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"Advanced microbiome testing can still be expensive for mass-market Indian consumers"

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Gurugram-based Guttify, a health-tech startup offering gut health diagnostics and science-backed supplements, is planning to raise around Rs 20 crore to scale its diagnostic capabilities, strengthen technology and accelerate product innovation. BioSpectrum took this opportunity to interact with Mukul Shah, Co-Founder of Guttify to find out how the company plans to strengthen its presence within the gut healthcare and microbiome market in India.



What new diagnostic technologies or products are currently in Guttify's R&D pipeline?

At Guttify, our larger R&D vision is to make gut health more measurable, personalised and accessible. Today, digestive healthcare often begins only when symptoms become persistent enough for a consumer to seek medical attention. We see an opportunity to create an earlier layer where consumers can understand their gut-health signals and take informed action.

Our platform follows a diagnosis-first approach, beginning with accessible at-home gut assessment and connecting those insights with expert guidance and targeted nutritional interventions.

One of our key R&D priorities is to make at-home gut assessment simpler and more scalable. We are working on improving our existing Gut Scan platform, including easier sample handling, more consumer-friendly interpretation and a stronger digital layer around the testing experience.

Another major focus is **GutGPT, our AI-led gut-health intelligence and consultation layer**. Rather than functioning as a generic chatbot, GutGPT is being designed to bring together symptoms, lifestyle, diet, digestive patterns, previous interactions and diagnostic inputs to create a longitudinal gut-health profile for each consumer.

This can help move the category from one-time recommendations towards continuously personalised gut-health journeys.

We are also evaluating next-generation diagnostic approaches and biomarkers that can potentially be incorporated into the platform as they become scientifically and commercially viable.

On the product side, our R&D is increasingly focused on convenient daily formats addressing areas such as fibre, digestion, constipation, acidity and microbiome support. The objective is to make gut health part of everyday preventive care rather than something consumers address only after symptoms become severe.

What is driving Guttify's decision to raise Rs 20 crore at this stage, and what key milestones do you aim to achieve with this capital?

We believe Guttify has reached an important transition point from proving consumer demand for a diagnosis-led approach to building the infrastructure required to scale it.

Over the past year, we have seen strong growth and increasing consumer acceptance of a more diagnostic-led approach to gut health. Our ambition is also evolving beyond selling digestive-health products. We are building an integrated platform spanning diagnostics, consultation, personalisation and targeted gut-health solutions.

The proposed **Rs 20 crore fundraise** is therefore primarily intended as growth and capability capital. A significant portion will go towards strengthening our technology and AI infrastructure, particularly GutGPT and the consumer health-profile layer behind it. We also plan to invest in diagnostic R&D, product development and scientific validation.

The second priority is distribution. We aim to expand our digital reach while building a stronger presence in Tier 2 and Tier 3 markets, where demand for accessible healthcare solutions is increasing but specialised support can still be difficult to access.

We will also invest in the team and operational infrastructure required to serve a significantly larger consumer base without compromising personalised engagement.

For us, the key milestone is not simply a revenue number. It is demonstrating that a diagnosis-first gut-health model can operate at scale, drive meaningful repeat behaviour and establish a deeper relationship with consumers than a conventional transactional wellness brand.

How will the company use the new funding to expand beyond Tier 1 cities and reach consumers in Tier 2 and Tier 3 markets?

Gut-health challenges are not restricted to metropolitan India. We see significant potential for digestive-health solutions beyond the largest cities, but the consumer journey is different across markets.

In Tier 1 cities, consumers are generally more comfortable researching symptoms online, purchasing wellness products digitally and experimenting with newer diagnostic formats. In Tier 2 and Tier 3 markets, trust, affordability, assisted consultation and communication in familiar languages become much more important.

Our strategy therefore cannot be identical across markets. We intend to build a **hybrid distribution and engagement model** that combines digital acquisition with assisted consultation. AI can help make personalised guidance more accessible and cost-effective, while human experts remain an important part of the journey when intervention or escalation is required.

Vernacular interfaces will also become increasingly important. GutGPT ultimately needs to communicate with consumers in the language and context they are most comfortable with.

The combination of affordable diagnostics, AI-led personalisation, expert support and accessible products can help reduce the barriers to specialised gut-health support outside India's largest cities.

How are you building scientific validation and real-world evidence around your products and personalised interventions?

Consumer healthcare cannot be built purely on marketing claims. Scientific credibility and evidence will become increasingly important as the gut-health category expands.

At Guttify, we look at validation at multiple levels. The first is **formulation science**. Our products are developed around ingredients and interventions supported by established scientific literature, appropriate dosage considerations, and defined use cases, rather than simply following popular wellness trends.

The second layer is **real-world evidence**. Because we interact directly with consumers, we can understand what happens after an intervention, whether symptoms improve, whether consumers continue a regimen, which products or protocols work better for particular profiles, and where an intervention does not deliver the expected outcome.

As this dataset grows, our objective is to build structured, anonymized longitudinal evidence connecting consumer profiles, symptoms, interventions, and outcomes.

The third layer is formal scientific validation. As we scale, we intend to increase collaborations with clinicians, laboratories, research institutions, and relevant scientific partners to independently evaluate selected diagnostics and interventions.

We believe the combination of published scientific evidence, structured real-world outcomes, and formal validation can provide a stronger foundation than relying on testimonials alone.

At the same time, AI does not replace clinical judgement. Our technology is being designed with defined safety boundaries and escalation pathways for symptoms or situations that require medical evaluation.

Looking ahead three to five years, how does Guttify aim to strengthen its presence in the Indian healthcare market?

Our ambition is to build Guttify into a **consumer gut-health platform rather than simply a nutraceutical brand**. Today, digestive healthcare remains fragmented. A consumer may search for symptoms online, consult a doctor, undergo diagnostics at another facility, purchase supplements from a separate platform, and receive little structured follow-up.

We believe these layers can become much more connected.

Over the next three to five years, we want to create a **longitudinal Gut Health ID** for consumers — a dynamic profile built from symptoms, lifestyle, nutrition, diagnostic signals, interventions and outcomes.

GutGPT can serve as the intelligence layer connecting these data points and helping consumers navigate their gut-health journey.

As the platform matures, our ambition is to become increasingly predictive and preventive: identifying patterns earlier, recommending appropriate interventions and directing consumers to qualified healthcare professionals when required.

India has the potential to build healthcare models differently from Western markets because of its scale, digital adoption and cost sensitivity. By combining affordable diagnostics with AI and targeted interventions, specialised gut-health support can potentially become accessible to a much larger consumer base rather than remaining a premium urban service.

What are the major challenges and opportunities facing the gut-health market in India?

The biggest opportunity is that awareness around gut health is growing rapidly, while the category itself is still relatively early.

Consumers increasingly understand that digestion can influence everyday quality of life, including nutrition and overall wellbeing. At the same time, issues such as constipation, acidity, bloating and irregular bowel habits are common and are often self-managed for extended periods.

This creates a significant opportunity for preventive and personalised gut-health solutions.

However, the category also faces important challenges.

The first is **consumer education**. “Gut health” has become a popular term, but consumers can easily become overwhelmed by probiotics, prebiotics, fibre, microbiome tests and a wide range of wellness claims.

The second is **scientific credibility**. As the market grows, companies will need to distinguish between products built around evidence and those driven primarily by trends.

The third challenge is **affordability**. Advanced microbiome testing can still be expensive for mass-market Indian consumers. Innovation therefore needs to focus not only on making diagnostics more sophisticated but also on reducing the cost of obtaining meaningful health insights.

Finally, **personalisation itself is a challenge**. Two consumers experiencing constipation, for example, may have very different diets, lifestyles, medication histories and underlying causes. A single product or intervention cannot necessarily work for everyone. That is ultimately where we see the opportunity for Guttify.

The next phase of gut health will not simply be about selling consumers another probiotic. It will be about **understanding the individual first, measuring where possible, intervening intelligently and learning continuously from outcomes**

If India can solve that equation at an affordable price point, gut health can evolve from an emerging wellness category into a more meaningful component of preventive consumer healthcare.

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