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Medical hemp startup WHOLELEAF raises Rs 1.5 Cr seed money

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Medical hemp startup WHOLELEAF, based in Gurugram, has raised seed money of Rs 1.5 crore from ah! Ventures Angel Platform and other notable angel investors.

Founded in 2020 , Wholeleaf provides a solution to one of the largest remaining unresolved problems that exists in the world today – Relief from Chronic and Neuropathic pain without the long term adverse effects of generic chemical pain management drugs.

Their medical hemp based formulations provide a one stop solution for pain management, by not only relieving pain but also relieving problems pain is often accompanied by, such as insomnia and anxiety.

Globally, hemp is one of the fastest growing industries in the world with multi - billion dollar buy in’s coming from big pharma companies such as Pfizer, Dr Reddy Labs, Arena Pharmaceuticals etc. The global market size in 2021 was $30 billion, set to grow to a whopping $200 billion by 2028. India is a huge market with an addressable market size of $2 billion wherein over 70% of the entire population i.e. 700 million people are using herbal medicines as a primary source for their healthcare needs.

Wholeleaf is working with some of the top medical physicians and product formulators in the country and has been awarded licenses for multiple formulations that relieve specific pain conditions such as Headaches & Migraines, Joint pain , Muscle pain, Cancer Pain, and Peripheral Neuropathy. They are also currently conducting clinical trials in partnership with one of the largest medical companies in India to establish credibility in the medical fraternity and build brand recall. While this is one of the first studies being done in India, globally there are multiple such studies published in medical journals with proven results.