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Sova Health: Turning Microbiome Data into Personalised Wellness

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Sova Health is building a personalised healthcare model around gut microbiome science, combining diagnostic testing, nutritional interventions and tailored supplements to help individuals better understand their gut health. The startup aims to move beyond one-size-fits-all wellness solutions by translating individual health data into personalised recommendations and interventions.

Sova

Problem

Generic supplements and dietary recommendations may not address individual differences in gut microbiomes. Sova aims to bridge this gap through science-backed testing and personalised interventions.

Product

Sova offers gut microbiome and food intolerance testing, expert consultations and customised supplements. Its portfolio also includes Sova X, a personalised probiotic solution based on individual microbiome profiles.

Proof

In July 2026, Sova had expanded partnerships with hospitals and wellness clinics, including Sri Ganga Ram Hospital and Medanta. The company also reported revenue growth of 32 times since inception.

People

Sova was founded by Tanveer Singh & Max Kushnir. Their combined focus on business growth and microbiome science underpins the company's personalised health approach.

Purse

Sova's investors include Antler, Goodwater Capital, LetsVenture and Venture Catalysts. The company has not publicly disclosed its total funding in its BioSpectrum India profile.

Plan

Sova is focused on expanding partnerships with hospitals, corporate wellness programmes and insurance providers, while growing its direct-to-consumer business. It also aims to build a unified health platform integrating biomarkers, diagnostics, wearables and personalised interventions.

Why it matters:

Sova is bringing microbiome science and personalised nutrition into India's growing preventive healthcare market, with a model that links testing, tailored supplements and expert support.

FAST FACTS

Category	Details
Company	Sova Health
HQ	Gurugram, Haryana
Founded	2023
Founders	Tanveer Singh and Max Kushnir
Industry	HealthTech, microbiome science and personalised wellness
Core offering	Microbiome testing, consultations and personalised supplements
Investors	Antler, Goodwater Capital, LetsVenture, Venture Catalysts

Reported growth	32× revenue growth since inception
Next	Expand institutional partnerships and develop an integrated precision-health platform

Disclaimer: This profile is based on publicly available information and company disclosures. Business performance figures should be verified with the company before publication.