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Pee safe appoints Pragya Upadhyay as VC, Growth

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At Pee Safe, Pragya will be looking at 200% growth annually in business and will be in charge of B2B Partnerships and Alliances over the next 3 years



Pee Safe has announced that ex-VanityCube Co-Founder Pragya Upadhyay has joined the company as Vice President – Growth. In this capacity, Pragya will spearhead Pee Safe's B2B Partnerships and Alliances and steer the business towards 200% growth over the next 3 years.

Pee Safe is helping India fight health issues brought on by unhygienic conditions in washrooms and incomplete personal hygiene in general.

Pee Safe now has several solutions in the personal wellness and intimate hygiene category. These include eco-friendly sanitary pads, organic tampons, menstrual cups and panty liners, breast pads, natural intimate washes, wipes and sweat pads for both men and women, Palm Safe hand sanitizer, Moskito Safe mosquito repellent, and anti-pollution masks.

Speaking about this, Pragya Upadhya said, "I am extremely happy to join Pee Safe. It is not only a one-of-its-kind brand in India but also a disruptor in the hygiene products segment globally. I hope to leverage my experience in marketing, operations and product management to further develop Pee Safe as a leader in this segment and augment processes."

Adding his comments, Vikas Bagaria, Founder, Pee Safe, said, "We are very happy to have Pragya on board. She is an extremely diligent, hardworking and result-oriented professional. We look forward to a fruitful and mutually beneficial association with her."

Pragya is an entrepreneur with over 8 years of experience in digital marketing, operations, product management and process improvement. She co-founded VanityCube, India's 1st Travelling Salon for Men and Women with operations in Delhi/NCR, Mumbai, Bangalore and Pune. The venture provides professional on-demand beauty and wellness services at customers' homes and offices. Pragya co-founded VanityCube.in in 2014 and used her experience and knowledge to lead the product management and development in the venture. She also successfully raised INR 23 crore from angel and institutional investors.