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Ayurveda nutrition brand Kapiva launches international operations in UAE and US

Kapiva, a Mumbai-based D2C Ayurvedic nutrition brand recognized by PM Modi on the 87th episode of Mann Ki Baat, has announced that it is eyeing global expansion, starting with UAE and US.

By **Manbeena Chawla** | April 22, 2022



ayurveda-nutrition-brand-kapiva-launches-international-operations-in-uae-and-us

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With an annual run rate of Rs 120 crores, Kapiva aims to become a Rs 500 crore brand in 3 years

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With this international expansion, the brand has set a target to reach Rs 100 crores global revenue by end of FY 2024-25.

Kapiva's expansion strategy is centered around and driven by market-specific consumer insights and behaviour. As per Kapiva's market research, the US market showed increasing interest in Ayurveda with the popularity of preventative healthcare in the aftermath of the pandemic which the brand aims to leverage.

Similarly, with Indians accounting for over 50% of expats in Dubai, Kapiva believes that the initial adoption and awareness can be driven at a rapid scale. The company plans to double down on its growth strategy by parallelly driving tech-enabled customized offerings in the near future.

Ameve Sharma, Founder - Kapiva, said "With our modern and new-age offerings, we aim to introduce modern Ayurveda to every household in UAE and US to improve their daily wellness quotient. With this expansion, we aim to expand our consumer base by half a million consumers.

Read online: https://nuffoodsspectrum.in/news/30/18849/ayurveda-nutrition-brand-kapiva-launches-international-operations-in-uae-and-us.html

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