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Superfoods Valley raises seed round of $1 M to help fight hidden hunger

Funding focuses on scaling up awareness of Good Monk Family's Secret Nutrition Mix

By **Manbeena Chawla** | April 29, 2023



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Superfoods Valley, a nutrition and food-tech startup headquartered in Bengaluru, has secured a $1 million investment as part of its seed round to scale up its flagship brand – Good Monk – A Nutrition Mix. The funding was obtained through an institutional round led by Multiply Ventures, an early stage focused Consumer VC fund.

8/10 Indians suffer from hidden hunger, but unfortunately do not take appropriate actions to solve for that, which results in poor growth for kids & health issues amongst adults. With this funding, Superfoods Valley is poised to create greater awareness & unique solutions that will help solve for hidden hunger.

The list of angel investors includes CEOs like Anand Kripalu (Ex- Mondelez, Diageo, EPL) and Bharat Puri (Ex- Mondelez, Pidilite), Naveen Kukreja (Co-founder Paisa Bazaar), Manoj Sinha (Co-founder Husk Power Systems), Chella Pandyan (Ex- Mondelez, Ex CMO Kimberly Clark, COO HealthKart), Navin Talreja, Kawal Shoor (Founders - The Womb Communications) & some other passionate creative minds and filmmakers.

Several scientific experts in the fields of health and nutrition have endorsed and extended their trust to Superfoods Valley, including well-known figures like Dr PR Krishnaswamy, the former director and founder of the Protein Foods and Nutrition Development Association of India; Dr B Sesikeran, the former director of the National Institute of Nutrition; Mallika Janakiraman, the founder of nutriQ360 Degrees; Sheela Krishnaswamy, a nutrition and wellness consultant & a former IDA president; and Dr Shovan Ganguli, an R&D Expert with over 30 years of experience.

Read online: https://nuffoodsspectrum.in/news/14/20043/superfoods-valley-raises-seed-round-of-1-m-to-help-fight-hidden-hunger.html

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