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OZiva launches plant-based vitamins and minerals for building immunity

Mumbai based startup OZiva has announced the launch of its newest range of plant-based vitamins and minerals. Aimed at providing better immunity, gut health and nutrition, these products provide a revolutionary blend of 100% plant derived ingredients that

By **Manbeena Chawla** | April 22, 2021



oziva-launches-plant-based-vitamins-and-minerals-for-building-immunity

WordPress post #12199

The newly introduced range offers better absorption of nutrients with 100% natural ingredients as compared to regular vitamins available in the market

Mumbai based startup OZiva has announced the launch of its newest range of plant-based vitamins and minerals. Aimed at providing better immunity, gut health and nutrition, these products provide a revolutionary blend of 100% plant derived ingredients that are better absorbed by the body compared to regular vitamins & minerals as they are available in a more bioavailable form.

The range includes Bettr.C+ Bettr.D3K2+, Bettr.Zinc+, Bettr.Iron+, and Bettr. CalD3+. The nutritional superbrand is slated to launch more products in the same category.

Commenting on the category launch, Aarti Gill, Co-Founder of OZiva, said, “One of the most important factors to consider while consuming vitamins and minerals is the absorption of these micronutrients in the body. Our newly launched ‘Bettr’ Range provides Vitamins & minerals that are plant derived along with phytonutrients & cofactors that leads to better absorption. We did a pilot a few weeks back for our closed group of customers and have gotten great feedback from them on this new range.“

Talking about the science behind the range, Mihir Gadani, Co-Founder at OZiva said, “R&D has been an integral part of our product innovations and launches. The idea behind the launch of OZiva ‘Bettr’ Range is to provide plant-based vitamins and minerals in the most natural and purest form that is easily recognised by the body, just like the vitamins and minerals we receive from natural foods.The range is backed by multiple studies around particle size, structure of the molecules & bioavailability of plant derived micronutrients. For eg: The particle size is an important factor in nutrient absorption. Particle size of molecules that are present in plant derived vitamins and Minerals is smaller than the Synthetic analogues present in Regular Vitamins hence leading to better absorption & bioavailability.”

Read online: https://nuffoodsspectrum.in/news/7/17325/oziva-launches-plant-based-vitamins-and-minerals-for-building-immunity.html

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