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OZiva raises $5M for deeper market penetration

Matrix Partners India announced that it has invested $5M in a Series A funding round in Mumbai based startup OZiva, a clean-label, plant-based nutrition brand. The round also saw participation from existing investor Titan Capital.

By **Manbeena Chawla** | June 25, 2020



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Investment led by Matrix Partners India

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OZiva was founded by Aarti Gill and Mihir Gadani in mid-2016, with the vision of building India's leading clean, plant-based nutrition brand.

The brand's core differentiator lies in building a nutrition & fitness ecosystem that combines the best of ancient sciences such as Ayurveda, modern micronutrients, and an instantaneous digital community altogether.

It has products ranging from Everyday Fitness to Skin & Hair Nutrition. OZiva specifically serves the 18-55-year-old age group, with women as their primary target audience.

India is on the cusp of a massive growth in the nutritional segment with the Indian nutraceuticals market size at over $5B today, and is expected to double in the next 5 years. This has coincided with increasing levels of awareness around clean-label nutritional benefits, as well as, a real need for high quality, scientific solutions that cater to the needs of modern Indians.

Benefiting from these twin engines, OZiva, whose edge is a holistic solution-oriented leader has seen increasing adoption for its products across the country. OZiva has also created deeper engagement with its audiences by offering personalized consultations for all customers.

The infusion of capital will be used to invest deeper in R&D, technology, team expansion, as well as widen their customer base.

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