

Guttify Eyes India's \$18 bn Gut-Wellness Boom

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In a detailed conversation with Adgully, Mukul Shah — co-founder of Guttify — explains how the brand is seeking to address a largely untapped dimension of Indian wellness: gut health. He observes that for years many Indians have treated digestive issues reactively — taking antacids, probiotics or home remedies — without identifying root-causes. Guttify positions itself as India's first full-stack "diagnosis-first" gut-health ecosystem: combining at-home testing, data-driven insights and personalised care.

Seizing a Large Opportunity

Shah cites estimates that the Indian gut-wellness market could reach **US \$18 billion**, increasing lifestyle disorders. >Therefore he underscores a specific gap: over 60 % of India's population reportedly experiences some form of digestive discomfort.

What's Different About Guttify

- At-home **saliva-based Gut Scan Kit** — non-invasive and designed to simplify diagnostics.
- Personalized care protocols that blend modern clinical science with Ayurvedic insights.
- Accessibility across India, including Tier-2/3 cities, via digital channels and marketplace platforms.

Early Traction & Support

Since its launch, Guttify has seen rapid growth: within three months, the startup served over 5,000 customers and achieved a monthly growth rate of 30-35 %.

The brand has secured funding as well: a recent seed-extension of US \$ 360,000, bringing its total to over US \$ 1 million. With a bold vision and a largely unaddressed need, Guttify is entering the wellness market at a pivotal time for India. Success will depend not just on product execution, but on how deeply the company can educate, scale and build consumer trust. For the growing numbers of Indians seeking more than symptomatic relief.

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