

Startup Profile Summary

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Startup Details-1			
Name	Dashcore Ecommerce Private Limited	Email	aman.coder01@gmail.com
DPIIT Recognition Number	DIPP207114	Upload DIPP Certificate	Yes
Registered name of startup	Dashcore Ecommerce Private Limited	Startup Logo	Yes
Mobile No.	7309786309	Stage	Early Traction
Brief on the business concept			
Dashcore Ecommerce Private Limited is a consumer wellness and sports nutrition company focused on building trusted, high-quality supplement brands for the Indian market. Through its flagship brand, Primalane, the company aims to address the growing demand for reliable and science-backed sports nutrition products among fitness enthusiasts, athletes, and health-conscious consumers. The startup operates with a strong focus on transparency, premium quality, and customer trust, which are major gaps in the current Indian supplement industry. The company's business concept is centered around developing high-performance dietary supplements using clinically effective formulations and premium ingredients manufactured through certified third-party facilities. By leveraging a capital-efficient manufacturing model, Dashcore Ecommerce Private Limited focuses its resources on branding, product innovation, digital marketing, customer engagement, and nationwide distribution. The startup primarily follows a direct-to-consumer business approach through its official e-commerce platform while also expanding through marketplaces such as Amazon and Flipkart. Additionally, the company plans to strengthen offline distribution through gyms, nutrition stores, and retail partnerships across India. The brand differentiates itself through transparent labeling, premium positioning, influencer-driven marketing, and customer education initiatives. With increasing awareness about fitness and wellness in India, the company aims to create a scalable and trusted nutrition ecosystem that delivers genuine performance benefits to consumers. Dashcore Ecommerce Private Limited envisions becoming a leading wellness brand by combining quality, innovation, affordability, and strong customer relationships in the rapidly growing sports nutrition market.			
Innovation Model		Product Model	
Explain Innovation Model			
Dashcore Ecommerce Private Limited operates on a premium sports nutrition product model through its flagship brand, Primalane. The company focuses on developing science-backed dietary supplements formulated with clinically effective dosages and high-quality ingredients. Instead of investing heavily in manufacturing infrastructure, the company uses a certified third-party manufacturing model, allowing it to remain capital-efficient while maintaining strict quality standards. The products are marketed and sold directly to consumers through the official website, online marketplaces like Amazon and Flipkart, influencer partnerships, gyms, and nutrition retail stores. The business emphasizes transparency, premium branding, customer education, and repeat purchase behavior to build long-term consumer trust and sustainable growth in the wellness and fitness industry.			
Funding/Grants received for your business	Bootstrapped	Website Url	
Upload Pitch Deck			Uploaded
Startup Details -2			
Industry Group	Healthcare & Life-Sciences	Sector	Biotechnology
Sub Sector	Others	Specify Other Sector	Sports Nutrition Supplements
Udyog Aadhaar No.	NA	Upload Udyog Aadhaar	NA
Nature of Entity	Private Limited Company		

Attach Articles of Association (AoA) copy	Yes	Attach Memorandum of Association(Moa) copy	Yes
Brand Name	Primalane		
Has your startup applied for any IPR (Intellectual Property Right)			No
Company Registration Details			
Company Incorporation / Registration Number	U47912UP2025PTC220106	Company Incorporation / Registration Date	30-03-2025
Company Incorporation / Registration Certificate	Yes	Registered Address	H.NO.591, IYA,1148, RAMJAN NAGAR, TELIBAH, KHARIKA, LUCKNOW, 226002
State	Uttar Pradesh	City/District	Lucknow
Tehsil	Lucknow	Pincode	226002
PAN No. of the Entity	AALCD5599D	Copy of PAN of the Entity	Yes
GST No. of the Entity		Copy of GST of the Entity	NA
TAN No. of the Entity		Copy of TAN of the Entity	No
Founder Details			
Person : 1			
Co-founder	Amaan Syed	Gender	Male
Mobile No.	7309786309	Email Id	aman.coder01@gmail.com
Pan No.	LCRPS9205F	Pan Card	Uploaded
Aadhaar no	827577685216	Aadhaar Card	Uploaded
Designation/ Role	Founder	Address	591, IYA/1148, RAMZAN NAGAR, SECTOR 5, VRINDAVAN , LUCKNOW, UTTAR PRADESH, 226025
Equity%	60.00	Share Certificate	uploaded
Person : 2			
Co-founder	Syed Ahsan Ali	Gender	Male
Mobile No.	9838222230	Email Id	syedahsanali.sln@gmail.com
Pan No.	AHZPA5035B	Pan Card	Uploaded
Aadhaar no	658206490124	Aadhaar Card	Uploaded
Designation/ Role	Director	Address	1287, near juma masjid, gharhan khurd, sultanpur, uttar pradesh, 228001
Equity%	40.00	Share Certificate	uploaded