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Kapiva launches Rs 50 Cr innovation fund to build future-ready ayurveda ecosystem

21 January 2026 | News

The fund will back institutions, startups and researchers building evidence-based Ayurvedic solutions



Bengaluru-based Kapiva, India’s first modern holistic Ayurvedic brand for millennials, has announced the launch of the Kapiva Innovation Fund (KIF), a commitment of up to Rs 50 crore to support research and innovation in Ayurveda.

KIF will back projects across academia, labs and startups that focus on R&D in Ayurvedic science and create clinically validated solutions for real-world health problems.

With this initiative, Kapiva aims to help build an Ayurveda research ecosystem that matches global pharmaceutical standards. KIF will support work in areas such as novel formulations, standardisation and phytochemistry, AI in Ayurveda, pre-clinical and clinical studies, new extraction technologies, bioactive enhancement, tech-enabled wellness models, etc.

Applications will be invited from research institutions, PhD scholars, clinicians, hospitals, early-stage startups and incubators working in or adjacent to Ayurveda, plant-based therapeutics and integrative health.

The fund is structured to nurture innovation throughout the entire development process. Whether a project is in the initial research phase or nearing commercialisation, KIF will offer the necessary capital, mentorship, and clinical resources. This support system ensures that high-potential scientific ideas are successfully translated into practical, real-world solutions.

Kapiva already runs one of India’s most advanced Ayurveda R&D programmes, with clinical trials on flagship products and a dedicated in-house research team. The company collaborates with leading institutions like Translational Health Science and Technology Institute (Ministry of Science and Technology, GoI), Manipal College of Pharmaceutical Sciences (MCOPS, MAHE), Manipal Hospitals among others on various research projects. As part of this focus on scientific rigour and transparency, Kapiva follows stringent testing protocols across raw materials, packaging and finished products, with several Shilajit-based offerings like the Shilajit Gold Resin, already carrying Certificates of Analysis, and the same standards being progressively extended across its portfolio.