

# Agrizy built Gen AI driven formulation studio for Global Food & Beverages and Wellness brands

Agrizy cuts NPD cycles by 40% and cost to market with Closed-loop AI trained on real lab and formulation data that reduces iteration cycles, eliminates fragmented development workflows, and embeds regulatory compliance from day one

**Delhi, India May 12, 2026 ([IssueWire.com](https://www.issuewire.com))** - Agrizy, India's leading tech-led Contract Research, Development and Manufacturing Organisation (CRDMO) for global Food & Beverages and Wellness brands, today introduced its proprietary GenAI-powered formulation platform that powers internal product development workflows, the first of its kind in India. The platform can turn product concepts into manufacturing-ready formulations in minutes, compressing typical New Product Development (NPD) cycles with respect to timelines and cost by up to 40%.

Unlike generic AI tools, Agrizy's platform offers a comprehensive formulation playground that goes far beyond simple recipe generation. The solution provides ranked formulation options along with ingredient quantities, costing insights, nutritional and allergen analysis, compliance validation, and export-ready lab documentation, enabling NPD teams to significantly accelerate product development workflows.

Teams can define key product parameters such as category, packaging options, target cost, shelf life, formulation preferences, marketing claims, ingredient restrictions, and sensory or performance profiles, and receive actionable formulation outputs within minutes.

The platform also includes an integrated AI copilot that enables teams to formulate or re-formulate products using natural language instructions. This AI-assisted workflow allows continuous optimization across ingredients, claims, compliance requirements, nutrition profiles, and end-use performance parameters, making the product development process faster, smarter, and significantly more iterative.

By integrating GenAI formulation studio into its operations, Agrizy has been able to bring 5-10x more products to market compared to traditional CRDMO players.

This launch comes at a pivotal time. India's food and beverage market is estimated to exceed USD 850 billion, driven by rising demand for packaged, functional, and value-added products across categories. At the same time, the global wellness market spanning nutraceuticals, beauty, cosmetics, and personal care exceeds USD 5 trillion, reflecting accelerating consumer demand for preventive health, personalization, and ingredient-led innovation, underscoring the immense potential for faster, more efficient product innovation across the Food & Beverages and Wellness space.

**Mr. Arun Markish, Co-Founder and CTO of Agrizy**, said, *"Innovation in formulation science has traditionally depended on fragmented workflows, repeated manual experimentation, and disconnected validation cycles. We engineered the system to solve core inefficiencies and unify ingredient ontology, formulation logic, regulatory constraints, and lab feedback into a single intelligence layer that continuously improves with every iteration. This allows R&D and product teams to simulate, refine, and validate formulations with greater accuracy before moving into physical trials, significantly improving development efficiency, scalability, and speed to market."*

Every approved formulation feeds directly into Agrizy's in-house labs, where real-world bench trial data, including yield, stability, sensory results, and quality parameters, continuously sharpen the AI's recommendations. This ensures the system improves with every batch, not just every model update.

The platform's differentiation is built on three layers that are difficult to replicate: an India-specific ingredient ontology tagged with FSSAI, FDA, and EFSA regulatory status; formulation memory that learns from failed combinations, not just successful ones; and constraint guardrails, for instance, automatically excluding lanolin-derived Vitamin D3 for vegan formulations or flagging non-compliant sweetener combinations.

### **About Agrizy:**

Founded in 2021 by Vicky Dodani and Saket Chirania, Agrizy is a Series A-funded tech-led CRDMO for global Food & Beverages (F&B) and Wellness brands. The company acts as an end-to-end backend catalyst, enabling the complete product lifecycle, from concept ideation and R&D led formulation development to ingredient sourcing, manufacturing, and global fulfillment. Agrizy helps brands accelerate new product development, reduce cost-to-market, and scale existing product lines with speed, consistency, and compliance. By integrating GenAI capabilities, in-house R&D, tech-enabled quality systems, and processing infrastructure, Agrizy is building a scalable, intelligence-led backbone for the global F&B and Wellness industry. Today, Agrizy partners with 200+ global F&B and wellness brands across 20+ countries and is backed by leading investors including Accion, Ankur Capital, Capria, Omnivore, and Thai Wah Ventures.

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Source : Agrizy

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