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Vieroots to invest Rs 100 Cr for nationwide expansion

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To open first-of-its-kind 50 Vieroots Experiential Centres in India by 2025



Bengaluru-based startup Vieroots Wellness Solutions is set to invest Rs 100 crores to open 50 Vieroots Experiential Centres across metro and Tier – I cities in India by 2025.

As a part of the expansion plan, the firm backed by Bollywood actor Suniel Shetty will open six first-of-its-kind interactive and immersive tech-driven Experiential Centres in Delhi, Mumbai, Chennai, Bengaluru, Hyderabad and Kochi by 2023.

Vieroots also has plans to open another Experiential Centre in Dubai. In India, the company will take franchise routes to expand its network of Experiential Centres.

Vieroots has plans to raise $10 million in a Series A funding round for expanding its core businesses. Actor Suniel Shetty, an ardent believer of preventive wellness, had invested in Vieroots.

To drive expansion, Vieroots has set up Viegyan Academy in collaboration with the Indian Association of Functional Medicine to introduce a certification programme in lifestyle coaching.