

## #startupoftheday 17- OZiva

20 August 2021 | News

### Inception- 2016



### Plant-based nutrition and wellness brand

**Inception-** 2016

**Location-** Mumbai

**Domain-** Plant-based nutrition

**Founder-** Aarti Gill (Co-founder and Chief Executive Officer) and Mihir Gadani (Co-Founder)

**Total team strength-** 150+ members

**Total funds raised-** Rs 125 crore

**Investors-** Eight Roads Ventures, F-Prime Capital, Matrix Partners India

**Revenue generated since inception-** Annualised turnover between Rs 150-200 crore

### Key Highlights-

- Became the first nutrition brand to be awarded the coveted 'Clean Label' certification by US based Clean Label Project (CLP)
- Launched 100 per cent plant-based vitamins and minerals
- Launched the OZiva Clean Beauty range
- Did two successful rounds of virtual events of OZiva Run which saw more than 6000 individuals from across the country
- Present across 350 stores

- Introduced products for enhancing women's health

#### Founder Speaks-

*"We will continue to focus on raising the benchmark for clean nutrition and wellness in India. We will offer holistic wellness with clean, plant based products and empower people towards adopting a clean and holistic lifestyle. My brand is dedicated to improving the status of women's health by extending a specialized range of women-centric products that can create a veritable difference in the country."*

**- Aarti Gill, Co-founder and CEO, OZiva, Mumbai**

