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NDude Labs Makes Strategic Investment in Nutriventia to Expand R&D and Global Reach

17 September 2026 | News

Capital will fund clinical R&D, scale the branded ingredient portfolio and proprietary delivery platform across global markets, and establish a dedicated US commercial team

NDude Labs, a healthcare- and wellness-focused investment firm with operations in India and the United States, announced a strategic growth investment in Nutriventia, a science-led Indian nutraceutical ingredients company known for its clinically validated, proprietary branded ingredients. The investment will fund Nutriventia's next phase of growth: deepening its R&D pipeline, expanding its global commercial footprint, and scaling its proprietary ingredient technology platform.

For NDude Labs, the investment aligns with its strategy of studying attractive markets first and then backing the strongest businesses within them, providing the capital, operating support and cross-border reach to help them become category leaders. Nitin Thakor, Managing Director, NDude Labs, said, “Nutriventia is exactly the kind of business we want to back at NDude Labs: science-led, innovation-driven and built in India with the potential to lead its category globally. We’ve been impressed by the team’s ability to combine pharmaceutical-grade science with a sharp read on what consumers and brands need, and we believe NDude’s cross-border expertise and the Dude Operating System (DOS), our AI-native operating system, can help accelerate that growth. We’re excited to build the business alongside Vishal and Rajat.”

Nutriventia’s current proprietary branded ingredients include TurmXTRA – low-dose turmeric for musculoskeletal and joint health, CaffXtend – natural caffeine-led mental alertness ingredient, Melotime – sustained-release melatonin for sound sleep, Ashwanova (Prolanza) – root-only Ashwagandha for stress relief, C-Fence – long-acting vitamin C and soon-to-be-launched ALAXTRA – alpha lipoic acid ingredient.

“Every stage of Nutriventia’s growth has been anchored in one principle: get the science right first, and the market follows,” said Rajat Mittal Shah, Co-Founder and Executive Director, Nutriventia. “We built our proprietary delivery platforms to solve genuine pharmaceutical-grade challenges around bioavailability, stability and dosing efficacy. NDude Labs recognized that our intellectual property is built on hard evidence rather than marketing narratives, and this partnership lets us keep deepening our clinical pipeline and advancing our delivery platforms without compromising our scientific rigor,” she added.

“This investment allows us to accelerate our global commercial reach while doubling down on the proprietary delivery science that got us here,” said Vishal Shah, Co-Founder and Managing Director, Nutriventia. “With NDude Labs’ operating support, we can now aggressively expand our commercial infrastructure across key international markets, establish direct leadership on the ground, and deliver our clinically validated branded ingredients to top-tier wellness brands worldwide,” he further added.