

Setu Wellness targets Rs 100 Cr revenue in 3 yrs

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Wellness startup, Setu Wellness Solutions aims to offer high quality dietary supplements and nutritional solutions, eyeing Rs 100 crore revenue in three years.

The company has launched 13 products within five broad categories, vision, liver, heart, diabetes, and gut and plan to focus on online marketing and promotion.

Besides India, the startup has a partner in the product space in the US. After six months, Setu hopes to expand its product portfolio. In the initial phase, it is focused on big metros such as Tier 1 and Tier 2 cities.

Setu is a homegrown, digitally native online brand that aims to provide with high-quality, scientifically validated, natural solutions that can significantly enhance the quality of life.

OmniActive Health Technologies, the parent company, is an ingredient supplier across the dietary supplement and functional foods across the world.