits and motivation that this unique gift of health can bring. This program could be a game changer in the growth curve of every start-up, and we want to ensure that they get this advantage to move ahead." he further added.

While the government is making reforms to address the financial issues that slowed down the growth of startup ecosystem on a macro level, Onsurity Edge is giving Indian startups a 360-degree healthcare relief system. Designed for teams as small as 3 people, the program is available for all full-time and part-time employees along with contractual staff with a wide range of healthcare benefits ranging from group health and personal accidental insurance for members, discounted online medicines and health check-ups, free doctor teleconsultations, free health & wellness live sessions and more.

The program allows entrepreneurs to manage their employees' health seamlessly with its self-serve platform, eliminating the need for extensive paperwork and HR processes.

Website link: (<http://health.onsurity.com/credits-program>)

About Onsurity: Onsurity is an employee healthcare company that is making the space technology-powered and affordable for SMEs, startups, and enterprises. With the aim of democratizing technology, they are giving entrepreneurs chance to ensure their teams have access to the best of healthcare with their simple and affordable products. Since their inception in July 2020, they have onboarded over 1300+ companies, providing healthcare to over 100,000+ members, many of whom did not have any prior access to healthcare.

Onsurity has partnered with the likes of Whitehat Jr., WebEngage , DealShare, Rapido, Zolostays, Magicpin, Oye Rickshaw, Mosaic Wellness, LimeTray, Hotelogix, Jupiter Money, Sugar Cosmetics, Park+ among others. To know more about Onsurity click [here](#).