INTERVIEWS | INTERVIEW

“It’s necessary to have clear and streamlined regulations tailored to nutraceuticals”

Dheeraj Nagpal, Co-Founder, Zingavita

By **Shraddha Warde** | March 7, 2024



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Dheeraj Nagpal, Co-Founder, Zingavita

Founded in 2022, Zingavita is a Gurgaon-based leading health and wellness brand specialised in providing high-quality, tailor-made nutraceuticals and supplements. Started by Sachin Goel and recently joined by Dheeraj Nagpal as cofounder, Zingavita stands at the forefront of the health and wellness industry, offering a diverse range of high-quality supplements designed to cater to various age segments and wellness needs. The company’s commitment to a clean ingredient approach, coupled with a focus on innovation and customer education, sets it apart in the market. After COVID-19 the world saw more awareness and realisation among customers to spend more on preventive health and take charge of their health in their own hands. The Indian nutraceutical market, valued at Rs 80,000 crore last year, is projected to grow at a CAGR of 21 per cent, reaching Rs 150,000 crore in three years. Zingavita operates in 23 per cent of the Rs this market, specifically in vitamins and herbal supplements, with a keen eye on the online segment poised for rapid growth. In a conversation with NUFFOODS Spectrum Dheeraj Nagpal, Co-Founder, Zingavita shares the details about the journey. Edited Excerpts

Tell us about the journey of Zingavita. What was the idea behind initiating it?

Zingavita was founded in 2021 by Sachin Goel during the pandemic, driven by his journey to address nutritional gaps. As a new father, Sachin was concerned about his picky-eating son’s nutrition and could not find clean, transparent supplements in the market. This led to the birth of Zingavita, initially focusing on children’s nutrition with a commitment to natural and exciting formats to meet kids' vitamin and mineral needs. Our core principle is addressing nutritional deficiencies and recognising their universal impact on health. We believe supplements are crucial in preventing common diseases by ensuring the body gets essential nutrients. With the recent addition of me as a cofounder, the intention is to further strengthen its position in the health and wellness space. Together, we aim to blend Ayurveda

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