

Keshav Biyani, the visionary co-founder behind one of India's fastest growing consumer health brands, The Good Bug, is on a mission to revolutionize gut and metabolic health with science-backed, effective, and clinically proven solutions.

With a deep understanding of the gut's role in metabolism and overall well-being, he founded The Good Bug to offer probiotics, prebiotics, and ferments and scaled it to become the leader & pioneer of gut health in India. Passionate about health and innovation, Keshav is committed to solving the global pandemic of obesity, with effective natural and sustainable weight management solutions.

Before founding The Good Bug, Keshav was part of the promoter family of the Future Group, and headed emerging businesses in Future Consumer - building over 15 brands across areas.

Under his leadership, The Good Bug has transformed how Indians approach gut health —positioning it as the key to sustainable weight management, improved metabolism, and long-term wellness.