

#startupoftheday 97- PRO2FIT

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Inception- 2020



Making plant-based supplements easily accessible in India

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Location- Mumbai

Domain- Dietary supplements

Founders- Payal Shah and Saurabh Shah

Total team strength- 2 founders + outsourced team members

Total funds raised- NA

Investors- NA

Revenue generated since inception- Rs 30 lakh

Key Highlights-

- Offers a range of pure Vegan plant based supplements
- Launched the 1st set of products i.e. 3 Vegan protein powders in Aug 2020
- Initial launch was followed by 3 more SKUs in May 2021
- Currently there are 15 SKUs including products like Menopause capsules, Lung & Liver Detox capsules, Herbal Teas for Menopause, PCOS, Detox, De-stress
- Primarily a D2C company but would like to expand to offline as well
- Expanding the product portfolio to include more targeted nutraceuticals that cover a wide range of issues like heart health, joint health, kids health, health during pregnancy and lactation etc.

Founder Speaks-

"The nutraceutical market in India is expected to grow from \$4 billion in 2017 to \$18 billion in 2026. Almost 65% of the market is governed by dietary supplements which includes macro / micro nutrients, herbal and non-herbal products and the segment is growing at 17% YOY. As per the World bank report on " Nutrition in India" , India loses approx. \$12 billion in GDP to malnourishment and health complications thereafter. Intervention in terms of various initiatives and programs from Govt of India and private companies / Fund houses to alleviate the loss would cost just \$524 million annually rendering the benefit-to - cost ratio of 23 times. Major focus on preventive care in terms of balanced and adequate nutrition in forms of external supplementation. We believe there's a major change in the coming years for the nutraceutical market and expect Govt and health insurance companies to take nutraceutical dietary supplements as part of their portfolio."

- **Saurabh Shah, Co-founder, PRO2FIT, Mumbai**

L-R- Payal Shah and Saurabh Shah

