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D2C nutrition brand Beast Life launches Creatine Nano 400

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By **Sanjiv Das** | April 30, 2026



Beast Life

> WordPress post #39840

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Gurgaon-based D2C nutrition brand Beast Life has introduced Creatine Nano 400, a breakthrough innovation in the sports supplement category that marks the first major upgrade in creatine formulation in over 30 years.

The company operates primarily as a digital-first platform, offering a range of products including protein supplements, creatine, mass gainers, and multivitamins, catering to fitness enthusiasts, athletes, and health-conscious consumers.

Recently, the company also raised Rs 20 crore in funding to accelerate product innovation, strengthen research and development, and support its aggressive expansion plans across India and global markets.

With its current ARR at Rs 150 crore, Beast Life is now targeting an ambitious Rs 500 crore ARR within the next three years, driven by new product innovation, category leadership, and deeper market penetration.

Creatine Nano 400 delivers ultra-fine nano particles that dissolve completely in water, offer 2X faster absorption, 2X finer particles, improved muscle uptake, and zero gut discomfort.

Gaurav Taneja, Founder, BeastLife said, "Creatine has remained unchanged for more than three decades. The industry kept selling the same formula in different packaging, but there was no real innovation. With Creatine Nano 400, we are introducing the first true upgrade in this category. This is not a new flavour or pack size—it is a complete transformation of the product itself. Our recent funding will further help us accelerate innovation and scale globally."

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