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Pee Safe closes partial Series B round with $3 M from Natco Pharma, Rainmatter Health

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To accelerate expansion efforts and establish as the leading brand in the rapidly growing intimate wellness sector



Gurugram-based Pee Safe, a leading hygiene and wellness brand owned by Redcliffe Hygiene Private Limited, has partially closed their Series B round. The company has received $3 million out of their total round size of $6 million (approximately Rs 50 crore). The funding was led by Natco Pharma, a leading pharmaceutical company, and Rainmatter Health, supported by Nithin Kamath and Nikhil Kamath, founders of Zerodha. Alkemi Growth Capital, an existing investor, also participated in the round.

Pee Safe was established with the primary goal of addressing a significant concern for women: the risk of Urinary Tract Infections resulting from unsanitary toilet seats and the lack of access to hygienic public restrooms. Through extensive research and development, the company successfully introduced its inaugural product, a toilet seat sanitizer spray. Since then, Pee Safe has expanded its product line to include over 25 offerings, centering on hygiene, menstrual care, and grooming. Today, Pee Safe endeavors to alleviate various challenges related to hygiene, wellness, and intimate care by providing sustainable solutions, affordable pricing, and innovative products.

The company has served over 6 million customers (with over 700K registered customers on their website) and impacted the lives of over 200K menstruators from underprivileged backgrounds through awareness drives and donated over a million menstrual care products. In January 2020, Pee Safe was awarded Amazon Best Brand of the Year 2020 in presence of Jeff Bezos for their remarkable achievements on Amazon India.