

Gurugram-based startup Sova launches Probiotic Deficiency Test

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Redefining gut care through data-driven insights, affordability, and personalised solutions



Sova, India's first precision health-tech startup, has announced the launch of its latest product - the Probiotics Deficiency Test (PDT), another first-of-its-kind test designed by the platform to help individuals identify missing or imbalanced probiotic strains in their gut microbiome.

With gut health increasingly recognised as the foundation of longevity, Sova's Probiotics Deficiency Test goes beyond generic wellness tools to deliver personalized data-backed insights into long-term health. By analysing the diversity and balance of 31 key probiotic strains, it helps individuals understand their unique gut profile, enabling informed decisions that support digestion, immunity, metabolism, and cognitive resilience, all crucial for healthy ageing and extended vitality.

Over a year ago, Sova introduced its advanced Gut Microbiome Test (GI Map Test). Building on that success, the PDT is a more affordable version designed to help people kickstart their longevity journey without being overwhelmed by detailed data. Priced at Rs 2,999 and inclusive of a 30-minute gut expert consultation, this in-home makes it India's most accessible, science-backed gut diagnostic - helping users take early action before symptoms begin to affect daily life.

The Probiotic Deficiency test expands Sova's growing ecosystem that seamlessly integrates diagnostics, AI, intelligent formulation, and custom-made supplements - making health deeply personal, data-driven, and accessible.