

## #startupoftheday 43- Avni Consumer Care Products Pvt Ltd

01 November 2021 | Features

**Focusing on holistic menstrual care**

**Inception-** 2020

**Location-** Thane

**Domain-** Menstrual Health

**Founder-** Apurv Agrawal and Sujata Pawar

**Total team strength-** 23

**Total funds raised** – Rs 65 lakhs

**Investor-** We Founder Circle

**Revenue generated since inception-** NA

**Key Highlights**

- Provides safe menstrual hygiene products such as period wear wash, menstrual cup wash and intimate wipes that are skin-friendly, environment friendly and chemical free
- Reached over 10,000 customers within a short period
- Creating other menstrual products out of natural materials
- Envision to detoxify periods of 1 crore women & girls in India

### Founder Speaks-

*"We foresee that the customers are opting for more eco-friendly and skin friendly options. There is growing awareness amongst the consumers on various options at their disposal, their features, benefits and effects in the long term. Hygiene has become a buzz word and also being taken seriously by the consumers nowadays, all due to COVID-19. We believe that this is just the beginning of growth in the feminine hygiene market."*

**- Sujata Pawar, Co-founder and Chief Executive Officer, Avni, Thane**

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