

# 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.



## **TrueMEDS, 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 TrueMEDS, 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.

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

TrueMEDS, 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, TrueMEDS 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. It's 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 ₹132 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,**” Truemeds is encouraging a shift in mindset. Just as we prioritize value over [brand names](#) in other aspects of our lives, Truemeds is empowering people to do the same with their healthcare choices.

As Truemeds 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.

