



Ayurvedic product company TAC has raised Rs 100 crore in an investment round that was co-founded by start-up founders, venture debt funds, actress Kajal Agarwal, and Sixth Sense Ventures.

The Ayurveda Co., or TAC, reported that online and retail outlets helped its business expand by more than 300 percent in the last 10 months. According to Shreedha Singh, co-founder and CEO of the company, “This Series A funding is a significant milestone for TAC and will help the company to advance its aim of promoting Ayurvedic wellness to a wider audience.” The money will be used by the business for production, R&D, and growing its offline presence. TAC intends to integrate and automate the production of its customised skin, hair, and wellness products.

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