Nutriventia Secures Strategic Growth Investment from NDude Labs to Accelerate Global Expansion

Capital will fund clinical R&D, scale branded ingredients portfolio and proprietary delivery platform, and establish dedicated US commercial operations.



Nutriventia Logo

MUMBAI, MAHARASHTRA, INDIA, September 18, 2026 / EINPresswire.com/ -- Nutriventia Private Limited, a science-led Indian nutraceutical ingredients company specializing in clinically validated, proprietary branded ingredients, today announced it has closed a strategic growth investment from NDude Labs, a strategic investment firm. The investment comes as global demand for clinically substantiated, science-backed nutrition ingredients continues to accelerate, with brands and consumers increasingly seeking proof over promises.

> This partnership ensures that we can aggressively deepen our clinical pipeline and advance our delivery platforms without compromising on our scientific rigor."
>
> *Vishal, Co-Founder & Managing Director, Nutriventia*

"We built our proprietary delivery platforms to solve genuine pharmaceutical-grade challenges around bioavailability, stability, and dosing efficacy", said Vishal, Co-Founder & Managing Director, Nutriventia. "This partnership ensures that we can aggressively deepen our clinical pipeline and advance our delivery platforms without compromising on our scientific rigor.", he added.

About the Investment

The capital will deepen Nutriventia's clinical R&D and expand its portfolio of proprietary branded ingredients — TurmXTRA, CaffXtend, C-Fence, Melotime, Ashwanova (Prolanza), and ALAXTRA — while scaling the company's proprietary E.D.G.E. low-dose delivery platform behind the next generation of actives.

Alongside that, Nutriventia will build out a senior U.S. commercial team ahead of expansion into Europe and APAC, and broaden its scientific communication and thought leadership in key global

markets.


NDude team and Nutriventia cofounders celebrating the deal closing

"Every stage of Nutriventia's growth has been anchored in one principle: lead with the science, and the market follows. NDude Labs recognized that our intellectual property is built on hard evidence rather than marketing narratives.", said Rajat Mittal Shah, Co-Founder & Executive Director, Nutriventia. "This investment allows us to accelerate our global commercial reach, and aggressively expand our commercial infrastructure across key international markets, establish direct leadership on the ground, and deliver our clinically validated branded ingredients to top-tier wellness brands worldwide.", she further added.

Nitin Thakor, Managing Director, NDude Labs, said, "Nutriventia represents the kind of business we want to partner with at NDude Labs —science-led, innovation-driven and built in India with the potential to become a global category leader. We have been particularly impressed by the team's ability to combine pharmaceutical-grade science with a deep understanding of what consumers and brands need, and to translate that into differentiated, clinically supported ingredients. We believe NDude's operating experience, relationships across India and the U.S., and AI-native approach can help accelerate Nutriventia's next phase of growth, and we are excited to work alongside Vishal and Rajat to build a category-leading business."

About Nutriventia

Nutriventia is redefining what rigor looks like in nutraceutical ingredient science, building clinically substantiated actives held to the same standard as pharmaceutical development, not just industry claims. Backed by more than 40 years of pharmaceutical-grade expertise, the company has turned the supplement industry's hardest problems, bioavailability, efficacy, and dose delivery, into a defensible competitive edge. That expertise now powers a growing portfolio of proprietary, clinically substantiated branded ingredients, including TurmXTRA, Ashwanova (Prolanza), Melotime, CaffXtend, C-Fence, and ALAXTRA, all delivered through the company's proprietary E.D.G.E. platform, engineered for smaller, more effective doses with focus on efficacy. The company's science portfolio includes 50+ studies of which there are 23 clinical studies and 19 peer-reviewed publications, with 13 patents granted globally. Nutriventia has a presence in over 28 countries.

About NDude Labs

NDude Labs is an investment holding company and operating partner focused on building category-leading healthcare and wellness businesses. NDude Labs combines patient capital,

entrepreneurial and operating experience, deep strategic involvement, exceptional people, and an AI-native proprietary operating system to help its portfolio companies accelerate growth, improve performance, and build enduring competitive advantage. With a presence in both India and the United States, NDude seeks to partner with ambitious founders and management teams to build exceptional businesses with the potential to become leaders in their respective markets

Advisors
Investec served as financial advisor to Nutriventia on the transaction. Cyril Amarchand Mangaldas and Stratage Law Partners served as legal counsel. PwC served as due diligence advisor.

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