

BENGALURU LOCAL BUILDS AN AI PLATFORM THAT CAN PROVIDE 100% NATURAL ALTERNATIVES TO YOUR ALLOPATHIC MEDICINES

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All medicines and supplements have a specific chemical composition. What if there was a platform that could recommend natural products with similar compositions to replace your existing medicines? The good news is, there is one.

Allopathy is a magical world, no doubt. It seems as though there is “a pill for every ill”. However, it is often argued that Allopathic medicines usually focuses on treating the symptoms, but often not the cause. Moreover, these chemically synthesized medicines usually come with a range of harmful side effects. Hence, it needs no rocket science to realise the need and importance of natural and organic solutions. Bengaluru based entrepreneur Abhimanyu Rishi identified just that and the introspection led him to build Bhookha Haathi, a platform that serves people natural-organic replacements to their prescribed consume.

With science often updating itself, the need to involve tech becomes inevitable. Bhookha Haathi is an alternative foods & health based nutraceutical-tech company that deploys proprietary Artificial Intelligence Software to suggest natural health solutions. The platform has subscription-based personalized health solutions at an affordable cost to consumers who wish to substitute/replace their chemical-based medications to 100% natural compositions based on dried fruits, nuts, herbs, spices, seeds, grains & honey.

Bhookha Haathi uses a well defined artificial intelligence (AI) system that studies current and past health conditions, choices and other factors to recommend personalised preventive alternative food products to customers among other things. “This tech part is something that entered the picture naturally. While we were deriving their first product, we didn’t want to go to the drawing board every other minute to figure out combinations. So we leveraged AI

to make their lives easier. It becomes smarter every day with more data it receives.” says Abhimanyu. While performing multiple tasks, a well defined artificial intelligence (AI) system majorly helps in grouping patients with similar profiles to pre-empt the nature of the disease(s) that can arise due to their current health conditions and to recommend personalised preventive alternative food products.

The Platform makes customised solutions for cyclists, yoga enthusiasts etc. in the form of subscriptions or stand-alone products for different sports/physical activities. For example, whey protein which is a popular product among gym frequenters is composed of many hidden synthetic chemicals that are not mentioned in the packaging and this is where Bhookha Haathi comes in with all-natural protein that is much safer and healthier to consume. They also have energy shots for cyclists, addressing primarily the lack of sleep caused by the caffeine in common energy drinks consumed by them.

Undoubtedly, the name of the start-up grabs attention. Abhimanyu explains why. “The first product that the team aimed to put out was a healthy alternative to chewing tobacco. The numbers associated with the use of tobacco are saddening. 30% of the 250 million tobacco users in the country are chewers. This is what motivated them to develop a natural replacement. Gai (Cow) Chaap, a popular chewing tobacco product was a sort of representative of what

they were up against, so the name Bhookha Haathi (Elephant) presented itself quite naturally.”

Abhimanyu, who was known as a marketing stalwart over his diverse career spanning more than two decades, established Bhookha Haathi in 2017. The company consists of 15 employees who work out of a 2500 sq. ft. warehouse in Bengaluru. The start-up’s immense success today is a result of a combination of many things including unique sales and marketing strategies like-only targeting residential areas that housed high-income families. Bhookha Haathi has also partnered up with around 1000+ paan wallas who suggest this substitute to buyers who ask for tobacco. “By 2050, we want 50% of all tobacco users to drop their harmful chewing habit and another more immediate vision is that we want to get out personalised nutraceutical based products by 2030

at an affordable price to the public based on their health conditions” adds Abhimanyu as he mentions how the company has diversified to address public health.

Bhookha Haathi operates pan-India through e-commerce platforms and caters to the needs of discerning

customers not only in India but also in the USA. The mission continues as more people at the lowest chain of retail participate in uprooting a social evil. The company prides in the testimonials they receive from paan walas - “I was able to sleep well today because 3 people did not ask for replacement of tobacco”.



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