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Nutrify Today opens NutrifyGenie AI for SMEs and startups

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AI

> WordPress post #37265

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Nutrify Today announced that it is opening the full capabilities of NutrifyGenie AI—its flagship product development and go-to-market engine—to India's small and medium enterprises (SMEs) and start-ups. The move, announced by founder and chief catalyst Amit Srivastava, is designed to democratise tools that have largely been concentrated with big pharma, OTC majors, and large FMCG/consumer health players. By extending enterprise-grade capabilities to emerging companies, Nutrify Today aims to boost "speed to market" and "speed to innovation" while raising the bar on safety, compliance, and transparency.

NutrifyGenie AI stitches together the critical steps of the nutraceutical product life cycle into a guided workflow: ingredient scouting and evidence mapping; formulation design and dose rationale; claims architecture linked to published science; label and regulatory guardrails aligned to FSSAI and key export markets; and commercialisation planning, including pilot-scale considerations and channel readiness. For founders and formulators, the promise is fewer dead ends, fewer reworks, and faster iteration from concept to compliant launch. By embedding compliance checks and evidence linkages at the design stage, the platform seeks to reduce late-stage surprises—one of the most common reasons small brands burn time and capital.

Read online: https://nuffoodsspectrum.in/news/16/22699/nutrify-today-opens-nutrifygenie-ai-to-smes-and-startups-accelerating-responsible-nutrition.html
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