

#startupoftheday 65- Sulo Nutrition

03 December 2021 | News

Inception- 2020



Nutrition coupled with taste

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Location- New Delhi

Domain- Nutritionals

Founders- Dhanraj Agarwal, Gaurang Bindra, and Saheb Bedi

Total team strength- NA

Total funds raised- NA

Investors- NA

Revenue generated since inception- NA

Key Highlights-

- Launched flavourful gummies to fulfill the nutritional needs
- Introduced Amla gummy candies for healthy and shiny hair
- To expand to 7-9 more products in the next two years, which will include health drinks and soft gels
- To build an AI-based app that will analyze the health of consumers

Founder Speaks-

"The Nutraceutical industry in India is likely to have a 21% CAGR by the year 2022 and it is expected to grow rapidly to account for 3% of the global share by 2022. For-seeing the stats, consumption, and need of nutraceuticals products in the Indian market is significantly increasing making it a great period for the brand to grow. Riding on the trend, we are planning to launch nearly 7-9 products in the next 2 years targeting mass audiences and catering to their daily requirements."

- Dhanraj Agarwal, Chief Executive Officer, Sulo Nutrition, New Delhi

L-R- Saheb Bedi, Dhanraj Agarwal, Gaurang Bindra

