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#startupoftheday 139- Savage

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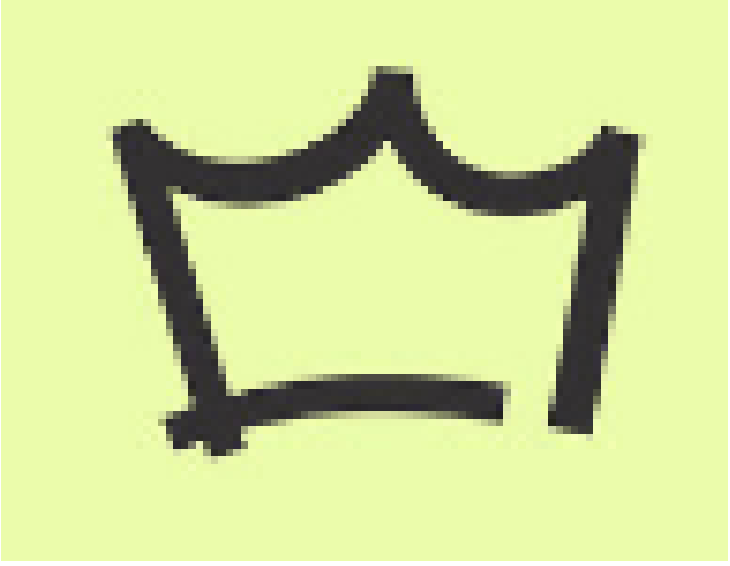
On a mission to revolutionise wellness for new-age Indian women



Inception- 2021

Location- Bengaluru

Domain- Women wellness

Founders- Ekta Tibrewal and Akshay Rajwade

Total team strength- 25

Total funds raised- Rs 14.7 crore

Investors- 3One4 Capital, RTP Global, 2 AM Capital and Utsav Somani's iSeed, backed by marquee angels like Kunal Shah of Cred, Amod Malviya of Udan and Anupam Mittal of People Group

Revenue generated since inception- NA

Key highlights-

- Within a month of its launch, Savage has influenced the lives of thousands of women who are turning to the app for dealing with lifestyle issues in a holistic non-invasive way
- Savage is the only player who is offering a unique combination of technology, health sciences, and elite experts guidance-led solutions for women
- By understanding the signals of hormones using biometric and lifestyle health data, Savage aims to help women make healthier choices through every life stage and condition
- The Savage team is committed to helping women harness the superpowers of their hormones and live, feel their best every single day leveraging technology
- Garnered the support of top trainers and nutritionists in the wellness sphere along with building a 100% digital native platform
- Entire programme is accessible through the Savage app and much of the technological innovation is homegrown
- Focus for the coming years will be on helping millions of women across India to overcome various hormonal health issues

Founder Speaks-

"There are about 200 million urban women in India of which the women's wellness industry is pegged at $50Bn. This is an opportune time for getting women to take charge of their health in a way that works with their unique physiology- and a sweet spot too that is being filled in by smart, accessible and personalised offerings from femtech players in the country. I strongly believe that technology can be huge leverage here to create an adaptive and personalised health experience for every woman and that's why at Savage we are building the future of women's wellness solutions driven by hormone cycle and technology."

- Ekta Tibrewal, Co-founder, Savage, Bengaluru