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Menstrual hygiene focused startup HealthFab raises Rs 20 Cr in Series A from Atomic Capital

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Funds raised will be strategically deployed for expanding its holistic period care product portfolio



Menstrual hygiene focused startup HealthFab has raised Rs 20 Crore in Series A from Mumbai-based Atomic Capital. Funds raised will be strategically deployed for expanding its holistic period care product portfolio, scaling distribution including quick commerce, and expanding manufacturing capacity to support growth.

Founded in 2019 by Kiriti Acharjee, Sourav Chakrabarty, and Satyajit Chakraborty, Bengaluru-based HealthFab is India's holistic period care company that provides innovative yet affordable health and hygiene solutions. The company is best known for GoPadFree leak-proof reusable cotton period underwear which is designed to replace traditional sanitary pads by solving leakage problems and offering multi-layered absorbent systems which can hold up to several pads.

Featured on SharkTank India, HealthFab is the number one brand in reusable period underwear on Amazon India and earned the company India's only dual BIS certification for 50-wash durability and anti-bacterial performance.

The company has grown 3x in revenue growth year-on-year, ranked #1 on Amazon India in the reusable period underwear category and growing direct-to-consumer subscriber base with strong repeat purchase rates driven by cycle-aligned product design. HealthFab is also expanding beyond D2C into general trade (GT) and quick commerce channels, broadening its reach to new consumer segments — including first-time period care switchers and urban consumers seeking on-demand access to science-backed period wellness products.

In the next 12 months, HealthFab plans to grow 3x in revenue and aims to deepen retention through digital engagement with its existing consumer base, and establish itself as India's leading holistic period care brand — not just a product, but a complete period wellness ecosystem.