

## #startupoftheday 24- Vandelay

04 October 2021 | Features

**Quality brand of health and personal care products**



**Inception-** 2020

**Location-** Mumbai

**Domain-** Healthcare

**Founder-** Kunal Saha and Joey Saha

**Total team strength-** 70 plus

**Total funds raised-** Used a part of the revenue of SFT Technologies Pvt Ltd

**Investors-** NA

**Revenue generated since inception-** Rs 28 Crore

### **Key Highlights-**

- Have 25+ top quality products and are adding about three to six products every month to our portfolio.
- Vandelay products feature in the top 5 bestsellers list on portals such as Amazon / Flipkart. Our model has allowed our brand to be listed among the top brands with Amazon
- Vandelay has invested heavily in R&D and moulds and have several exclusive products
- Expects to close FY 2022 at Rs 70+ Crores and FY 23 at Rs 120 crores

### **Founder Speaks-**

*"Vandelay'ss health and personal care products are the need of the hour, and will remain a need due to a substantial change in the mindsets of the consumers - who do not mind paying a premium for a product that justifies the money spent. Our growth in the past 13 months signifies that the consumers have spoken. they are setting new norms and expectations are very high."*

**-Kunal Saha, Director and Co-founder, Vandelay, Mumbai**