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PeeSafe gets $1 mn funding

12 June 2017 | News

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PeeSafe has announced a fundraise of $1 Mn from Venture Catalysts, global VC firm Alfa Capital, Green Shots Capital, and Real Time Ventures. Angel investors such as ex-FreeCharge CEO Govind Rajan, Motilal Oswal PE Partner Amit Choudhury also participated in the round. The funding will be used to expand the product line of the parent company Redcliffe Hygiene and to expand to global markets starting with the US, Europe, Middle East, and Southeast Asia.

PeeSafe was founded by the husband-wife duo of Vikas and Srijana Bagaria in 2015 and is now run by Redcliffe Hygiene Pvt. Ltd. PeeSafe is a clinically approved, isopropyl, alcohol-based, quick-drying toilet seat sanitizer, as per a company statement. The company claims to have sold 200K units of PeeSafe since inception, across retail stores at an MRP of INR 180.

The company's core focus is on providing affordable, personal hygiene care to women while travelling and in other areas of their lifestyle such as while attending gym sessions. For this purpose, Redcliffe has also introduced products such as GymSafe, MoskitoSafe, and PalmSafe along with PeeSafe and is exporting globally to Nigeria, Australia, and Singapore and the UAE.

PeeSafe was started with the idea of saving over 150 Mn women globally from Urinary Tract Infection (UTI) and other diseases caused by unhygienic public washrooms.