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#startupoftheday 24- Vandelay

04 October 2021 | Features

Quality brand of health and personal care products



Inception- 2020

Location- Mumbai

Domain- Healthcare

Founder- Kunal Saha and Joey Saha

Total team strength- 70 plus

Total funds raised- Used a part of the revenue of SFT Technologies Pvt Ltd

Investors- NA

Revenue generated since inception- Rs 28 Crore

Key Highlights-

- Have 25+ top quality products and are adding about three to six products every month to our portfolio.
- Vandelay products feature in the top 5 bestsellers list on portals such as Amazon / Flipkart. Our model has allowed our brand to be listed among the top brands with Amazon
- Vandelay has invested heavily in R&D and moulds and have several exclusive products
- Expects to close FY 2022 at Rs 70+ Crores and FY 23 at Rs 120 crores

Founder Speaks-

"Vandelay'ss health and personal care products are the need of the hour, and will remain a need due to a substantial change in the mindsets of the consumers - who do not mind paying a premium for a product that justifies the money spent. Our growth in the past 13 months signifies that the consumers have spoken. they are setting new norms and expectations are very high."

-**Kunal Saha, Director and Co-founder, Vandelay, Mumbai**