NEWS | NUTRITIONALS

Plant-based nutrition brand Plix raises $5M

Plix, Mumbai-based clean plant-based nutrition brand for daily wellness and strength, has raised $5 million in Series A funding from Guild Capital and RPSG Capital Ventures.

By **Manbeena Chawla** | December 16, 2021



plant-based-nutrition-brand-plix-raises-5m

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The funds will be used for launching several first-of-its-kind products in the nutraceuticals segment tackling key health concerns. Over 85 SKUs are planned for launch in the next 12 months. The company is also looking to hire new senior leadership talent, reinforce their R&D team and enter new markets.

Founded in 2019 by Satiya Nutraceuticals, Plix has been able to build a successful brand with the unique positioning of having products that are delicious, effective, and 100% plant-based. Plix is constantly innovating to replace the conventional formats of pills with delicious gummies, superfood powders, and effervescent tablets.

The company has products across categories such as weight loss, hair and skin nutrition, daily wellness, women’s health, and workout supplements. Plix aims to reach a scale of Rs 500 crore by 2024.

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