



## #startupoftheday 58- NovoBliss Research Pvt Ltd

24 November 2021 | Features

**Advancing innovation & science for healthy life**

**Inception-** 2020

**Location-** Ahmedabad

**Domain-** Clinical research

**Founders-** Dr Nayan Patel and Maheshvari Patel

**Total team strength-** 8-10

**Total funds raised-** Rs 15 lakh

**Investors-** NA

**Revenue generated since inception-** NA

### Key Highlights-

- Exclusive Contract Research Organization for clinical research and clinical trial activities for Nutraceuticals & pharmaceuticals
- offering sole consultancy on product development and marketing
- To focus on the most promising revenue-generating segments on basis of the previous year's sales revenue and business expansion at the India site with 6 to 8 Crore revenue generation targets with ROE (Return on Equity) from 5-20%.
- To expand site office in North America i.e. Florida or New Jersey by 2025

### Fonder Speaks-

*"Nutraceuticals is evolving industry exponentially, along with Ayurveda also called as Natural Health Supplements / Traditional medicines – consumer awareness about these products safety, efficacy, and label claims substantiation has increased. The government is making rules stricter for labeling instructions and FSSAI, AYUSH governing body is working in the same directions to have safe and healthier products in the market."*

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