

#startupoftheday 63- Sanfe

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India's revolutionary feminine hygiene and period care brand

Inception- 2018

Location- New Delhi

Domain- Women Healthcare

Founders- Harry Sehwat and Archit Aggarwal

Total team strength- 50+

Total funds raised- Rs 15 crore

Investors- LetsVenture, Ajay Garg, Tarun Sharma (mCaffeine), Arjun Vaidya, and Dhimant Parekh, Shankar Naryanan, Rohit Chanana, and Titan Capital, among others.

Revenue generated since inception- Monthly revenue rate of Rs 3 crore

Key Highlights-

- A new-age feminine intimate hygiene and skincare brand
- Product portfolio includes stand and pee device, intimate wash, intimate wipes, panty liners, organic sanitary pads, pain relief roll-on, and menstrual cups.
- Online business has grown by 55 percent in the current quarter, and the brand has achieved over 210 percent growth annually
- Claims to be having an active community of over five million users, with over 25 percent month-on-month growth
- To achieve an Annual Recurring Revenue (ARR) of Rs 45 crore in this year

Founder Speaks-

"The Indian feminine hygiene market was at Rs. 32.6 million in 2020 with an expected growth of Rs 70.20 billion by 2025, according to a report by Global NewsWire. With the society shifting towards more awareness and education, the job is becoming easier for us. For the current world of women, many are still trying to identify what problems are not meant for them to suffer on a daily basis. It is tough sometimes to make them realise the same, and educate them."

- Harry Sehrawat, Co-Founder, Sanfe, New Delhi

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