

Yoginii Partners with Panacea Biotech to Introduce Mother, Baby-Care, and Infant Nutrition Products

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Yoginii, a women-first wellness marketplace, has announced a partnership with Panacea Biotech to introduce a curated range of mother, baby-care, and infant nutrition products on the Yoginii ecommerce platform. The collaboration aligns with Yoginii's focus on women's wellness and reflects the brand's vision of supporting women through different stages of life, from self-care and wellness to motherhood and family care.

As part of the partnership, Yoginii will onboard Panacea Biotech's products, including Staart Prime, ChilRun, and NikoMom. ChilRun offers clinically proven nutrition with over 18 per cent higher protein absorption for children aged 2+ and 7+. NikoMom, positioned as India's safest baby-care range, includes products such as Baby Massage Oil, Head-to-Toe Wash, Baby Daily Lotion, and Diaper Rash Cream, alongside Tape Style Diapers, Diaper Pants, and Wet Wipes. Staart Prime infant formula products across Stages 1, 2, 3, and 4, formulated without maltodextrin, will also be available on the platform.

The introduction of these categories marks Yoginii's continued expansion into family-focused wellness segments and reinforces its commitment to offering safe, wellness-oriented products aligned with its core positioning around women's lifestyle and wellbeing. By adding baby-care and infant nutrition products, Yoginii aims to build a more holistic ecosystem that caters to the evolving needs of modern women and families.

"The wellness needs of women continue to evolve across different stages of life, including motherhood and family care. Through this partnership with Panacea Biotech, we are expanding the Yoginii platform to include categories that align closely with the everyday needs of women and families. The aim is to offer access to products that support wellness, care, and balanced lifestyles through a more connected and accessible platform experience," said Kashika Malhotra, Founder and CEO, Yoginii.

The partnership also reflects the growing demand for wellness-oriented everyday essentials for mothers and babies. Through this association, Yoginii further strengthens its commitment to offering curated products that support healthy and balanced lifestyles.