

Sleep management-based startup Neend raises \$700k in seed round

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The company offers vernacular language bedtime stories and guided meditation to make sleep more effective



Neend, India's leading mobile-based application for sleep management, has raised \$700k in its latest pre-seed round. The funding round was led by Better Capital, and saw participation from Rohit Bansal and Kunal Bahl (Founder of Snapdeal), Kunal Shah (Cred), and Nandan (Swiggy), Niraj Singh (Spinny), Sandeep Singhal (Nexus), Lalit Keshre and Harsh Jain (Groww) among others.

The funds will be used for linguistic expansion and create more depth in categories like Yog Nidra, guided meditation session, and music, amongst others. In addition to this, Neend will also collaborate with the professional sleep experts to help users to measure, understand, and fix their sleep.

Founded in 2021 by Surbhi Jain, an IIT Bombay alumnus and serial entrepreneur, Neend aims to help individuals cope up with all sleep related problems, and provides an immersive experience with its relaxing bedtime stories, soothing sleep sounds, and ambiances. Owing to the current fast paced life, a majority of Indians are dealing with stress and anxiety which often lead to sleep deprivation, which the brand is aiming to address.