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Guttify: Building a Diagnostics-First Approach to Personalised Gut Health

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Gut health is increasingly being recognised as an important part of overall wellness, yet consumers often rely on generic supplements and symptom-based solutions without understanding the underlying causes of digestive discomfort. Guttify is working to change this through a diagnostics-first approach that combines at-home gut screening, science-led formulations and personalised nutritional interventions. Its ambition is to move gut care beyond one-size-fits-all products towards a more measurable and data-driven model of digestive health.



Problem

Digestive concerns such as bloating, acidity, constipation and irregular bowel movements can have different underlying causes, but consumers often turn to generic remedies. Access to convenient gut-health screening and personalised guidance also remains limited. Guttify aims to bridge this gap through accessible testing and targeted nutritional solutions.

Product

Guttify offers the Gut Scan Kit, an at-home saliva-based screening product, alongside effervescent formulations such as Acid Ease, Digest Boost, Liver Lift and Apple Active. Its portfolio also includes Piles Pure and daily gut-care combinations. The company's longer-term science platform follows a test, interpret, intervene, track and learn approach to develop more personalised gut-health recommendations.

Proof

Guttify launched its Gut Scan Kit in 2025 and has developed a direct-to-consumer product portfolio addressing digestive wellness. Its official website lists multiple gut-health formulations, at-home screening products and expert consultation services. The company is also developing research capabilities around microbial signals, ingredient testing and real-world consumer outcomes.

People

Guttify operates as a gut-health brand under Lifechart and is associated with co-founders Mukul Shah and Mansi Sharma. The founding team is focused on combining modern formulation science, Ayurveda and accessible diagnostic solutions to build a consumer-focused gut-health ecosystem.

Purse

Guttify's parent company, Lifechart, raised a $500,000 seed round in October 2024, followed by a $360,000 extended seed round in May 2025, led by Prajay Advisors, the family office associated with Unichem Laboratories' founders. In February 2026, it reportedly secured another â?¹4 crore in follow-on funding, taking cumulative funding beyond â?¹10 crore.

Plan

Guttify is developing a broader diagnostics-led gut-health platform, with plans to strengthen at-home screening, microbial research and personalised nutritional interventions. Its expansion priorities include new formulations, improved diagnostic capabilities and wider distribution across Tier 1 and Tier 2 markets.

Why it matters:

Guttify is attempting to shift gut healthcare from symptom-based product purchases towards a diagnosis-first approach. By combining screening, nutritional science and personalised interventions, it is exploring an opportunity to make digestive wellness more measurable and accessible to Indian consumers.

FAST FACTS

Category	Details
Company	Guttify
Parent company	Lifechart
Legal entity	Ideawise Technologies Private Limited
Founded	2022, as listed on its company LinkedIn
Headquarters	Gurugram, Haryana
Founders	Mukul Shah and Mansi Sharma
Industry	HealthTech, Nutraceuticals, Gut Health
Core offering	Diagnostics-led gut health and personalised wellness
Key product	Gut Scan Kit
Other products	Acid Ease, Digest Boost, Liver Lift, Apple Active and Piles Pure
Technology approach	At-home screening, biological signals and personalised nutrition
Initial seed funding	$500,000, October 2024
Extended seed funding	$360,000, May 2025
Follow-on funding	â?¹4 crore, February 2026
Cumulative funding	Reported at over â?¹10 crore
Investors	Prajay Advisors, Expert DOJO, Agility Ventures, Sunn91 Ventures and other investors
Next	Expand diagnostic capabilities, develop new formulations and strengthen distribution

Disclaimer: This profile is based on company website information, company disclosures and investor-related announcements reviewed as of 5 November 2026.