

#startupoftheday 13- Awsum (Fitamore Lifesciences Pvt Ltd)

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India's first functional chocolate brand for millennials

Inception- 2020

Location- New Delhi

Domain- Ayurveda

Founders- Pranav Sharma and Kritik Thakur

Total team strength- Five

Total funds raised- Self-funded

Investors/Mentors- Backed by Amit Nagar, MD of RSK Foods; Mentored by Joydeep Bhattacharya, MD, Consumer & Retail Practice Bain & Co India, Vikas Gambhir, Director Grant Thornton and Ravi Saxena, MD, Uniglobe MKOV Travels India.

Revenue generated since inception- NA

Key Highlights-

- Launched India's first functional chocolate brand using potent ayurvedic herbs
- Addressing disorders like sleep deprivation, daytime fatigue, lethargy, stress, anxiety, and strengthening immunity
- To develop an integrated sales channel
- To explore offshore/export market

Founder Speaks-

"The market of Ayurveda chocolate is bound to grow well in India in the coming times. It's a very new category and a product currently both for the Indian and the global markets. We have already witnessed a massive adoption of Ayurveda taking place in the personal care and supplement segment. We have also witnessed that not just in Indian markets but people in offshore markets like the US and Australia have shown great excitement for the products and have ordered them from Amazon."

- Pranav Sharma, Co-Founder, Awsum, New Delhi

L-R Kritik Thakur & Pranav Sharma

