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#startupoftheday 163- Knya Enterprise Pvt Ltd (Knya Med)

28 June 2022 | Features

Indiaâ??s largest online first medical apparel brand



Inception- 2020

Location- Mumbai

Domain- Medical apparel (Textile)

Founders- **Vanshika Kaji and Abhijeet Kaji**

Total team strength- 35

Total funds raised- Bootstrapped

Investors- NA

Revenue generated since inception- NA

Key highlights-

- KNYA Med is aiming to be the Nike for medical professionals
- Goal is to provide functional and fashionable apparel to every doctor, nurse and student across India through digital channels
- KNYA Med's EcoFlex Technology is constructed entirely of recycled polyester sourced from ocean debris PET bottles
- Has one of the smallest carbon footprints and is manufactured using a traceable manufacturing process that can be verified using the Global Recycling Standard (GRS)
- Has become one of the leading suppliers of medical scrub suits, lab coats, face masks, compression socks, and scrub caps to more than 500 medical institutions in 1000 locations across the country in the year and a half since the outbreak
- Earlier in the brand's evolution, it could only work with private hospitals after supplying enough PPE kits to government-run hospitals. As they began to meet their goals over the next four or five months, they began to form ties with significant private institutions such as Narayana Health, HN Reliance Foundation Hospital, Jaslok Hospital, and SevenHills Hospital, Fortis, and others
- Plans to utilise both digital and offline methods to get as near to these medical heroes as possible in order to make their purchases more convenient

Founder speaks-

"India is the world's second-largest textile producer after China. However, when it comes to technical textiles, India is still in its infancy. Medical gear has been overlooked for years, but it has recently gained a lot of attention. In light of present macroeconomic conditions, the supply side appears to be the most difficult. Another problem for the firm is obtaining sustainable raw materials of constant quality and cost. Furthermore, sales for KNYA Med have increased by over 150 % in the last month. To keep up with the pace of expansion, we'll need to scale up operations and output. Everyone at KNYA has had a fantastic adventure so far, and they are looking forward to the many challenges that lie ahead. Technology has played a huge part in elevating India's reputation for high-quality medical apparel. Changes in technology have enabled India to capture niche segments, by developing products that are customized and manufactured to cater to specific consumer needs. In addition, an increased number of young doctors are being trained across various top medical schools, which has created a surge in demand for cool, functional, and fashionable medical apparel."

- Vanshika Kaji, Co-founder, Knya Enterprise Pvt Ltd (Knya Med)