

# BabyOrgano Raises \$150K in Pre-Seed Funding to Fuel Innovation and Expansion in Ayurvedic Baby Care Space

BabyOrgano Raises \$150K from DevX Venture Funds



**Ahmedabad, Gujarat Aug 9, 2023 ([Issuewire.com](https://www.issuewire.com)) - [BabyOrgano](https://www.babyorgano.com), a pioneering Ayurvedic baby wellness and personal care startup, has announced a significant milestone with the successful raise of \$150,000 in pre-seed funding from DevX Venture Funds. The funding marks a pivotal moment in the company's journey to revolutionize early childhood healthcare and wellness through Ayurvedic principles.**

Founded by [Riddhi Sharma](#), BabyOrgano is on a mission to provide safe, natural, and effective healthcare solutions for children by harnessing the power of Ayurveda. The brand's innovative approach combines traditional wisdom with modern accessibility, ensuring parents have access to reliable products they can trust for their little ones.

The raised funds will serve as a catalyst for BabyOrgano's ambitious expansion plans, which include:

The funding injection will drive the creation of innovative and effective Ayurvedic products tailored to the specific needs of children. BabyOrgano also aims to raise awareness about the benefits of incorporating a holistic Ayurvedic approach in early childhood healthcare. With the goal of growing its customer base fivefold, BabyOrgano seeks to empower more families with its Ayurvedic offerings. To support its growth

trajectory, BabyOrgano will bolster its team, ensuring the delivery of top-quality products and services.

Riddhi Sharma, Founder and CEO of BabyOrgano, expressed her enthusiasm about the funding round: “The funding comes at a time when we are seeking to expand our product range while increasing awareness about Ayurveda’s intrinsic strengths. At BabyOrgano, we work on offering the best-in-class health & wellness solutions based Ayurvedic products to the Indian Kids. We are at a stage in our growth journey where our focus is to launch new innovative products and benefiting more children with the power of Ayurveda. Funding will be deployed towards these goals and creating a robust team.”

Co-founder [Ripul Sharma](#) emphasized the unique proposition of BabyOrgano: “There are baby care brands that offer a natural approach, but none of them offer the higher order benefit of ‘Ayurvedic,’ which creates a clear white space. BabyOrgano, a D2C startup stands out from the rest because we focus on nurturing early life with an Ayurvedic approach and connecting kids with our 5000 years old culture. From ingredient sourcing to product formulations, and even the manufacturing processes, we are taking care of every minute details”

The pre-seed funding represents a significant stride for BabyOrgano and aligns with its vision of mainstreaming Ayurvedic wellness and personal care for children. The company is poised to emerge as the preferred choice for parents seeking holistic and effective solutions based on ancient Ayurvedic wisdom.



## Media Contact

BabyOrgano

[ripul@babyorgano.com](mailto:ripul@babyorgano.com)

6353847155

Source : BabyOrgano

[See on IssueWire](#)