

#startupoftheday 89- Awshad

06 January 2022 | News

Inception- 2021



A cannabis wellness startup

Inception- 2021

Location- Delhi

Domain- Wellness

Founders- Shivam Singhee (Chief Executive Officer) and Richa Jaggi (Chief Marketing Officer)

Total team strength- 10-12

Total funds raised- Invested internally

Investors- NA

Revenue generated since inception- NA

Key Highlights-

- Launched first flagship product range in the Indian market named 'Awshad Full-Spectrum Vijaya Oil'- made using 'Vijaya' or cannabis extract
- Making cannabidiol (CBD) products for pets
- Developing more topical and edible products for launch in 2022
- Eyes set on the international markets that have accepted CBD and medical cannabis products already
- Planning external funding once operations get scaled up

Founder Speaks-

"As time passes, the awareness and acceptability of cannabis extract products will rise and create a permanent space within the Wellness, Ayurvedic and perhaps Pharmaceutical industries. While we do not expect the same rate of growth as we witnessed in the USA or Canada in the last five years, we believe the Indian market is at 1% of its actual potential. The next 3-5 years are going to be crucial and exciting for this domain, and will warrant the attention of all big institutions and VCs alike."

- Richa Jaggi, Chief Marketing Officer, Awshad, New Delhi

L-R- Richa Jaggi, Shivam Singhee

