360 ONE Asset invests in House of Diagnostics (HOD) to scale its leading integrated B2C diagnostic services platform

New Delhi, January 22, 2026: House of Diagnostics (HOD), an **integrated diagnostics** platform focused on building a network of high-quality radiology and pathology centres, today announced an **investment from 360 ONE Asset**, one of India's leading alternative asset managers, for a minority stake in the Company. The investment will support HOD's next phase of growth, including expansion across key urban markets, strengthening clinical and digital capabilities, and scaling its consumer-led diagnostics offering across pathology, radiology, and nuclear medicine.

Founded by **Dr. Shubham Sogani and Labham Sogani, House of Diagnostics** has established one of the **leading integrated diagnostic networks in North India, centred** around walk-in centres, home sample collection, and digitally enabled patient journeys. The Company operates a network of **12 integrated diagnostic centres**, supported by **200+ collection centres** and home collection services, delivering industry-leading turnaround times and transparent pricing to consumers.

HOD has pioneered the **direct-to-patient model** in North India, and disrupted diagnostic care through superior patient experience, high-quality reporting, best-in-class diagnostic hardware and structurally lower prices versus referral-led peers. The platform combines **high-end Imaging services (MRI, CT, PET-CT), advanced pathology, and in-house technology**, positioning it as a differentiated, consumer-first diagnostics brand. HOD boasts one of India's largest dry-chemistry automated labs and a centralized radiology reporting engine. The Company plans to leverage the capital to expand into Mumbai, and other large diagnostic markets such as Hyderabad and Bangalore, with sophisticated patients who seek transparent pricing and prefer superior tech-enabled care.

Tarun Sharma, Senior Fund Manager and Strategy Head, Consumer & Healthcare, 360 ONE Asset, said, *"Diagnostics is increasingly becoming a consumer-driven category, where patients value speed, transparency, and accuracy. House of Diagnostics stands out for its strong patient-first approach and seamless tech integration across diagnostic modalities and patient care. We are truly impressed by Dr Shubham Sogani's vision for a diagnostic platform built solely on superior patient experience, rigorous lab protocols, and attractive pricing. This aligns with 360 ONE Asset's healthcare investment thesis: backing patient-centric businesses with strong foundations that can withstand the test of scale. We are excited to partner with Dr Sogani, Labham and the team in this exciting phase of growth as they expand to other markets."*

Commenting on the investment, **Dr Shubham Sogani, CEO, House of Diagnostics**, said, *"Our focus has always been on building a diagnostics brand that patients choose directly, based on trust, quality, and speed. Having bootstrapped the business since inception, we believe this is the right stage to bring on a long-term institutional partner to accelerate our next phase of growth. This partnership with 360 ONE Asset gives us long-term capital and a like-minded partner who understands consumer-facing healthcare services platforms. It also supports our* *journey towards building a public market–ready diagnostics platform, with strong governance, scale, and resilience at the core. We will use this investment to expand into new Tier 1 cities, beginning with Mumbai, deepen our B2C engagement, and continue setting benchmarks in integrated diagnostics and patient experience."*

About House of Diagnostics (HOD)

House of Diagnostics is a B2C-focused integrated diagnostics platform offering pathology, radiology, and nuclear medicine services through a network of walk-in centres, home collection, and digital channels. Over the years, House of Diagnostics has scaled organically to become one of the largest integrated diagnostics players in Delhi NCR, anchored by strong clinical outcomes and a technology-led operating model. The platform delivers services across the spectrum—from routine pathology tests to high-end imaging modalities, including MRI, CT, and PET-CT. This integrated approach drives high repeat usage and strong brand recall among consumers.

For more information, visit: https://www.hod.care/

About 360 ONE Asset

360 ONE Asset manages an overall listed market and alternates AUM of around $11 billion* across multiple asset classes. It is one of India's largest alternative asset managers, with private market AUM of around $6 billion. 360 ONE Asset's premier venture capital and private equity platform has an AUM of more than $3.4 billion, 99 portfolio companies and a seasoned investment team in Mumbai and Bangalore.

The PE & VC platform spans the entire company life cycle, from Idea to IPO, offering investment solutions across Venture Capital, Growth Equity, Late-Stage PE and pre-IPO, Secondaries and Fund-of-Funds. The platform also has deep domain expertise in technology, consumer, healthcare, financial services and industrials/manufacturing coupled with a deep understanding of Indian capital markets. It has a 10-year track record of successfully partnering with founders and of innovation, consistently bringing new offerings to the Indian market.

360 ONE Asset was recently awarded 'Best Private Equity House' at the Global Private Banking Innovation Awards 2025. It also won 'Best Private Equity House' at the Finance Asia Achievement Awards in 2023 (Winner) and 2024 (Highly Commended).

More information is available at: https://www.360.one/asset

*As on 31st Dec 2025. Funds managed by 360 ONE Asset Management Ltd. and 360 ONE Alternates Asset Management Ltd.