

Grinta Expands Healthcare Reach with Citi Clinic Acquisition and Secures Strategic Investments from Beltone VC & Raed Ventures

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Grinta, a leading healthcare and pharmaceutical solutions company, has announced its acquisition of Citi Clinic, one of the most renowned and successful primary healthcare service chains in Egypt. At the same time, Grinta managed to raise an undisclosed amount of strategic investment through a funding round led by Beltone Venture Capital and Raed Ventures, marking a significant milestone in the company's growth journey.

The acquisition of Citi Clinic provides Grinta with access to over 150,000 patients, establishing its presence in the care sector and reinforcing its commitment to patient-centered healthcare.

Mohamed Azab, Co-founder and CEO of Grinta, shared his excitement, stating: "The acquisition of Citi Clinic is a pivotal moment for Grinta. It not only enables us to enter the care market but also allows us to integrate offline and online services to transform the way healthcare is accessed and delivered. We are excited about what lies ahead as we expand our reach and impact."

This move reflects a growing global trend where B2B pharmaceutical distributors are transitioning into B2C operations. Companies such as McKesson and Walgreens have successfully adopted similar strategies, leveraging their supply chain expertise to deliver comprehensive healthcare solutions directly to consumers. Grinta plans to replicate this success, expanding its offline and online healthcare services across Egypt and the East Africa region.

As part of this transformation, Grinta has exited its B2B retail pharmaceutical distribution business in Egypt to focus entirely on the care sector.

Ali Mokhtar, Managing Director of Beltone Venture Capital, commented:

“We are thrilled to partner with Grinta as they redefine the healthcare and pharmaceutical landscape. Their strategic pivot into primary care and retail showcases their ability to anticipate and adapt to market needs, positioning them as leaders in the region.”

Wael Nafee, General Partner at Raed Ventures, expressed confidence in Grinta’s vision, saying: “We’re happy to be backing Grinta and their management team yet again. We remain impressed by their innovative approach, and with this acquisition, we’re excited about their ambitious plans to enhance healthcare access and delivery across emerging markets.”

The company is also extending its footprint in East Africa, beyond Tanzania, by exporting and forming partnerships with Egyptian pharmaceutical manufacturers. Additionally, Grinta is building a pharmacy chain in Tanzania through a buy-and-build strategy, further strengthening its retail presence in the region.

Grinta’s bold expansion into the primary care market and its focus on creating patient-first solutions underline its mission to revolutionize healthcare across multiple geographies, ensuring quality and accessibility for all.

