

#startupoftheday 91- BodyFirst Wellness Nutrition Pvt Ltd

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Inception- 2018



Aiming to provide essential supplements of the highest quality

Inception- 2018

Location- Mumbai

Domain- Wellness & Nutrition

Founder- Pranay Jain

Total team strength- 20+

Total funds raised- NA

Investors- S.A. Pharmachem (lead investor)

Revenue generated since inception- NA

Key Highlights-

- BodyFirst is part of BodyFirst Wellness Nutrition Pvt. Ltd., a science-based sports nutrition, personal health, and wellness group
- The brand's products include nutraceutical and AYUSH products, and it plans to add a range of 50 more products in the coming months
- products include plant protein, KSM66 Ashwagandha, vegan Flaxseed Oil, Fenugreek fibre, Astaxanthin, probiotics, whey protein, and My Crunch protein bar
- Patented its package form that allows faster and convenient consumption of its content by consumers
- With a potential to clock over Rs 10 crore a year, BodyFirst is looking at achieving a strong financial balance sheet with innovative products in a growing nutraceutical market

- Bollywood actor Suniel Shetty has partnered with this wellness brand, joining the brand's mission of "Aatmanirbhar."

Founder Speaks-

"The adoption of nutritional and wellness products have seen a vertical boost post the pandemic. Health, nutrition and immunity-boosting foods are gaining even more prominence and have fostered BodyFirst's growth potential even further. Driven by an ever-increasing number of individuals joining the fitness culture, the market is set to grow much faster than anticipated. The rise in the availability and adoption of nutritional products in the market has led to the continuous growth of the fitness sector. With science-backed nutritional ingredients being the highlight of BodyFirst's products, early and faster adoption has spurred its consumers in embracing a healthy lifestyle. Since its products are clinically tested and certified, BodyFirst is assertive of consumers utilising word of mouth in promoting its products to their families and friends. BodyFirst is currently enjoying positive consumer sentiments and intends to continue launching unique and science-backed products in the nutraceutical market. India's nutraceutical market is one of the fastest-growing in the world and India's growing population will only help steer the sector on a faster growth trajectory."

- Pranay Jain, Founder and Chief Executive Officer, BodyFirst, Mumbai