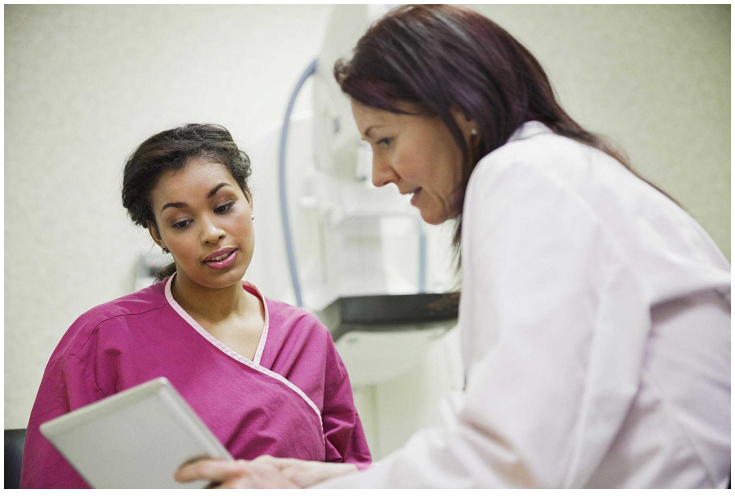
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Avni Wellness raises Rs 4 Cr to scale operations in femtech and womenâ??s wellness market

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Funds to be deployed for building women-led microentrepreneur channel to boost profitability



Mumbai-based startup Avni Wellness, a science-backed women's health brand building an integrated ecosystem across menstrual hygiene, cycle nutrition, and awareness-led care, has raised Rs 4 crore in a strategic funding round as it looks to scale its operations in India’s rapidly evolving femtech and women’s wellness market.

The company operates in a category that is undergoing a structural shift, moving away from fragmented hygiene-led consumption toward lifecycle-based health models that integrate nutrition, preventive care, and long-term hormonal wellness.

The feminine hygiene products market is projected to reach Rs 70.20 billion by 2025, reflecting steady category growth. However, women’s nutritional and hormonal wellness remains significantly underpenetrated in comparison, indicating a large whitespace for science-led brands to build more integrated and preventive health solutions.

The round was led by Proteus Partners, Avni's earliest institutional backer, with the team playing an active role in building the ecosystem alongside the founder. Operator-investors Puru Gupta and Sreejith Moolayil (ex co-founders of True Elements) bringing direct D2C category expertise, while Dr A. Velumani (ex founder, Thyrocare) and impact investor Somya Nigam invested through Bharat ke Super Founders.

Avni Wellness said the capital will be used to strengthen its digital commerce engine, expand its cycle nutrition portfolio, and scale its women led micro entrepreneur network to 10,000 entrepreneurs across Bharat. Avni Wellness’ portfolio includes India’s first patented antimicrobial reusable pad and a liposomal iron supplement aimed at better nutrient absorption to address widespread iron deficiency among Indian women.

The brand also offers solutions across PCOS care, calcium support, UTI and vaginal health, and seed-based hormonal nutrition, creating a comprehensive lifecycle approach to women’s health.