

Avendus Capital Advises Fullife Healthcare on Its INR 300 cr Series D Investment from Elev8 Venture Partners

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DEAL VALUE	INR 300 cr
SERVICE	Private Equity
SECTOR	Digital, Technology & Consumer

Fullife Healthcare, a leading consumer health and wellness platform, has raised INR 300 crore from Elev8 Venture Partners. The company operates across hydration, ingestible beauty, and modern lifestyle nutrition through its brands Fast&Up and Chicnutrix. Fullife has built a differentiated platform with capabilities spanning product ideation, research & development, manufacturing, and commercialization, and has established a strong presence across India as well as international markets such as the UK and GCC. The company has emerged as a leading platform in the Fast-Moving Health and Wellness Goods (FMHG) category.

The fresh capital will be used to accelerate growth across Fullife Healthcare's brands, Fast&Up and Chicnutrix, support international expansion, and further strengthen the company's global presence.

| Avendus Capital acted as the exclusive financial advisor to Fullife Healthcare and its shareholders on this transaction.

Varun Khanna, CEO at Fullife Healthcare said, "As leaders in the health and wellness space, we carry the responsibility to stay ahead while constantly innovating and raising the bar. With a quality-first, consumer-first approach, we're excited to enter the next phase of our growth. This partnership will help us strengthen our brands, expand our product portfolio, and scale our manufacturing capabilities as we build a global FMHG company that is proudly made in India, for India and built for the world."

Navin Honagudi, Managing Partner at Elev8 Venture Partners said, "At Elev8, we look to partner with companies that are building enduring platforms in large and evolving consumer categories. Health and wellness are one such space where we are seeing a structural shift, with more consumers proactively managing their fitness, nutrition, and overall well-being through digital platforms. Our investment in Fast&Up reflects our conviction in this emerging category and in the team's ability to build a scaled consumer health platform from India."

Neeraj Shrimali, Managing Director and Co-Head, Digital, Technology & Consumer Investment Banking, Avendus Capital said, “We’re excited to partner with Varun and the Fullife team on this transaction, as they continue to shape the Fast-Moving Health & Wellness Goods (FMHG) category. With strong structural tailwinds driving the sector, Fullife has built clear leadership across segments such as hydration, ingestible beauty, and modern lifestyle nutrition. Backed by an exceptional team focused on R&D, sharp omnichannel execution, and a deep understanding of evolving consumer requirements, the brand is well-positioned for sustained growth. For us at Avendus, nutrition and wellness remain a high-conviction space, underpinned by favorable consumption drivers playing out in India.”

| About Avendus

Avendus Group is a leading financial services firm with a presence in the areas of Investment Banking, Institutional Equities, Wealth Management, Asset Management and Credit Solutions. Established in 1999 in Mumbai, India, Avendus is today present in 12 cities across India, US and Singapore. Avendus partners with the Indian entrepreneur ecosystem to provide differentiated solutions that enable clients to meet their strategic aspirations.

Avendus Capital, the investment banking arm, is consistently ranked among the top investment banks in the country on the back of its in-depth domain understanding and a best in the class track record of domestic and cross-border transactions. Avendus’ wide range of clients is testimony to its ability to serve its corporates throughout their life cycle – from growth stage funding to large-sized transactions, M&A advisory and access to public markets.

Avendus Capital Inc., New York and Avendus Pte Ltd., Singapore are both Avendus Group entities offering services to clients in the US and Southeast Asia respectively.

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