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## TROOPER sees eightfold surge in demand as UAE residents embrace preparedness mindset

The UAE-based emergency preparedness startup said the brand's visibility has been amplified by social media engagement

Justin Harper  
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UAE-based emergency preparedness startup TROOPER differentiates itself from international survival kits by focusing on urban, high-density living environments. Image: Supplied

UAE-based [emergency preparedness](#) startup TROOPER has reported an eightfold increase in sales following the regional geopolitical tensions.

Co-founder Dr. Daamini Shrivastav said the surge reflects a “lasting shift in mindset” rather than a short-term reaction.

Speaking to *Arabian Business*, Dr. Shrivastav said the growth, while dramatic, was not unexpected.

“The beginning of the regional geopolitical conflict was a catalyst for the business, undoubtedly,” she said.

“The surge in sales was both overwhelming and yet unsurprising. We always knew it would, sadly, require an emergency of sorts to generate the demand and awareness for this product, and that was validated by what we experienced.”

Despite initial spikes, she said demand has since stabilised at a higher baseline, suggesting a structural shift in consumer behaviour across the UAE.

“There’s been a permanent change in mindset,” she said. “The need to be prepared and well-equipped to withstand adversity is reinforced and here to stay.

Once the first few kits went out, we started receiving orders from friends of those customers. We even saw repeat purchases, often as gifts.”



Dr. Daamini Shrivastav, co-founder of TROOPER. Image: Supplied

The TROOPER BOX, priced at AED 650, contains 75 essential survival items designed to sustain a family of four for up to 72 hours during emergencies.

Dr. Shrivastav said the brand's visibility has also been amplified by social media engagement, with customers sharing their kits online.

“The most gratifying part is seeing our TROOPERS FOREVER posting videos and images of their kits. It’s a sense of fulfilment that is difficult to articulate,” she said.

TROOPER was conceived in the aftermath of the UAE’s historic April 2024 superstorm, which exposed gaps in household preparedness for extreme weather events.

A subsequent storm in March this year has further reinforced demand for emergency readiness solutions.

“My co-founder Dippesh Bhargava didn’t even have enough towels to manage leaks during the 2024 storm,” Dr. Shrivastav recalled.

“That moment made the gap very clear. We launched in January 2025 after a long period of building awareness, but I always felt it would take a real emergency to validate the need.”

The company now serves a predominantly UAE-based customer base, concentrated in Dubai and Abu Dhabi, with growing uptake in the northern emirates.

International demand has also emerged, with orders from Norway, Sweden, New Zealand, the United States and Nigeria. TROOPER is additionally working with NGOs to supply kits across parts of Africa and the Caribbean.



Dr. Shrivastav believes a longer-term behavioural shift is underway in the UAE.

“Extreme weather events like the 2024 superstorm and more recent storms have changed psychology here,” she said. “People are starting to take preparedness seriously. This is not just fear-based buying; it is a form of resilience building.”

She emphasised that preparedness reduces panic rather than amplifying it. “Preparedness kills panic. When you know what to do, you are not reacting blindly in an emergency—you are following a plan.”

The company differentiates itself from international survival kits by focusing on urban, high-density living environments.

Unlike traditional backpack-style kits, TROOPER BOX is designed for compact storage in apartments and vehicles, with waterproof casing and clearly categorised compartments covering tools, safety, warmth, food, water and first aid.

Each item is individually packaged and labelled. Dr. Shrivastav said the design prioritises speed and clarity in emergencies. “You do not want to be rummaging through a bag when every second counts.”

Her background in medicine, alongside experience in intensive care and emergency departments, heavily influenced the product’s design.

“We were trained to evacuate patients under pressure. That mindset shaped how we thought about survival kits,” she said.

Looking ahead, TROOPER is expanding into institutional partnerships with governments, corporates and NGOs, with customisation already underway for different regions and climates.



Dippesh Bhargava, co-founder of TROOPER. Image: Supplied

“We adapt kits depending on geography and need,” she said. “For some regions that includes mosquito nets, for corporates it might include electrolytes. The principle is the same: tailored survival readiness.”

While the company remains product-led, Dr. Shrivastav said training and education may become part of its broader mission.

“We are starting to realise this is not just about products. It is also about ensuring people know how to use them and what to do in an emergency.”

She added that TROOPER’s long-term ambition is aligned with national resilience priorities. “A nation is only as strong as its people. Preparedness is part of collective responsibility. Our aim is to contribute to that ecosystem in a meaningful way.”

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## Justin Harper



Justin Harper is the editor of CEO Middle East and Senior Contributor for Arabian Business. He is an experienced business writer and editor who has worked as a senior business journalist for the BBC, money reporter for the Daily Mail, investment writer for Financial Times Business, deputy money editor of The Telegraph and editor of Campaign Middle East among his roles. Harper has worked in London, Singapore and now Dubai. Before joining ITP Media Group, he co-founded The Crypto Radio.

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