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WiseLife raises Rs 8 Cr from Rukam Capital to scale yoga & wellness solutions

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Funding to scale operations and expand the supply chain



Hisar-based startup WiseLife, one-stop-solution for all yoga & home fitness essentials, previously featured in Shark Tank India Season 3, has raised Rs 8 crore in a Seed/Pre-Series A round from Rukam Capital.

The strategic investment marks a pivotal step in WiseLife's mission to become India's go-to brand for premium, eco-friendly yoga mats and other wellness products that blend unique design with affordability.

*"The current funding round will help us scale WiseLife from a boutique brand to India's No. 1 yoga brand. We will be able to do a lot more experimenting and develop even better products and content for the yoga and fitness enthusiasts,"*said Prateek Kedia, Founder of WiseLife.

The new funding from Rukam Capital comes at a time when the yoga and wellness space is witnessing exponential growth. According to IMARC Group, India's yoga mat market is projected to grow from $1.4 billion in 2024 to $2.2 billion by 2033, while the global market is expected to reach $26.5 billion by 2030. Rising health consciousness, corporate wellness programmes, increased adoption of yoga, and a shift toward eco-friendly products are driving this momentum.

WiseLife first gained national visibility after its successful appearance on Shark Tank India Season 3, where it bagged funding from all four sharks: Aman Gupta, co-founder of boAt; Anupam Mittal, founder and CEO of Shaadi.com; Ritesh Aggarwal, founder and CEO of OYO Rooms; and Namita Thapar, Executive Director of Emcure Pharmaceuticals. The founders' vision and product strategy resonated with the investors and consumers, setting the stage for further institutional backing.

With its strong customer base and growing brand resonance, WiseLife is well-positioned to lead this transformation. The company plans to launch new product lines, enhance content and community engagement, and expand distribution in the coming year.