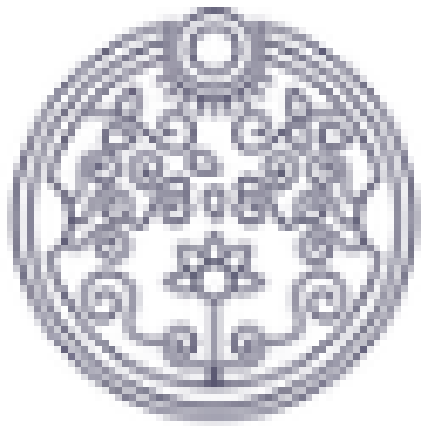


#startupoftheday 114- My PuraVida Wellness (ForMen & ForKids)

11 February 2022 | News

Inception- 2020



Pura Vida

Voicing the generally considered taboo aspects of menâ??s health & wellness

Inception- 2020

Location- Hyderabad

Domain- Health & Wellness

Founders- Dr Lalitha Reddy and Sreeram Reddy Vanga

Total team strength- 25

Total funds raised- NA

Investors- Supported by Hustle partners

Revenue generated since inception- Rs 1 crore

Key highlights-

- Launched ForMen that specializes into men's health & wellness product, ranging from immunity to sleep, skin, sexual wellness and many more
- Launched ForKids brand recently
- Each and every ingredient is carefully selected and only vendors who could provide with HPLC Lab reports as regards the bio-actives were selected
- To expand the product portfolio
- Niche areas needs have been identified and products have been formulated
- The R&D is in progress for the products which are to be introduced in the first & second quarters of 2022
- To enter into International markets by the end of 2022

Founder Speaks-

"The Men's health & Wellness industry has gained prominence over the past few years. The Men's wellness market has more than doubled in India in the last 3-4 years and is all set to grow at 16-17% annually. Most of the growth has happened in the grooming sector. We see a significant growth in the supplements sector too in the coming 5 years. Increased willingness of the millennial generation to discuss non-critical health issues, combined with increased awareness and purchasing power will push the nutraceutical category to higher growth rates in the coming years.

We also foresee a huge need for supplements in the Kids category too. The incidence of poor lifestyle associated problems has been on the rise in the pediatric age group too, over the last few years. Childhood obesity, childhood diabetes, anemia, low Vit D levels and poor eye health are few of the very many worrying pediatric health issues. We see a huge potential to address this, presently underdressed segment too."

- Dr Lalitha Reddy, Founder, ForMen, Hyderabad