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Pee Safe raises Rs 25-Cr Pre-Series B funding

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Aims to allocate funds for further R&D and product launches in the next one year



Pee Safe has raised Rs 25 crore in Pre-Series B funding in a round led by entrepreneur and investor Shaival Desai and existing Series A investor Alkemi Growth Capital.

Through this raise, Pee Safe aims to build depth in feminine hygiene and sexual wellness, and accelerate its personal care brand FURR as well as allocate funds for further R&D and product launches in the next one year. The brand is also looking at raising Series B funding later this year.

Speaking about this, Vikas Bagaria, Founder and CEO, Pee Safe, said, “We are happy about the growth prospects of Pee Safe as a brand that addresses personal and intimate hygiene holistically. The funding round will enable us to further research and development, as well as build Pee Safe as a forward-looking brand. We are happy to have Shaival Desai’s support. Alkemi Growth Capital have placed their trust in us once before and even this time, we will ensure that the association is a win-win in all respects.”

Pee Safe is helping India fight health issues brought on by unhygienic conditions through their complete personal hygiene and wellness products. Pee Safe’s online business has seen a 40 per cent jump in the current quarter and the brand has achieved over 70 per cent growth annually (FY20-21). Apart from raising $10 million in series B funding, Pee Safe is looking at expanding its retail presence from the current 10,000 stores to having a few franchise-owned brand exclusive stores (FOFO) to enhance the customer experience across India. They have already expanded overseas and are building local production of toilet seat sanitisers in Europe.