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Menâ??s health and wellness startup Bonatra raises Rs 5.5 Cr in Pre-Seed Round

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Funding will be used to expand tech & product offerings, build the team and grow the customer base



Bonatra, a doctor-led IoMT (Internet of Medical Things) startup for men's health issues, has raised Rs 5.5 crore in a pre-seed round led by ITI Growth Opportunities Fund with participation from marquee angel investors like Jitendra Jagadev, Founder, Nestaway and Helloworld, and Rajesh Yabaji, Founder, Blackbuck.

Other investors who participated in the round include Satish Shetty and Anuj Bishnoi, Founders, Morningcart (Big Basket Daily), Ankit Maheshwari, CFO India, Cars24, Divyanshu Anand, VP, Cars24, Ankit Agarwal, VP, Global Business, OYO, Shakeeb Anwar, Head, Virtusa, UK, Sarath Ruthvic, VP, Brookfield, and others.

The funding will be used to expand technology and product offerings, build the team and grow the customer base.

Founded in March 2022, Bonatra integrates clinical acumen with technology to achieve holistic health for men. The solutions at Bonatra include personalised, targeted lifestyle, nutritional and fitness interventions to balance hormones, managing early andropause, gut reset and correcting gut dysbiosis (imbalance in gut bacteria) and harnessing natural detox procedures to reduce heavy metal toxicity in the body.

Over the next six months, Bonatra plans to partner with 2000 doctors to help patrons recover from various conditions like diabetes, thyroid, BP, sexual health issues, fatty liver, weight issues, etc.