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DUSQ raises Rs 24 Cr to challenge global sleep-tech leaders

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To support DUSQâ??s mission to move sleep technology from tracking data to regulating recovery



DUSQ, a Delhi-based sleep science and recovery startup, has raised Rs 24 crore in seed funding led by Fireside Ventures, with participation from Antler India, Climber Capital, Startup Sherpas, Vaishav Investments, Avnish Anand (Founder, CaratLane) and Shivam Puri (CEO, Cipla Health).

The capital will be used to scale what the company calls the world's first sleep regulation platform - expanding its neuroscience and hardware teams, deepening IP development, strengthening its fully equipped in-house sleep laboratory, and preparing for a US launch into the rapidly growing global sleep economy.

In a market dominated by wearables that generate sleep scores and dashboards, DUSQ is positioning itself as a regulation-first company. Its core hypothesis: modern sleep failure is driven by brain–body desynchrony, and true recovery requires biological regulation, not just tracking.

DUSQ's journey began with *InnerGize*, a stress-focused wearable that gained national visibility through *Shark Tank India*. While the early traction confirmed strong consumer demand, it also revealed that stress was often a symptom - and sleep was the root. Over two years of research, the team analysed more than 50 million physiological data points to formulate a regulation model that connects autonomic signaling and neural downshifting to fragmented recovery.

Rather than scaling prematurely, the company made the uncommon decision to step back and invest in long-horizon research. This phase resulted in a fundamental rebrand to DUSQ: a company built on the principle that sleep is a biological process that needs regulation, not just measurement.

Over the past year, DUSQ has conducted structured trials inside its proprietary sleep laboratory, testing autonomic recovery pathways under controlled conditions. Early results demonstrate the system's ability to support sustained recovery cycles and stabilise uninterrupted sleep patterns—a shift from merely observing rest to actively facilitating it.

The Rs 24 crore seed round also marks a significant moment for Indian med-tech. The global sleep technology market has historically been dominated by US and European players. As it prepares for its US launch, DUSQ is shifting the global conversation from sleep optimisation to sleep restoration.