

BioSpect

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#startupoftheday 43- Avni Consumer Care Products Pvt Ltd

01 November 2021 | Features

Focusing on holistic menstrual care



Inception- 2020

Location- Thane

Domain- Menstrual Health

Founder- Apurv Agrawal and Sujata Pawar

Total team strength- 23

Total funds raised – Rs 65 lakhs

Investor- We Founder Circle

Revenue generated since inception- NA

Key Highlights

- Provides safe menstrual hygiene products such as period wear wash, menstrual cup wash and intimate wipes that are skin-friendly, environment friendly and chemical free
- Reached over 10,000 customers within a short period
- Creating other menstrual products out of natural materials
- Envision to detoxify periods of 1 crore women & girls in India

Founder Speaks-

"We foresee that the customers are opting for more eco-friendly and skin friendly options. There is growing awareness amongst the consumers on various options at their disposal, their features, benefits and effects in the long term. Hygiene has become a buzz word and also being taken seriously by the consumers nowadays, all due to COVID-19. We believe that this is just the beginning of growth in the feminine hygiene market."

- Sujata Pawar, Co-founder and Chief Executive Officer, Avni, Thane

