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Gurugram-based startup Lifechart raises $500K to scale full stack AI-powered gut wellness solutions

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Set to expand diagnostic and treatment capabilities in Tier 2, 3, and 4 cities



Lifechart, a Gurugram-based full-stack gut wellness brand, has successfully raised approximately $250K from Prajay Advisors LLP, with Mumbai-based Cignas from NA Shah Advisors LLP acting as the transaction advisors to the deal. In addition to Prajay Advisors LLP, other investors i.e., Agility Ventures, Expert Dojo, and prominent angel investors such as Ahana Gautam, Nitish Mittersain - Founder of Nazara Technologies Pvt. Ltd., Sarath Sura - Founder of Sunn91 Ventures and Marwari Angels who have invested approximately $250K through convertible instruments were converted into equity in this round.

Lifechart is in the process of hiring 50 in-house Bachelor of Ayurvedic Medicine & Surgery (BAMS) and Bachelor of Homoeopathic Medicine and Surgery (BHMS) doctors, expanding its capacity to address the growing demand for gut health solutions in underserved regions.

In addition to scaling operations in smaller cities, Lifechart is set to launch India’s first plant-based microbiome-focused products specifically designed for the Tier 1 cities of India. These products will provide natural, holistic solutions, formulated by BAMS doctors, aimed at promoting better gut health.

To complement its human expertise, Lifechart is enhancing its proprietary AI engine, which is able to predict the geographical rise of gut diseases based on demographic factors and regional health patterns. This predictive model allows the company to fine-tune its service offerings and deliver more targeted and effective solutions.

To further personalise, Lifechart is planning to introduce DIY gut health diagnostic kits. These kits will allow individuals to test their gut health from home, offering a convenient and accessible way to understand their digestive issues. The diagnostic process will be paired with expert consultation and AI-powered insights, enabling customers to receive personalized lifestyle and dietary recommendations for long-term gut health improvement.

The new capital will be used to enhance our AI capabilities, launch our proprietary diagnostic solutions, and build a new brand targeting Tier 1 cities," said Mukul Shah, CEO and Co-founder of Lifechart.