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Bengaluru-based startup Alt Co. receives $1 M funding

This Earth-friendly brand boasts nutrition-rich choices including plant-based oat milk

By **Manbeena Chawla** | June 2, 2022



> WordPress post #23661

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Green food major Alt Co., has raised $1 million in funding in a round led by major investors from Singapore, the Middle East, and India.

With this injection of funds, the Bengaluru-headquartered sustainable plant-based alternative brand will be seeking to expand and grow its sales and product basket.

Included in Alt Co.’s expansion plans is the launch of categories of proprietary plant-based dairy alternatives - among them plant-based ice creams, yogurts, hot chocolate and chocolate bars, and also plant-based eggs and plant-based nutrition.

These plans chime in with the brand’s motto of Product First. Further, in the drive towards the greening of supermarket grocery shelves, it can now be said with some justification that the Plant-Based Universe is here, and Alt Co. stands proudly at the forefront of this Green Revolution.

In the lead-up to the funding round, Alt Co. had expanded its presence into new states, increased the number of retail touchpoints, and seen a rise in online sales. Now, alongside tying up with companies in the F&B space, the brand is working with the leading R&D minds in an attempt to become the foremost plant-based concern in the Asia Pacific/Middle East/Africa (APMEA) region. And with industry veterans soon to come on board as advisors, Alt Co. is looking to propel itself to the next level - an Indian brand rubbing shoulders with the best in the world in this particular ecosystem.

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