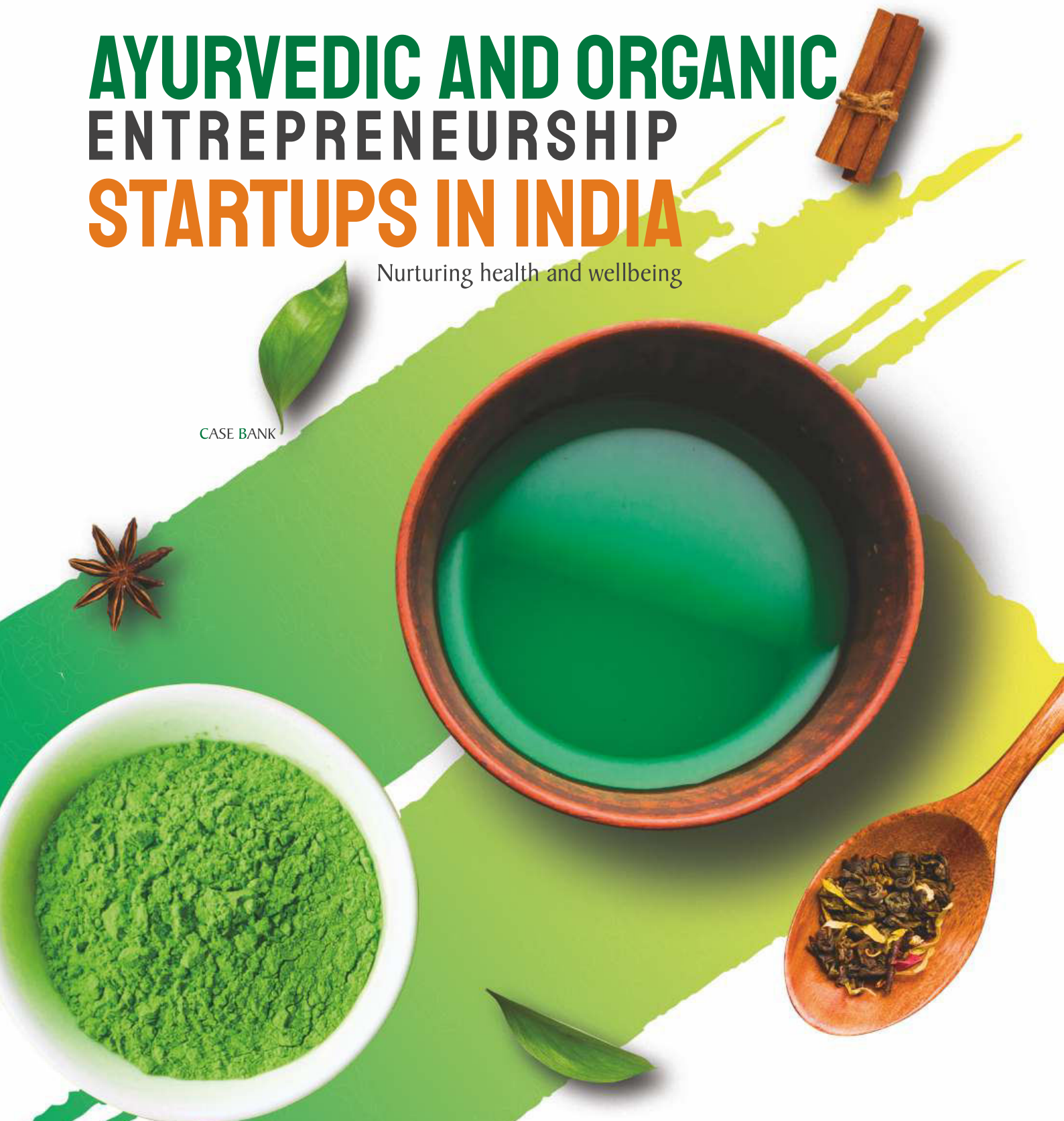


AYURVEDIC AND ORGANIC ENTREPRENEURSHIP STARTUPS IN INDIA

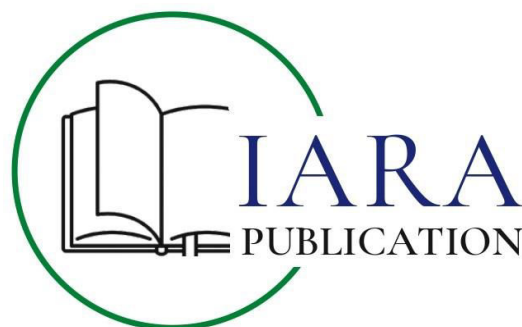
Nurturing health and wellbeing

CASE BANK



Editors:
Prof. Dr. Poorva Ranjan,
Dr. Khushbu Khurana

Ayurvedic and Organic Entrepreneurship Startups in India: Nurturing Health and Wellbeing Case Bank



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Edited By:

Prof. (Dr.) Poorva Ranjan

Dr. Khushbu Khurana

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PREFACE

The world of Ayurvedic and Organic Entrepreneurship—a realm where ancient wisdom meets contemporary business practices. Ayurveda, the ancient Indian system of medicine, has been revered for centuries for its holistic approach to health and well-being. Its principles, rooted in nature and balance, have stood the test of time, offering profound insights into the human body, mind, and spirit.

In recent years, Ayurveda has experienced resurgence in popularity, both in its country of origin and around the globe. People are increasingly seeking natural and sustainable solutions to their health concerns, and Ayurveda, with its emphasis on personalized care and preventive measures, offers a compelling alternative to modern medicine.

This book, "Ayurvedic and Organic Entrepreneurship Startups in India" aims to serve as a comprehensive guide for individuals who aspire to embark on their own Ayurvedic entrepreneurial journey. It is designed to provide valuable insights, practical strategies, and inspiring stories from successful Ayurvedic entrepreneurs who have navigated the challenges and triumphed in this unique domain.

Within these pages, you will explore the fundamental principles of Ayurveda and how they can be applied to business and entrepreneurship.

This book is not only intended for aspiring ayurvedic and organic entrepreneurs but also for practitioners, wellness enthusiasts, and anyone seeking a deeper understanding of Ayurveda's potential in the business world. It is a resource that embraces the timeless wisdom of Ayurveda while embracing the modern principles of sustainable entrepreneurship, innovation, and ethical business practices.

This book is intended for students of all levels, from those who are just beginning to learn about entrepreneurship to those who are already running their own businesses. It is also a valuable resource for anyone who is interested in learning more about the world of entrepreneurship.

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To the publisher, for seamless coordination.

Prof. (Dr.) Poorva Ranjan

Dr. Khushbu Khurana

ABOUT THE CONTRIBUTORS

PROF. (DR.) RAVIKANT SWAMI

Prof. (Dr.) Ravikant Swami has a decorated and diverse educational background - a Ph.D. in Management, MBA, and Bachelor in Economics from prestigious universities in India, and certifications and training from B-schools like IIM Bangalore, IIM Calcutta, and IIFT New Delhi. Dr. Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised Ph.D. thesis, and dissertations at MPhil as well as MBA levels. He is the director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practice better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.

PROF. (DR.) POORVA RANJAN

Prof. (Dr.) Poorva Ranjan is a Phd in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. A Google Certified Digital Marketer who also specializes in Social Media Marketing and Content Development. She is currently Head of Management School at Delhi Metropolitan Education. Dr. Ranjan firmly believes in national development via and Skill Building of students. She works closely with students for Skill Enhancement purposes in various areas like Digital Marketing, ICT Tools, and Cyber Security, to name a few. Her areas of teaching and research are Digital Marketing, Entrepreneurship Development, and Retail Management. Dr. Ranjan passionately instils creativity, innovation, and entrepreneurial mindset in students and mentors them in nuances of idea generation, prototype building, and business plan development.

DR. SHALINI GAUTAM

Dr. Shalini Gautam is working as an Associate Professor in Delhi Metropolitan Education, GGSIPU. She has been working in academics for more than ten years. Before this, she has corporate experience 12 years in the financial sector.

MR. SWARAJ MANCHANDA

I am a graduate from SRCC, DU, Postgraduate from Hansraj College, DU. I had qualified NET exam twice in 2017 and 2019. I am working as an Assistant Professor in DME Management School since 2019. I Have published one research paper in Journal Named Our Heritage in 2020-21 in the Global Strategic Management Conference. One Chapter named Private Institutions Supporting Digital Startups has also been published in the Book titled “Digital Startups Landscape post Covid-19” and some papers have been presented in conferences of Trinity College, Dwarka, Lal Bahadur Shastri Institute of Management (LBSIM).

MS. ROLI WADHWA

Associated with Delhi Metropolitan Education, GGSIP University as an Assistant Professor teaching Management students. She is currently pursuing a PhD from the APJ Abdul Kalam Technical University after completing her MBA from Amity University. She has attended various National and International Conferences, FDPs and Workshops. She is also the convener of the Entrepreneurship Cell at Delhi Metropolitan Education.

DR. RASHMI CHAWLA

Dr. Rashmi Arora Chawla is currently spearheading as an Associate Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She is an erudite academician with an extensive experience of 12+ years in teaching. Qualified with NTA NET, Ph.D. (Micro Finance) backed by M.Phil (Commerce) from Calcutta University, M. Com (Accounting and Finance) and B. Com (Hons.) from Burdwan University, she has a rich experience in teaching Commerce, Accounting, and Finance subjects. She has published research papers in refereed journals including Scopus indexed journals. She is also certified in many Swayam Courses and acted as a Discussion Forum Moderator in Academic Writing (Swayam MOOC Course).

DR. KHUSHBOO KHURANA

Dr. Khushbu, is currently working as an Assistant Professor at DME Management School affiliated to Guru Gobind Singh Indraprastha University. She has done her PhD in Organisational Behaviour & Human Resource Management from Jaypee Business School, JIIT University, Noida. She has worked on the employability skills in engineering students. She has been awarded UGC-NET-Junior Research Fellowship and Senior Research Fellowship in the year 2016 and 2019 respectively. Dr. Khushbu Khurana has presented papers in National and International Conferences and has research publications in ABDC and SCOPUS indexed journals. Presently working on the topics such as, Employability Skills, Green HRM, Employee experience, Research Motivation. Her areas of work/ teaching and research are Organisational Behaviour & HRM. She has gained experience in teaching and research as well as three years of industry experience.

MS. POOJA TRIPATHI

Ms. Pooja Tripathi has about 14 years of experience in academia and is currently working as an Assistant Professor with Delhi Metropolitan Education, Noida. She is pursuing Ph.D. from Jaypee Institute of Management Technology, Noida. She is pursuing her research in the field of sustainability marketing and has contributed research papers and book chapters on sustainability, marketing and spirituality. She is also a member of the research cell of Delhi Metropolitan Education undertaking research work. She is also a member of the NAAC accreditation committee of the institute.

MR. BHUPINDIR SINGH

Presently working as an Assistant Professor in Management School at Delhi Metropolitan Education, Noida. He is Head (IT) and Convener (ERP) at DME. Has 17+ years of work experience from reputed institutes in the field of academics. Pursuing PhD in CSE department from Invertis University, Bareilly, UP, after having completed his MPhil (CSE), MBA (IB), MTech (IT) & MCA from reputed institutes. Area of specialisation: AI & ANN, Data Visualization, Information Systems.

DR. POOJA SHARMA

The author is a teaching and Research Professional currently, working as an Assistant Professor at Delhi Metropolitan Education, affiliated to Guru Gobind Singh Indraprastha University. A Ph.D. and SAS® Certified Research professional, the author has industry as well as academic experience. Have taught subjects including Research Methodology, Accounting, Taxation and E-Commerce, the author has also served as a Data Analyst in a National Airline. The author has a strong research background adept at conducting data- driven exploratory business analysis, with hands-on experience on SAS, SPSS, Python, PLS- SEM and R. The author has to her credit several publications in International and National Journals listed in ABDC, Scopus, UGC care Listed and other peer reviewed journals.

DR. SHUCHI GOEL

Dr. Shuchi Goel is currently working as an Associate Professor, Management School, Delhi Metropolitan Education, Noida. She is also an Academic Coordinator and 2nd Incharge, Management School. She holds a PhD in Economics from Jamia Millia Islamia, New Delhi and is also UGC-JRF qualified.

MS. SHANU JAIN

Associated with Delhi Metropolitan Education, GGSIP University as an Assistant Professor teaching Management students. She is currently pursuing a PhD from the Department of Commerce, Delhi School of Economics, University of Delhi after M.Phil. Passionate about teaching and research especially in areas of consumer behaviour. Attended various National and International Conferences, FDPs and Workshops. She is also the Managing Editor at DME Journal of Management and Member of Research Cell at Delhi Metropolitan Education.

DR. NAVYA JAIN

Dr. Navya Jain has been associated with DME as an Assistant Professor since 2017. She has previously worked with WNS Global Services as an HR Manager for approximately 2.5 years before turning to her academic interests. She attained BBS from SSCBS (University of Delhi), PGDM-PM equivalent to MBA from XISS (Ranchi) and a one-year PG Diploma (International Marketing) from SGGSC (University of Delhi). She is UGC NET qualified and has completed her doctoral work on gender discrimination and stress in the workplace from JamiaMilliaIslamia. Her research interests include the broad research areas of gender, gender equality, identity, stress, well-being and sustainable development.

MS. PRIYANSHI JAIN

Ms. Priyanshi Jain is currently working as an Assistant Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She earned her bachelor's degree (B. Com. Hons.) and master's degree (M. Com) from the University of Delhi and qualified for the NTA NET in Commerce. With a keen interest in teaching and research, she has been a part of Teach for India and various research projects. She has also cleared various NCFM modules. Ms. Jain has been selected as a Leader of Tomorrow and had the opportunity to be a part of the St. Gallen Symposium, Switzerland. Her key areas of research and academic interest include Finance, International Business and Entrepreneurship. She believes in the overall development of students, providing them with guidance and motivating them to excel in all aspects of life.

MS. SHIRLEY REX

Ms. Shirley Rex is an Assistant Professor at Delhi Metropolitan Education. She has previously worked with Fortune Institute of International Business for two years, a B-school in Delhi in the capacity of Head-Learning and Development, KPMG India for four years in the field of audit and finance. She has also been a Senior LnD Trainer with KPMG India. She did her PGDM from FIIB. She has also done her Master's in Commerce from IGNOU and graduated from Jesus and Mary College, Delhi University. She is a budding research scholar with Jamia Hamdard University and has published her research papers (Scopus Indexed).

PRAKRITI SINHA

Prakriti has completed her schooling from Ralli International School in the commerce field on 2021. She is currently pursuing BBA specialized in the HR domain from Delhi Metropolitan Education (affiliated to Guru Gobind Singh Indraprastha University). In Delhi Metropolitan Education, she is a part of the Centre for Management Research and also the Meraki society, a community working towards the awareness of mental health and its importance. She has presented a number of research papers in various conferences and competitions, one of which was on 'G20: Opportunities for Youth' which she ended up winning. She also holds some industry experience through her internships in the HR field.

ANANYA SHARMA

Ananya is 19 years old and she has completed her schooling from Ralli International School with commerce as her field in her +2. She is currently pursuing Bachelors in Business Administration specializing in finance from Delhi Metropolitan Education which is affiliated by GGSIPU. Her strengths would include public speaking and her leadership skills. Ananya has certifications in multiple trending courses including six sigma yellow and green belt. She has also written research paper on the topic G-20 as well as presented in on University level. Her future plans are to pursue Masters in Business Administration specializing in finance.

TUSHAR SHARMA

Tushar has completed his schooling from ASN Senior secondary school, as commerce his field. He is currently pursuing Bachelors in Business Administration specializing in finance domain from Delhi Metropolitan Education which is affiliated by GGSIPU. He has obtained certification in many trendy topics including sustainable development goals towards Business as well as six sigma. He is a dedicated individual, who is keen to learn and discover new things and Tushar plans on pursuing Masters in Business Administration specializing in finance in his future. His strengths would include his confidence and optimistic view towards life.

MUSKAN SHARMA

Muskan is a highly motivated BBA student from batch 2021-2024 who has a passion for learning and acquiring new skills. With an insatiable appetite for knowledge, she has completed several certification courses in a variety of subjects, demonstrating her commitment to personal and professional growth.

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ZOCVEDA WELLNESS: TAKING AYURVEDIC MEDICINES TO THE REALMS OF SCIENTIFIC RESEARCH

Prof. (Dr.) Ravi Kant Swami and Prakriti Sinha

OVERVIEW OF THE COMPANY

Around thirty years ago, ZOCVEDA (Division of Zoic Group) launched its first business, Zoic Pharmaceuticals, and thus began its historic path. It is an Ayurvedic medicine manufacturer with a variety of specialized patent proprietary formulations. An original idea to bring "Ayurvedic medicines" into the world of scientific study, development, and productions was the beginning of the process.

Products from the Zocveda division of the Zoic Group are a well-balanced blend of traditional and unique medicines that have undergone extensive research and testing. Their products cater to people of all ages and practically all conditions. Today, Zocveda (a division of the Zoic Group) is one of the top national healthcare businesses that is continually growing and changing.

They have left their mark on the modern world by expanding steadily and without fanfare. Currently, the Zoic Group's Zocveda division deals with Nutraceuticals; pharmaceutical formulations that come in a variety of dosage forms, including pills, tablets, syrups, sachets, dry syrups, powders, granules, ointments, lotions, and oils. Their entire organization is based in Mohali, Punjab.

Their mission is "to provide standardized and researched healthcare products, through continuous innovation, creating healthy lives and delivering outstanding values to our customers and business associates."

Their vision is "to integrate Ayurveda in the lives of every individual and to develop an Ayurvedic way of life, to be a leading International Healthcare Group, developing people's trust in quality and excellence."

Figure 1: Range of Products



Source: Author

ABOUT THE ENTREPRENEURS

Zocveda Wellness was launched by a partnership firm Biozoc INC in 1990. They are a partnership-based firm that manufactures a wide variety of pharmaceutical products, including pharmaceutical juices, pharmaceutical syrups, pharmaceutical drops, pharmaceutical tonics, pharmaceutical capsules, and ayurvedic herbal syrup. Additionally, they offer Herbal PCD Pharma Franchise In India, and Third Party Contract Manufacturing. Since day one, delivering items with a guarantee of quality has been their main goal. They can monitor and standardize the raw materials and finished goods using cutting-edge assessment techniques thanks to the state-of-the-art Quality Control lab.

The tests guarantee and validate the medications' efficacy and safety. The company's primary goal is to offer customers standardized and thoroughly researched herbal healthcare products. Their robust QMS system implements Total Quality Management across all of their group businesses.

Under the watchful eye of Mr. Vivek Singla, their company's unwavering focus on quality, hygiene, traditional values, and cutting-edge technologies, together with constant unit up-gradation and sustaining high ethical standards, has assured them a preeminent position in the ayurvedic medicine market.

Figure 2: Facts about Biozoc INC

Nature of Business	Service Provider
Additional Business	Manufacturer
CEO	Vivek Singla
Legal Status of Firm	Partnership Firm
Annual Turnover	Rs. 10-25 Crores

Source: Biozoc INC - Service Provider from Rupnagar, India | About Us. (n.d.). <https://www.indiamart.com/zocveda/profile.html>

CURRENT MARKET TRENDS

Quality has always been a priority for Zocveda Wellness. Their focus is on maintaining their position in the ayurveda industry by producing products under the strict supervision of skilled specialists. Each of their products is safe, reliable, and regularly updated. Their business is clear about the raw ingredients used in the production of their prescription drugs and other items. In order to provide the best selection of ayurvedic medicines across India, Zocveda Wellness works hard to assist each person in succeeding as much as possible as a PCD Franchise company in India. They have divided their business into a few sections for specific tasks in order to ensure the proper manufacturing and delivery of all their ayurvedic items –

1. Uses existing hardware to simulate every step of the production process, from removing the distinctive spice to creating it.
2. This division is in charge of evaluating each product using their trusted hardware.
3. It aids in the proper storage of their vast selection of ayurvedic medications and other products. These goods are stored in a way that will allow them to last for a longer period of time.

GENESIS TO GROWTH OF THE ORGANISATION

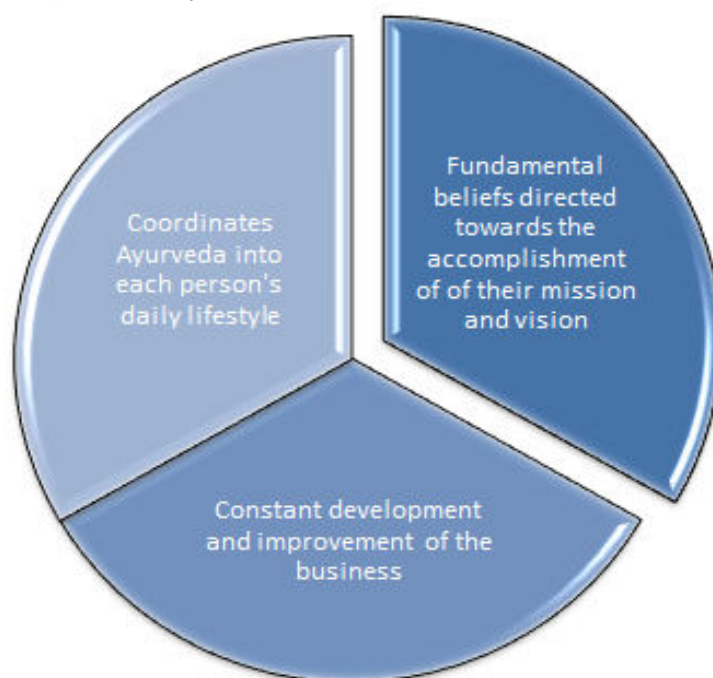
The ayurvedic industry is only getting started, prepared for stakes in a select few zones that guarantee substantial yields. All partners now have access points, thanks to the public authority's endorsement of 100% foreign direct interest in the area. The market for ayurvedic products in India expanded steadily from 2015 to 2020 and is expected to grow at a CAGR of about 15% between 2021 and 2026. Ayurveda is a dated science and paradigm for healthcare that has been accepted by all societies.

Ayurveda investigates illnesses and offers cures after determining a person's body type, heartbeat patterns, appearance, vision, and other characteristics. Ayurvedic medicine uses a variety of herbs, spices, plants, nutrition, and lifestyle adjustments to treat a variety of ailments.

The availability of various ayurvedic healthcare and personal care items is widespread throughout the nation. The market was segmented into oral consideration, skincare, make-up, haircare, and aromas for the individual consideration category.

The market offers a variety of medical care products, including ayurvedic medications, dietary supplements, and nutraceuticals. Businesses around the nation are focusing on developing innovative ayurvedic products and encouraging customer mindfulness.

Figure 3: Why must one associate with Zocveda Wellness



Source: Author

CHALLENGES FACED BY THE COMPANY

By concentrating on its pharmacologic and therapeutic potential, efforts are being made to update the conventional scientific thinking in a number of different ways. Many scientists are focused on researching herbs, including the creation of novel active principles helpful in treating a range of illnesses. Still, Ayurveda's essential principles are disregarded, which results in the majority of herbal research studies ending with little to show for their efforts.

When creating a new proprietary or patented drug, the fundamentals of Ayurveda—including the singular idea of Agni (digestive fire), Tridosha (three bio-humors) participating in the metabolism of Dhatu (tissues) leading to the formation of Mala (excretory products), and the disturbed level of these functions landing the individual in disorders (vyadhi)—are completely disregarded. The contemporary pharmacological studies conducted on the medication molecules provide the foundation for what is being done in large pharmacies. Drug development is driven entirely by contemporary ideas and examples. This necessitates a comprehensive reevaluation.

DISCUSSION AND CONCLUSION

In order to have a spectacular future in the domestic Indian market, Zocveda Wellness is providing fantastic business freedoms. In line with this, they provide the best solutions for

enhancing the higher level of development in India's healthcare sector. Their organization offers their business partners all the assistance they need, as well as marked goods and medications that have the necessary certifications and quality assurance.

This will help their partners generate more revenue every year. The philosophy of Zocveda Wellness is to provide excellent health and a superior quality of life to each and every customer in India. In this way, their organization works consistently to develop a creative ayurveda line that meets everyone's needs. They promise that everyone will receive fantastic assistance and the best client care administrations.

The best international healthcare group, Zocveda Wellness, is aiming to build people's faith in excellence and quality.

AKIVA SUPERFOODS: FASTEST GROWING WELLNESS FOOD PRODUCT STARTUP

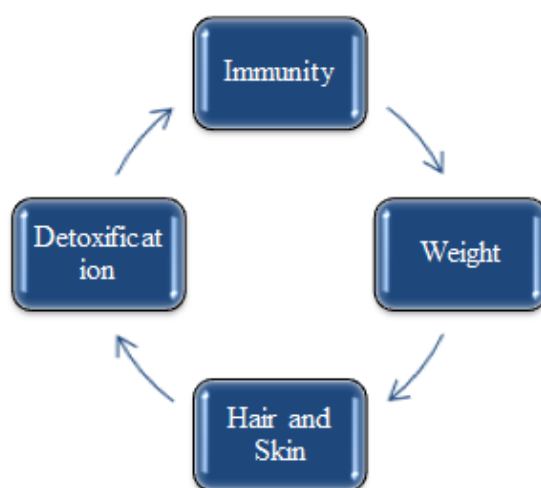
Prof. (Dr.) Poorva Ranjan and Prakriti Sinha

OVERVIEW OF THE COMPANY

Previously, the only forms of the recommended daily intake of vital nutrients were concentrated bottled juices, capsules, pills, or powders. It implied a very medical encounter with an unpleasant aftertaste, dubious advantages, and a negative overall impression. The product would typically only be utilized for a few days before being forgotten, wasting both money and resources. Making herbal and natural treatments at home has always been laborious and untidy. Akiva launched Akiva Shots three years ago in order to address these issues. The novel 40 ml health shots from Akiva make it easy, delicious, and clean to make healthy choices.

Today, thousands of consumers count Akiva Shots as part of their wellness regimen. The injections are offered for a monthly course in packs of 30. Every shot is made with high-quality, ethically sourced herbal components and belongs in everyone's diet. However, if you have a certain health goal that you have established for yourself, you can select from their selection of shots. They are not providing any form of miraculous cure or quick remedy for any health issues you might be experiencing. You will experience benefits from regular use of natural products in conjunction with a generally healthy lifestyle. They provide high-quality items for their customers who wish to have healthier and happier lives, staying true to our name, Akiva, which means "protect, shelter" in Hebrew.

Figure 1: Benefits of the products



Source: Author

ABOUT THE ENTREPRENEURS

The founder and CEO of Akiva Superfoods is Mr. Shalabh Gupta. He was a management consultant with McKinsey where he worked on a variety of projects across various industries. He moved on to work in the San Francisco office of the company. While working in San Francisco, he was exposed to the health trends in packaged foods over there as a customer. He

developed a number of healthy habits which he wanted to bring back to India. He has stated that McKinsey played a great role in developing his business ideas since the first couple of years in company were a great educational experience for him.

His career growth from Akiva Superfoods to 2023 can be seen in the following figure.

Figure 2: Career Growth of Shalabh Gupta



Source: Author

CURRENT MARKET TRENDS

Akiva was lucky to be ahead of the curve while many businesses have recently begun considering novel concepts and options to satisfy the growing packaged health food demand. Akiva has developed a wide variety of healthier foods across categories, such as ghee, peanut butter, honey, apple cider vinegar, and herbal powders, following the popularity of the creative ready-to-drink herbal health shots. Their main goal is to provide modern trade, their own website, and independent and third-party e-commerce sites with fresh, premium, flavorful, economical, and nutritious packaged health food products. Akiva Superfood's business is built on delivering healthy food across broad categories through innovation. They collaborate with a group of food technologists, dietitians, and manufacturers, and they also have a solid network of end users to whom they may pitch ideas.

With over 70 unique SKUs spread across 6 categories on its reliable direct-to-consumer website, Akiva Superfoods serves more than 2 million unique visitors each year. All of the top international e-commerce sites, including Amazon India and Global, Nykaa, Flipkart, and Big Basket, as well as contemporary retail locations in Delhi-NCR and Mumbai, including 24x7, Foodhall, Big Bazaar Gen Next, Spencer's, Hypercity, and Nature's Basket, carry Akiva items. Select premium partners like The Taj Mumbai, The Oberoi Gurgaon, and The Marriott Hyderabad also offer the products.

GENESIS TO GROWTH OF THE ORGANISATION

In 2019, the startup company, Akiva Superfoods, situated in Gurugram, raised over \$2 million (about Rs 13.7 crore) in Series A funding, backed by Alkemi Venture Partners. Past investors in the startup include Pankaj Chaddah, co-founder of Zomato, Mohit Garg, co-founder of MindTickle, Rajit Mehta, CEO of Max Healthcare, Rohit Kapoor, CEO of OYO New Real Estate, as well as current and past Partners of McKinsey & Co. and well-known PE investors. The company will invest money in three key areas: diversifying its product line by introducing a

variety of cutting-edge superfood-based goods across categories; acquiring the necessary talent across functions to scale internationally; and expanding into new markets and supporting retail channels through high-impact marketing.

Shalabh Gupta stated that “Ever since its inception in 2016, Akiva Superfoods has been one of the fastest growing health food players in the FMCG market. Our ultimate aim is to be an innovative and exciting independently run FMCG company, with a capacity to scale exponentially across Tier 1 and Tier 2 cities in the next five years.”

Rivigo, a technology-enabled logistics business run by Gupta's wife Gazal Kalra, earned \$65 million in Series E fundraising last week from its current investors SAIF Partners and Warburg Pincus. Akiva Superfoods, a company that was established in 2016, asserts that its products are a combination of high-quality ingredients that are reasonably priced. To reach its goal of introducing one new product category per month until the conclusion of FY 19–20, the company intends to roll out new expansions throughout the year.

A spokesperson from Alkemi stated “With robust direct-to-consumer, ecommerce and modern trade channels, Akiva Superfoods is data-rich, close to their customers and uses meaningful insights to develop products to scale. This is in-line with Alkemi's mission of elevating the health and well-being of people around the world, and we are confident that this round of funding will propel the organization to drive real value.”

Akiva Superfoods products are offered on all major e-commerce platforms, including Amazon India, Nykaa, Flipkart, BigBasket, and modern trade stores including 24x7, Foodhall, Big Bazaar, Gen Next, Spencer's, Hypercity, and Nature's Basket in Delhi NCR and Mumbai.

FOUNDATION OF THE COMPANY

Mr. Shalabh's interest in filling the vacuum in Ayurveda throughout the course a few months came naturally. He formed a small team and began creating beverage items that would close this gap after a few months of market research. He placed a strong emphasis on taste, convenience, and ready-to-drink natural drinks. The team has quickly developed a number of ayurvedic versions that are tailored to the needs of the contemporary metropolitan consumer. Thus began the narrative of the startup, whose original name was KIVA before being changed to AKIVA. Going straight to the source of the issue and finding a way to convince contemporary consumers to embrace Ayurveda has done wonders for the brand.

For a few months, the brand continued to experiment with the flavour and packaging. The company also has an app that makes it convenient for users to find and order medicines, track orders, and make payments. It is available on both the App Store and Google Play Store. The app offers benefits such as amazing discounts on shopping, online consultation, free access to healthcare and medicine-related information, and timely medicine refill reminders.

The company bagged the 'Health Tech Start-Up of the Year' at the NDTV Unicorn Awards 2016. It was also selected as Asia's Most Promising Brand 2018' by Int+ WCRC International.

Further, they are named as the 'Best Digital Healthcare Start-up' by ET Now World Health and Wellness Congress in 2019. They were also the organizers of ET Now World Health and Wellness Congress as the 'Digital Healthcare Company of the year' in 2019.

The brand released the present version after several iterations to ensure they were accepted more widely. The beverages were introduced as packed doses that are included in tiny test tubes. The packaging was designed to be enticing so that you want to take a shot.

INVESTMENT AND FUNDING

Previous backers of the startup companies include Zomato, Mind Tickle, and Max Health Care, among others. Amit Singhal, co-founder of one of the investors in Akiva stated “AKIVA is a

very promising brand. Ayurveda is India's past, present and future, and as the world adopts more natural and organic foods and beverages, KIVA as a brand of Ayurvedic shots has the potential to be a leader." The startup intends to use these funds for product development, brand building, and market expansion in Bangalore, Mumbai, and Delhi-NCR.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

"A quick way to enjoy the goodness of Ayurveda that comes packed in small testubes , single one has 40 ml of the Ayurveda product extract. I have tried Amla, aloe Vera, another one for weight management and 2 for immunity and digestion. They recommend 2 shots a day but one can have as needed. Not for kids under 12 and not for pregnant women though I could not understand this. But yes it's a good way of consuming these products and is pretty convenient to carry and store as it does not require refrigeration."

"Recently, we did a launch event for one of their new products - 100% Pure A2 Cow Ghee. Have been having and loving the ghee ever since. A lot of our community members ordered the ghee on our recommendation and have only heard positive reviews except for some packaging/logistics issues which Akiva has already promptly worked upon. It's always lovely to work with clients who are doing a great job with their product and focus on customer delight."

"I came across Akiva Superfoods through a friend of mine. Though I never try any health shots and this was my first ever experience with Akiva Amla shots. It helped me to boost immunity and in weight loss. I saw a positive change in myself. Immense energy is felt within body after regular consumption of these shots."

DISCUSSION AND CONCLUSION

For thousands of people, Akiva Shots are a vital part of their health regimen. The injections are offered for a monthly course in packs of 30. Every shot is made with high-quality, ethically sourced herbal components and belongs in everyone's diet. However, if you have a certain health goal that you have established for yourself, you can select from our selection of shots. We are not providing any form of miraculous cure or quick remedy for any health issues you might be experiencing. You will experience benefits from regular use of natural products in conjunction with a generally healthy lifestyle. We provide high-quality items for our customers who wish to have healthier and happier lives, staying true to our name, Akiva, which means "protect, shelter" in Hebrew.

One of India's top-performing FMCG companies for health foods is Akiva Superfoods. They are committed to offering a variety of cutting-edge, reliable, recognisable, and high-quality food products that are great for consumption at home, at work, and when travelling. Their goods are made with high-quality, nutrient-rich ingredients. Their selection of superfoods is perfect for an Indian family's needs.

ANDME: AYURVEDIC HEALTH BRAND FOR WOMEN'S WELLNESS

Dr. Shuchi Goel and Prakriti Sinha

OVERVIEW OF THE COMPANY

At andMe, people are aware that a woman's body requires distinct nutrients due to her particular hormonal cycles. They recognize that women work hard and juggle many responsibilities, leaving them little time for themselves. They chose to take action because they were hurt by the lack of alternatives, especially healthy options for women's health. To meet HER specific requirements in the areas of menstrual health, fitness, beauty, and mental health, they are developing a women's first, solution-driven, research-led firm. They are providing practical, good-filled solutions because the body has the ability to heal itself.

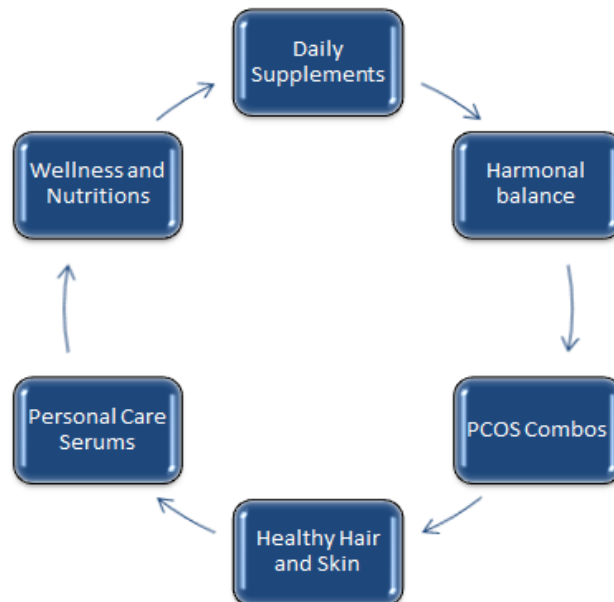
At &Me, they think that giving the body holistic nutrition can help it feel nourished from within. Each of their products contains over 25 components derived from Ayurvedic herbs and contemporary nutrition science.

They are the leading company in the Women's Health sector. Each of their items has passed the effectiveness tests, and it is effective! They have serviced more than 2,000 000 women to date, and in an ongoing attempt to get better, they speak with more than 150 women every day.

Absolutely no preservatives or artificial flavor or color are contained in their products. Vegan. No gluten. No Animal Cruelty

They are motivated by giving back to society and serving the underprivileged. Over 1 Lakh &Me drink bottles have been provided to hospitals and underserved communities over the past three months.

Figure 1: Range of Products



Source: Author

ABOUT THE ENTREPRENEURS

Goyal's mother had come to see him in the United States while he finished his studies at Stanford Business School. She was, nevertheless, in excruciating discomfort because of

osteoporosis. Only then did Goyal comprehend how often women's health and needs are neglected. As a result, &Me, a website that represents women asserting their rights, was born.

The development of &Me drinks took nine months and involved input from gynecologists, dieticians, nutritionists, thorough study reports, and customers. The company offers ladies the right nutrition by utilizing the knowledge of Ayurveda.

"Every ingredient that our drinks use has a related research paper explaining the significance of the ingredient in combating the challenges associated with PMS and PCOS" said Ankur.

He quotes some of his research findings, saying that "One in five women is diagnosed with PCOS and three out of four experience PMS symptoms. Over 50 per cent of women are calcium and iron deficient. &Me tries to alleviate exactly this dismal health status of women."

Goyal claims that his business's goal is to establish and control a "Women's Health" aisle segment in each and every brick-and-mortar and online retailer. He hopes to make a bigger message through &Me by leading the campaign to raise awareness of women's nutritional health.

CURRENT MARKET TRENDS

Me caters to a big number of women and its primary focus is on women's wellbeing and issues including UTI, period cramps, and much more. Its goods are side-effect-free and vegan. It is made of pure and natural ingredients, and vegan products will have a big future in the market. A growing number of consumers are now utilising herbal and ayurvedic products. Ayurvedic items are more popularly purchased, and the company's products are all-natural. Women's health professionals can be consulted for free through andMe. Women can tackle their health-related difficulties by consulting professionals. The concept of offering free consultations is assisting andMe in building a larger customer base. E-commerce gives andMe an edge over its rivals.

The demand for organic and natural products is rising every day as more individuals make the move to them. andMe needs to meet the need for organic and natural products, boost sales, and establish a presence. A company like andMe, which creates products using a blend of contemporary nutrition science & ayurvedic medicines, finds fertile ground in the international markets. As consumers become more health-conscious, the demand for healthy products is rising. As a result, andMe should concentrate more on healthy products & expand its selection of healthy drinks for customers. Following the current epidemic, the market for healthy products is very promising. Technology offers several advantages in today's evolving world, including improved marketing. Innovation and andMe can be combined through the product creation and distribution process. It can result in cost savings, increased productivity, and the quick uptake of novel products.

GENESIS TO GROWTH OF THE ORGANISATION

For an undisclosed fee, GlobalBees, the direct-to-consumer brand roll up company from the Firstcry family, purchased andMe, a manufacturer of items for women's menstrual health, hormonal health, beauty, & fitness in 2021.

This transaction occurs just one month after The Better Home, a manufacturer of sustainable home care goods, was purchased by the Thrasio-style aggregator.

The firm said, "This marks the foray of GlobalBees in the femtech sector that was valued at over \$22.5 billion in 2020 and is expected to grow at a CAGR of 16.2% from 2021 to 2027."

"Women's health has largely been an unexplored market, but andMe has been able to bring discussions around women's health in the forefront, raising awareness about differentiated nutritional needs of women not only in this country but across the world," said Nitin Agarwal,

CEO of GlobalBees. Ankur Goyal founded andMe in 2017, focusing on plant-based, chemical-free, sugar-free products that support women's health conditions like UTI, PCOS, menopause, and thyroid, to mention a few. Outside of the top five cities, including minor villages in eastern India, the company's sales account for about 70% of total sales.

GlobalBees, founded by the creators of FirstCry and Agarwal, is looking to invest in 30-35 brands from a variety of direct-to-consumer (D2C) categories, including fast-moving consumer goods (FMCG), sports, home organisation, and lifestyle, among others. The company has \$150 million in debt and equity that it raised as part of its Series A in July of 2021.

In India, the aggregator model is becoming more popular. These companies buy smaller brands in specialised markets and assist them in growing by providing knowledge in areas like product simplification and marketing.

Other businesses in the field include Goat Brand Labs, which is financed by Tiger Global and Flipkart, Mensa Brands, founded by the former CEO of Myntra, and 10Club.

CHALLENGES FACED BY THE COMPANY

&Me is a brand that has mostly focused on the Indian market & has no appeal abroad. Because of their small market share, &Me products need to step up their game when it comes to marketing their goods. &Me needs to start interacting with users online and establish a presence in the marketplace. Due to their high vulnerability, seasonal raw materials are difficult to come by, which restricts their use in the production of goods and raises the price of food. Additionally, in order to preserve them, raw materials must be grown in excess and stored.

&Me's product line-up is far too extensive. While some of &Me's products are successful, others fall short of expectations in terms of sales. &Me needs to concentrate more on getting rid of the unsuccessful and unprofitable items. Because of their poor profit margins, &Me is unable to provide their distributors with favorable margins. Increased margins will allow &Me to make more enticing offers to customers, resulting in higher earnings.

As demand for natural and organic products rises and a competitive market is created, competition is gradually growing. A large number of new competitors have joined the market and are stealing market share from established businesses. These new competitors pose a threat to &Me because they might take its clients. The company &Me has a high shoot-up cost since manufacturing expenses are high because harvesting crops requires a significant investment, which drives up inventory costs. The brand may be negatively impacted by the product's unfavorable social media coverage, which could have a significant effect on &Me items. It should concentrate on using social media to make a positive impression on the audience.

Figure 2: Competitors of &Me



Source: Author

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

“I need some protein supplement on a regular basis and don't particularly like to taste of whey or soy protein. Neither do they suit my body. This &Me plant-based protein powder doesn't have the underlying weird taste that others in the category do. Its a little sweet for my taste but that just means I can sneak in some coffee to balance it out and who can complain about that.”

“I am very happy with Andme protein powder for women it's the best plant based powder which is suiting me well and helping me handle menopause better.

I really appreciate their prompt service quick delivery and good discounts.

Keep up the quality and service always,good job.”

“The Products are really amazing, bought plant protein for my mother and it really helped her.”

DISCUSSION AND CONCLUSION

Their 35+ member team is dedicated to finding solutions for women's health. As a team, they are unstoppable with the help of their founder Ankur Goyal. While attending Stanford Graduate School of Business, his drive for innovation in the food and beverage sector led him to work for Nestle, Paper Boat, and even come close to purchasing a food firm in Brazil. The result of his vision, knowledge, and passion is &Me. Co-founder Sheta Mittal: Health is inhaled. Sheta, a qualified yoga instructor, marathon runner, former NIKE employee, and graduate of Harvard Business School, brings her passion for consumer knowledge to &Me in order to address the issue of women's health.

AADAR: DIGITAL AYURVEDIC PLATFORM FOR MEN'S HEALTH AND WELLNESS

Dr. Shalini Gautam and Prakriti Sinha

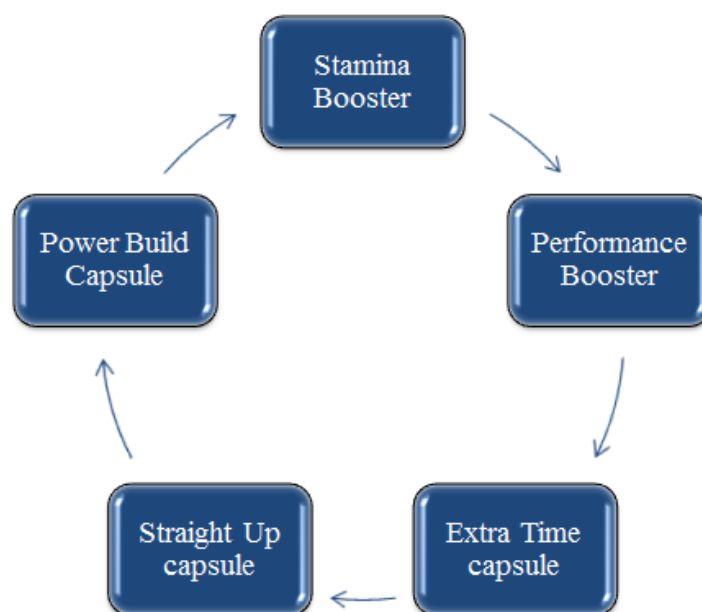
OVERVIEW OF THE COMPANY

They support spreading ayurvedic knowledge to the contemporary world. They provide men's total health-focused products supported by science that use natural, hand-selected components. Men can openly and freely discuss their health concerns on their online forum without fear of judgement. When he employed Ayurveda to treat his health issues decades ago, their founder, Aadil Shah, realized the actual potential of the practice. He learned about Ayurvedic treatments for daily problems in their household from his grandma. This motivated him to adapt Ayurveda to contemporary living, which prompted the establishment of AADAR in 2018.

Being an inclusive health platform for men, we are motivated by the women in our community who constantly strive to improve the lives of their families, their communities, and themselves. In addition, we're pleased that only women oversee and manage our manufacturing. We sincerely believe that the best approach to advance and make a difference in our community is by empowering women and giving them employment opportunities.

Their mission is “to become a holistic platform availing information and discussions for men who want to use and benefit from ayurveda. A place where a man can talk or learn about issues without judgment, shame, or embarrassment. Along with establishing ayurveda as a contemporary way towards attaining the best of health, Aadar is also an ambitious attempt to promote ayurveda and make it more available to men and everyone around them, globally.”

Figure 1: Range of Products



Source: Author

ABOUT THE ENTREPRENEURS

Aadil Shah is a seasoned expert with a varied history. As a Research Scholar at the University of Cambridge, Aadil started their professional life in 2008. They also established Pulse -

Science and Technology Magazine that year and rose to the position of Chief Editor. They were hired by Pall Corporation in 2011 to fill the position of Business Manager, where they oversaw the whole India P&L for the Business Line and tripled sales in just two years. They co-founded the Edtech start-up Manch in 2013, which was later purchased by Toppr. They joined Toppr as an AVP in 2015. They were appointed founding member and vice president of strategy and growth of SyncApp in 2016.

In addition to launching AADAR, where they are currently the CEO & Founder, in 2018, they also became a Mentor at Atal Innovation Mission and an Advisor at Vaartani. Their goal is to help individuals adopt the "Good Old Habits" of Ayurveda into their daily routines.

In 1990, Aadil Shah enrolled in St. Xavier's Loyola Hall Ahmedabad to begin their schooling. From 2005 to 2010, Aadil studied at the Indian Institute of Technology in Bombay, where they received a B.Tech + M.Tech in Aerospace. They were an Engineering Research Scholar at the University of Cambridge in 2008. Aadil studied aerospace engineering at Purdue University during 2009 as an exchange student.

Figure 2: Aadil Shah Facts

Number of Founded Organizations	1
Primary Job Title	CEO and Founder
CB Rank (Person)	321,620
Primary Organization	Aadar

Source: Author

CURRENT MARKET TRENDS

Aadar offers a website with a store for dietary supplements. For men's health, muscle development, constipation relief, women's health, pain relief, hair growth, diabetic management, immunity, and other uses, the company sells supplements including plant extracts and phytochemicals. AADAR provides services in the B2C market segments for the life sciences industry. INMART COMMERCE PRIVATE LIMITED is the only organization that AADAR is connected to legally. Over the course of 5 rounds, AADAR has raised \$744K in total fundraising. Their most recent investment round, for \$83K, was an angel round on July 5, 2022.

Check out AADAR shareholding pattern below.

Figure 3: Shareholding pattern of Aadar

Shareholders Name	Post Round Holding %	Net worth
Founder	46.59%	4.4 Cr
Fund	32.12%	3.04 Cr
Enterprise	1.28%	12.1 Lakh
Angel	10.98%	1.04 Cr
Other People	1.70%	16 Lakh
ESOP	7.33%	69.3 Lakh
Total	100.00%	9.45 Cr

Source: Tracxn. (2023, May 12). AADAR. Companies |

Tracxn. https://tracxn.com/d/companies/aadar/_sV4ix0tD5d9nJRdxPj-iKtKaeX0baFiAt6lr-NKAKUQ

GENESIS TO GROWTH OF THE ORGANISATION

Owner of a digital ayurveda platform designed to use cutting-edge technology to convey old wisdom to modern consumers. The company's formulations concentrate on creating health and wellness products for lifestyle segments and common but chronic ailments using age-old, scientifically validated knowledge. They also provide herb-based products to treat lifestyle

disorders like protein deficiency, indigestion, high cholesterol, and obesity and help people deal with the demands of modern life.

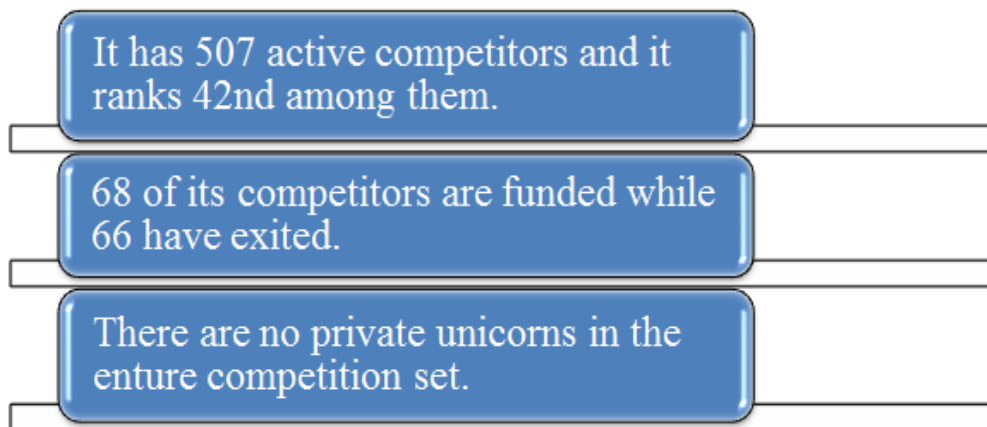
Figure 4: Industry of Aadar

Name	Incorporation Year	State	Paid Up Capital
Rvsh Food Links Private Limited	2019	Andhra Pradesh	10.00 lac
Krishna Behari Tea Co Ltd	1936	West Bengal	10.00 lac
Vaarnika Exim Private Limited	2020	Andhra Pradesh	10.00 lac
Karthikeya Melt Oil & Foods India Private Limited	2018	Andhra Pradesh	10.00 lac
Golden Tree Agro Foods Exports Private Limited	2020	Andhra Pradesh	10.00 lac
Rasvirrya Foods Private Limited	2020	Andhra Pradesh	10.00 lac
Sri Sarvana Sai Food Products Private Limited	2011	Andhra Pradesh	10.00 lac
Adp Foods And Projects Private Limited	2018	Andhra Pradesh	10.00 lac
Gnananetra Agro Private Limited	2021	Andhra Pradesh	10.00 lac
Jasmin Agro Industries Private Limited	2019	Andhra Pradesh	10.00 lac

Source: Sme, M. (n.d.). Online Lead Generation - Anshuk Agarwal - The Modern SME [Video]. Tofler. <https://www.tofler.in/aadar-natural-food-product-private-limited/company/U15490UP2022PTC165496/industry>

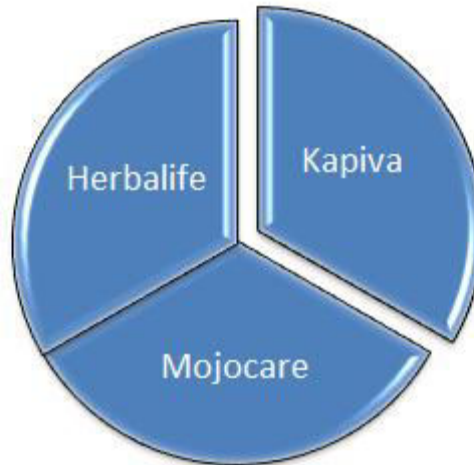
COMPETITORS OF AADAR

Figure 5: Competitive Landscape of Aadar



Source: Author

Figure 6: Competitors of Aadar



Source: Author

DISCUSSION AND CONCLUSION

Aadar believes that Ayurveda is a traditional Indian medical practise that has been practised for thousands of years. They are dedicated to conveying Ayurveda's power to the contemporary world.

They stated “We believe that sexual wellness is a crucial aspect of overall men’s health, our digital Platform combines ancient ayurvedic wisdom with modern technology to provide you easy-to-consume solutions that focus on your well-being.”

AADAR is the first digital ayurvedic platform for men in India, combining age-old knowledge in the form of ayurveda for modern consumers. We focus on total men's health by combining science-backed solutions with natural and hand-selected components to create simple-to-use goods and services.

OZIVA: PLANT – BASED CLEAN NUTRITION BRAND

Dr. Rashmi Chawla and Prakriti Sinha

OVERVIEW OF THE COMPANY

People at OZiva are dedicated to helping everyone who aspires to be a better version of themselves because they genuinely think that everyone is capable of more. They aim to make sure that you reach the highest health, physically and mentally, using High Quality Clean Nutrition - the one that your body genuinely deserves - as you proceed on your journey to #aBetterYou. They acquire the purest ingredients from farms across the world, avoiding preservatives, artificial sweeteners, colours, and allergies, to ensure that you receive the Clean Nutrition you need to lead an active life. By fusing modern culinary science with thousands of years of Ayurvedic knowledge, they are able to produce goods that combine the best features of both disciplines. Beyond the items, their entire ecosystem provides professional advice and free digital diet consultations to keep you motivated and assist you in your quest for improved health.

Figure 1: Range of Products



Source: Author

ABOUT THE ENTREPRENEURS

Aarti Gill left her corporate career to launch the active nutrition company OZiva and pursue her interest in preventative healthcare. It provides a selection of goods based on whole foods, plant nutrition, and botanical extracts.

Aarti Gill's mother was a healthcare officer employed by the Punjab Government and was born and reared in Chandigarh. It gradually increased her awareness of various advancements and breakthroughs in the field of preventative healthcare, and it served as the impetus for her to become an entrepreneur many years later. Aarti, though, chose an unusual path to get there. She worked with software startups and corporate entities after earning her engineering degree from IIT-Roorkee in 2008, and she then went on to earn her MBA at the Singapore and France campuses of INSEAD.

Aarti remembers small events that had a significant impact on her. She recalls situations in which neighbourhood medical emergencies caused her mother to be awakened in the middle of the night. Instances in which a healthier lifestyle could have prevented deaths. These sparked Aarti's decision to start exercising and leading a healthy lifestyle. She participated in the IIT choreography club, practised dance and Attakkalari while she worked, and even choreographed a few shows.

At age 24, she encountered a snag. She started to wonder what her life's goal was. Work in a business setting or pursue her interest in preventative healthcare using her education and knowledge? She made the choice to do the latter and turn her passion for an active lifestyle into a company. She founded Fit Circle in 2014 with her co-founder Mihir Gadani, an app-based service platform that offered workout boot camps, nutrition advice, diet consultations, and specialists responding to queries on food and fitness. Sadly, things didn't work out nicely. She recalled calling her father while crying, but she didn't explain why.

Aarti said, “The only thing he said was he would be there for me whenever I needed him. I woke up the next morning with only one thought - I am not a person who gives up easily. After that we tried a couple of things and OZiva was launched in 2016.”

CURRENT MARKET TRENDS

Their main goal is to inform consumers in order to foster trust. Whether customers are in metro areas or tier 2 and 3 regions, they work to offer them value and comprehensive solutions. They have been able to connect with customers all over the nation because they are a company that prioritises digital. Their focus is on providing new solutions that combine carefully researched products with ongoing support to assist people in embracing a healthy, holistic way of life. They do more for the customer than merely sell them a product. They give customers access to nutritionist advice through cutting-edge programmes like OZiva Prime in order to support them in achieving their objectives and leading a better lifestyle.

Extending the team, investing in R&D for category development, establishing the brand, increasing their offline presence, and extending their technology platform to offer more value-added services are the five areas where the company is investing its cash to drive growth over the next three years.

GENESIS TO GROWTH OF THE ORGANISATION

70% of OZiva's customers are women. Urban areas as well as Tier II and Tier III cities make up its target market. It has delivered goods to more than 1,500 communities across the nation. One of OZiva's goals is to raise awareness of various health issues. The business started the #MyPCOSSStory campaign to start a dialogue and raise awareness about PCOS and to guide women in making the best choices for their health. A large number of women—including actors Divyanka Tripathi and Vidya Malvade—came forward to relate their experiences. Aditi Chauhan, the captain of the Indian Women's Football Team, as well as the actors Debina Bonnerjee and Sambhavna Seth have all used and promoted the goods.

Aarti claims that the purpose of OZiva is to empower people to make wiser and healthier decisions in life. It provides a variety of products that are based on nutrition from plants, whole foods, and botanical extracts to make this possible. The goods blend the advantages of Ayurveda with the practicality and outcomes of contemporary food science. Her co-founder Mihir Gadani, a biotechnologist with background in botany, is the foundation of the approach that unites ayurveda with food science.

Aarti also stated that “But, the key is to see if there is a problem that consumers are talking about, and we can solve it before venturing into a new category. Then, we look at the solutions available in the market, what we can come up with, and the promise of the market size.

CHALLENGES FACED BY THE COMPANY

Before we finally launched OZiva, our first business concept had to go through a few iterations. These were difficult times because our business ideas did not turn out as we had hoped and we quickly ran out of funds.

Being an entrepreneur means being willing to take on obstacles head-on and having a never-say-die mentality. These two principles have guided us through the challenging times. Additionally, it is crucial to have the ideal group of individuals on your core team that share your company's concept. Although obstacles are unavoidable, having this support network can help you get over them and move forward.

Currently, one of the main issues preventing startups from operating efficiently is money. The most benevolent form of policy that start-ups may request is grants, followed by loans. One of the most important actions that the government and business can take is to provide them with direct subsidies and zero-interest loans. In addition, providing access to venture capital investment, job support programmes, and encouraging customer demands can help our country's start-ups grow.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

“I have been using this last 6 months, my hair fall reduced drastically. Skin texture too improved. Without any concern go for it.”

“I am taking this since 20 days but I hardly see any type of change in my skin or hair. Taste is ok ok.”

“I have been using this last 6 months, my hair fall reduced drastically. Skin texture too improved. Without any concern go for it.”

DISCUSSION AND CONCLUSION

The business has seen its user base increase exponentially over the last 12 months, Gill said, “Vegetarianism is becoming quite popular among consumers and businesses are waking up to the potential. A recent government survey has estimated Indian vegetarians at 23 to 37 per cent of the population. Our top-line grew seven-fold to touch ₹50 crore in the last 12 months. We are targeting ₹120 crore in the next 12-16 months. Opportunities to grow are aplenty in this space.”

According to Gill, the business is also developing a digital ecosystem by utilizing technology and producing content to assist consumers in achieving their desired health goals.

Additionally, the consumer may choose a product linked to fitness from any location and get professional advice to maximize their choice, thanks to the company's omni-channel. Gill also said “We’ve amalgamated the ancient physiological science, Ayurveda, with modern micro nutrients and digital ecosystem to provide something better for a fitter future.”

GYNOVEDA: MENSTRUAL HEALTHCARE AND WELLNESS START-UP

Dr Pooja Sharma and Prakriti Sinha

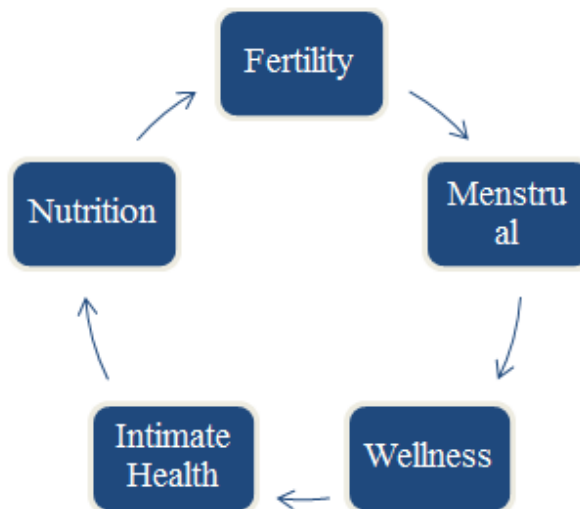
OVERVIEW OF THE COMPANY

Women are born with the ability to have healthy periods for the rest of their lives, going through 400 menstrual cycles and having two pregnancies on average. However, they are informed that menstrual irregularities like discomfort, irregular period cycles, and flow are inevitable ills of life. The most common piece of advise is to put up with the discomfort.

Menstrual diseases include PCOS, irregular periods, PMS, painful periods, abnormal white discharge, and infertility affect more than 800 million women globally in silence. However, people fear seeing a gynecologist for three main reasons:

1. Phobia of medical procedures and surgery
2. Not having access to the appropriate gynecologist
3. Prejudices in society and fear of judgement
4. For women's healthcare, particularly menstrual care, Gynoveda blends Ayurveda, technology, content, and community.

Figure 1: Range of Products



Source: Author

ABOUT THE ENTREPRENEURS

Gynoveda's creator, Vishal Gupta, battled lifestyle issues for more than ten years before finding a long-term solution through ayurveda. Throughout this trip, he thoroughly studied Ayurveda and learned that it contains wonderful treatments for 20 different gynaecological disorders, including PCOS, irregular periods, abnormal discharge, and period pain.

Vishal says that “Where modern science offers temporary relief, Ayurveda promises safe, long-lasting solutions that treat the root cause of period disorders to experience healthy periods lifelong.”

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and learned that it contains wonderful treatments for 20 different gynaecological disorders, including PCOS, irregular periods, abnormal discharge, and period pain.

He was a former investment banker who worked in a variety of capacities at JP Morgan, ABN AMRO, Lloyds, and Commerzbank before moving to London in 2005. He began his career in Hong Kong. Vishal had a key role in developing from scratch and managing cross-product teams working closely with stakeholders across Sales, Trading, and Relationship Managers as a Director in the Corporate Solutions unit at Lloyds Banking Group and Commerzbank. He worked with the Bank's most important corporate and institutional clients to develop, structure, and carry out a number of high value finance and capital markets operations.

The goal of Vishal's 2016 launch of Kabeela Life Ventures (The Global Startup Tribe) was to create a globally interconnected ecosystem for the commercialization and funding of startup-led innovation. By forming alliances with startups, corporations, investors, and other stakeholders, he has conceptualised and implemented numerous ecosystem programmes. The Global Ecosystems Summit, three iterations of the India-UK Tech Summit as part of London Tech Week, the India-UK X-over Innovation Programme, the Global Fintech Innovation Lab, and most recently the India Innovation Day are just a few of the programmes he has directed.

CURRENT MARKET TRENDS

The goal of Vishal's 2016 launch of Kabeela Life Ventures (The Global Startup Tribe) was to create a globally interconnected ecosystem for the commercialization and funding of startup-led innovation. By forming alliances with startups, corporations, investors, and other stakeholders, he has conceptualised and implemented numerous ecosystem programmes. The Global Ecosystems Summit, three iterations of the India-UK Tech Summit as part of London Tech Week, the India-UK X-over Innovation Programme, the Global Fintech Innovation Lab, and most recently the India Innovation Day are just a few of the programmes he has directed.

Gynoveda products are produced entirely of ayurvedic herbs that have undergone thorough testing for potency, safety, and purity. These have received FDA approval after thorough investigation, and their manufacturing facility also received GMP certification for upholding legal quality standards. The 100% Ayurvedic Gynoveda Ayurvedic Tablets have no negative effects.

GENESIS TO GROWTH OF THE ORGANISATION

Ayurveda D2C brand Gynoveda has secured \$10 million in a series A round headed by India Alternatives Fund. It focuses on women. It is the Mumbai-based company's first financing round of the year. Along with previous investor Fireside Ventures, the most recent fundraising round included participation from Wipro Enterprises, RPG Ventures, Dharampal Satyapal Ltd., and Alteria Capital.

Gynoveda stated that it would put these earnings towards enhancing its R&D efforts, creating fresh ayurvedic products, bringing on new employees, extending its network of distribution channels, and raising brand recognition.

In October 2019, Fireside Ventures led a seed round in which the firm most recently raised \$1 million. Additionally, it hired Bollywood actor Tapsee Pannu to serve as a brand ambassador last year. Gynoveda was established in 2019 by Dr. Aarati Patil, Rachana and Vishal Gupta, and they seek to provide access to Ayurveda-based self-care remedies for gynaecological and lifestyle-related illnesses impacting women from puberty to menopause.

According to the startup's annual financial statement filed with the Registrars of Companies, its scale increased by 3.25X to Rs 17.58 crore in FY22 from Rs 5.40 crore in FY21. Additionally, it saw a 1.9X increase in losses, from Rs 2.28 crore in FY21 to Rs 4.51 crore in FY22.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

“I am really happy to have this product. Past two months am taking this product and now I realize the result. Facial hair is still coming but not as much as before and my periods is on time. So thank you gynoveda for the best products.”

“I was suffering from thyroid since six years.but after seeing ad of gyanoveda i decided to take this and this i really do and I m taking gyanoveda medicine from 4 month and it changes my life totally .it solves my all health problems in a very well mannered way.now i m very happy . Thanks gynoveda.”

“I was suffering from delay period from last 3 years .. i try many pills according suggestions of various doctors but that pills gives temporary relief . I had frustrated but now I'm taking gynoveda pills it gives very good results . I'm taking pills from two monts and in both months i got my period.”

“It surely works, I've been suffering from PCOS and I was not ready to take any kind of supplements to cure it because of course it will help you with your period issues (for temporary or permanent) but it also has side effects.”

“Very glad to share my experience with Gynoveda. I am suffering from pcod since 13 years not getting periods on time and due to pcod other health problems increased with the time . But with vama and myra got my 3 months delaye periods in a month started these medicines from 7th October nd got my first natural periods on 2nd nov. now hoping for pregnancy as well. Thank you Gynoveda.”

“Very happy. After using gynoveda my period cycle was good n lost weight. Gynoveda team are helping very much with these pcos, pcod problems, so many ect.. and clarifying each n every doubt while on coversation..Thanku Gynoveda.”

DISCUSSION AND CONCLUSION

The start-up seeks to democratise ayurvedic, curative self-care options for gynaecological and lifestyle illnesses that women experience from adolescence through menopause.

According to Vishal Gupta, founder and CEO of the firm, it has improved the health of 3 lakh women in 20,000 Indian pin codes thus far. This caused the company to triple its revenue annually between FY20 and FY23, reaching a run rate of \$100 crore within three years of its founding.

In a statement the company stated, “The funds will be deployed to double down on strengthening R&D, formulating.”

It also said that “it aims to raise awareness about the importamce of menstrual health on a grassroot.”

Dr. Navya Jain and Prakriti Sinha

OVERVIEW OF THE COMPANY

The concept behind Nandikesam herbal hair oil is to provide organic goods that are secure and have lasting advantages. Nandikesam's goods are extraordinary in preserving quality and performance since they are made from plants that were grown without the use of dangerous chemical fertilizers or pesticides. Their stringent sourcing practises and reliance on internationally accredited suppliers for components and raw materials ensure that there are no residues of harsh chemicals, petrolatum, paraffin, phthalates, mineral oils, para-aminobenzoic acid, or any other animal ingredients.

Nandikesam brand's philosophy is rooted in crafting organic products, that are safe and offer long-term benefits. Our products are made from plants cultivated without the use of chemical fertilizers or pesticides.

We procure all ingredients from certified sources which implies that they have no traces of chemicals, petrolatum, paraffin, phthalates, mineral oils, para-aminobenzoic acid or any animal ingredients.

Figure 1: Why Nandikesam?



Source: Author

ABOUT THE ENTREPRENEURS

According to Sreevidya MR, the founder of Nandikesam, "Agada Herbal Remedies has expanded the distribution chain to all of India and is now in the Middle East due to the tremendous acceptance from the customers for our products, particularly the herbal hair oil, anti-greying indigo oil, herbal shampoo, herbal soaps, and hand sanitizers. Nandikesam can now distribute more than 50,000 bottles each month thanks to a distribution network of more than 2000 distributors spread throughout the region."

Nandikesam items are more accessible due to a few variables. The first is their wholly organic manufacturing strategy. The materials used to make the goods are entirely natural and abundant in vitamins and enzymes that are good for human skin and hair. Every element of the manufacturing process and the materials has been given consideration by the company's creator, Sreevidya MR. She is one of those businesspeople that started off in a very low position and rose to the top only after putting in a lot of effort and attention.

She mentions that "I have put a lot of research into the creation of the Nandikesam products. Each and every product is significant in its own way and portrays the magic of Ayurveda that is one of the oldest medicinal practices in the world. Our products constitute of various natural ingredients mixed in the right proportions to provide satisfactory results for the customer. Moreover, we manufacture adhering to internationally accepted standards that can be used for any kind of hair of skin type."

CURRENT MARKET TRENDS

The market for herbal supplements is anticipated to reach an estimated \$86.74 billion in value by 2022, rising at a CAGR of 6.8%. The expansion of this industry is the result of numerous reasons. The first is the increased acceptance of the industry brought about by the growing

awareness of herbal and organic products. Numerous new businesses have entered this market to meet the expanding demand, significantly enhancing the sector's worth. Thus, the traditionally chemical-dominated skincare and hair care industries are gradually shining more and more light on its herbal competitors.

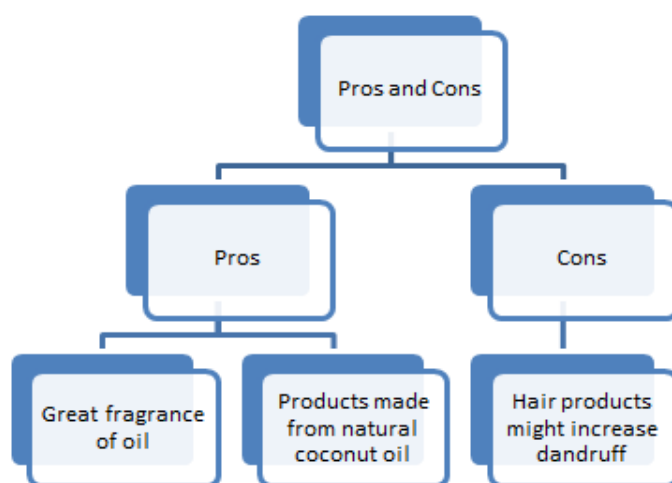
Customers do, however, encounter a number of issues while selecting the best herbal products for their personal hygiene. Trust is paramount. Customers should feel confident in the company from whom they purchase their goods. Due to the preservation of appropriate quality standards and the variety of pricing patterns, they experience perplexity. Women are quite particular about the items they wish to use, especially when it comes to skin and hair care, and they don't blindly accept any brand.

GENESIS TO GROWTH OF THE ORGANISATION

Agada Herbal Remedies, a major manufacturer and wholesaler of a variety of herbal products like neem face wash, herbal shampoo, and herbal hair oil, was founded as a proprietor company in 2015. The concept behind Nandikesam herbal hair oil is to provide organic goods that are secure and have lasting advantages. Nandikesam's goods are extraordinary in preserving quality and performance since they are made from plants that were grown without the use of dangerous chemical fertilisers or pesticides. Our stringent sourcing practises and reliance on internationally accredited suppliers for components and raw materials ensure that there are no residues of harsh chemicals, petrolatum, paraffin, phthalates, mineral oils, para-aminobenzoic acid, or any other animal ingredients.

PROS AND CONS OF THE PRODUCTS

Figure 2: Pros and Cons of the company products



Source: Author

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

“I have been using this for last 2 years. Excellent product with purity of natural herbs. No chemicals. My dandruff and white hairs are all gone from regular usage.”

“I have been using this for last 2 years. Excellent product with purity of natural herbs. No chemicals. My dandruff and white hairs are all gone from regular usage.”

“Very excellent and genuine ayurvedic hair oil. Hair started to grow in my head after two weeks of use. It helps us to get good sleep too.”

“I belong to that category who, used every oil and shampoo to get rid off dry scalp and dandruff. I came across this while browsing in YouTube and decided to give it a try. And, to my surprise, on the first application itself my scalp became very good and I decided to use it a few times more before posting. After 5-6 applications spanning 1 month period I can say that this gives tangible results. My hairfall reduced and some spots began to grow densely. Even bald spots in my beard grew hair follicles. I don't know if it works for evry type of person as conditions and problems differ, but u can give it a try. I wish this grew hair in receded hairline areas also , but that's asking for the impossible I guess.”

“I had my doubts initially about this oil as it claimed to benefit so many issues. It's been a month since I've used it regularly. My honest opinions:

White hair almost disappearing, volume of hair increased --my mom noticed this
Hair fall has reduced drastically

Dandruff took some time to go but it's really become less

I've had frequent headaches after recovery from COVID and this oil has been a blessing to me.”

DISCUSSION AND CONCLUSION

Nandikesam products, such as herbal hair oils, soaps, and hand sanitizers, were extremely well received by the market, and this allowed AGADA to extend its distribution network throughout India and the Middle East. The company can now supply more than 50,000 bottles each month thanks to a distribution network of more than 2000 partners spread throughout the region.

NIROGAM: CRAFTING AYURVEDIC AND HEALTHIER WAY OF LIVING

Dr. Khushbu Khurana and Prakriti Sinha

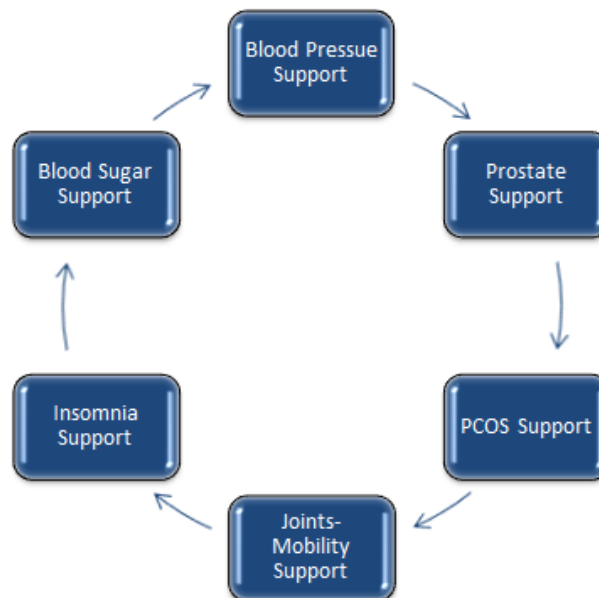
OVERVIEW OF THE COMPANY

The aim of the company is for their clients to never require their services.

They think that this restorative medication with a 5,000-year history can transform people's lives. The issue is that, in contrast to other Ayurvedic practitioners, they think it's important to modernise this age-old practise.

Our lives are hectic and our customers are busier than ever. They have discovered a way to make Ayurveda more available and simpler to consume in a way that matched their lives in order to assist our patients in recovering more quickly.

Figure 1: Range of Products



Source: Author

ABOUT THE ENTREPRENEURS

Mr. Puneet Aggarwal, a dropout from an engineering institution, founded Nirogam, which is based in Faridabad, Haryana. Puneet had no prior knowledge of start-ups, venture capital, fundraising, etc. when he first began. As a typical businessman, he borrowed money from banks to launch Nirogam.

Nirogam benefited from the internet boom that occurred in the UK and the US in the 1990s. Let's now examine how a dropout from an engineering college founded India's first online Ayurveda business.

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Dr. Khanna had created a special treatment for diabetes using the bitter guard, which she called "Gaur Din". She also asked Puneet to help her sell this drug. On the other side, Puneet's father needed money because his factory was closed because of a workers' strike. He therefore had to act swiftly to secure food for his family. Diabetes treatment from Dr. Khanna was prepared. There was a sizable market for this at the time because diabetes was a significant issue.

CURRENT MARKET TRENDS

Nirogam believes that veterinary ayurveda treatment has a bright future. To prevent horse toxicity, nutritional feed is currently being developed. Ayurveda, in Nirogam's opinion, can also help market products for dogs and cats. Ironically, confusion results from people not knowing where to begin or who to ask. There aren't many trustworthy resources or medical professionals.

By developing a platform with a network of reputable Ayurveda physicians, Puneet hopes to simplify their search and meet their needs. Anyone can instantly get counsel from professionals and do so without trepidation. An age-old science with countless applications is ayurveda. Nirogam wants to give individuals all the advice they need to have a happy and healthy life.

GENESIS TO GROWTH OF THE ORGANISATION

Puneet emailed every university while Dr. Khanna was conducting his research, and by the time the product was released, he had a sizable email database. Puneet unintentionally completed this work at the time, which is now known as e-marketing. He set the price of the item at \$35. In the first month, he sold 12 bottles, and in the following month, he sold 18 bottles.

Internet marketing was simple in 2000, according to Puneet, because there was little competition. India lacked an online marketplace. Puneet reportedly sought to sell this item in the booming e-commerce industry of the United States. Additionally, he claimed that success was very simple at the time because there was no online store selling goods and supplements.

People needed to be educated about Ayurveda so they could recognise their bodily types and select appropriate Ayurvedic medications. According to Ayurveda, you must first comprehend your body before you can balance it by ingesting the proper medications. Today, Google search is a huge aid, but Nirogam can explain how Ayurveda might be advantageous for you. This would be a success for Nirogam once people understood it.

Figure 2: Journey of the company



Source: Nirogam International. (n.d.). About Nirogam. <https://nirogamonline.com/pages/new-about-us>

RETAIL AND MARKETING STRATEGY

For the majority of the modern companies in the Indian Ayurvedic industry, retail and marketing might be challenging. The majority of Ayurveda-related brands in India are growing

and increasing their revenue utilizing the same tried-and-true methods. Here, Nirogam adopts a unique strategy and offers something fresh.

Aggarwal said, “Our touchpoints with customers right now extend from the e-commerce marketplaces to our website, social channels, webinars, and digital consultations. We aim to harmonize all of them together in the backend so that we can provide an integrated and seamless experience to our customers through whichever touchpoint they interact with us.”

TECHNOLOGY APPROACH

In context of technology, Aggarwal said, “We realized the need for a strong technology-driven backbone for our operations and a seamless tech-enabled frontend interface for our customers. We have taken the relevant steps to kick start this already by creating our app which will in the near future become a one-stop holistic health and wellness solution based on Ayurveda for our customers. We'll do this by marrying products, services, information into a suite of personalized offerings. This personalization will be driven based on the historical interactions and usage of our services by our customers. We are using technology to enable the discovery and sale of our products. We also use online mediums like Youtube and Quora to educate people about this life science.”

DISCUSSION AND CONCLUSION

Ayurveda is now more widely accepted than it was previously, but there is still a long way to go. More than 100 nations around the world now import a variety of Nirogam Products. Nirogam's best-selling goods include the "Cure Garden" immunity booster and the Diabetes Kit.

PCOD (Polycystic Ovarian Disease) affects 40% of women nowadays, yet there is currently no treatment for it in allopathy. However, Ayurveda has a remedy for the same. "Kachanar Guggulu" is a traditional medicine recommended by Ayurveda.

People also buy Organic Chyawanprash of Nirogam in addition to this. The products were initially sold in the USA and the UK, but now that more people have access to the internet, they are increasingly being marketed in other nations as well.

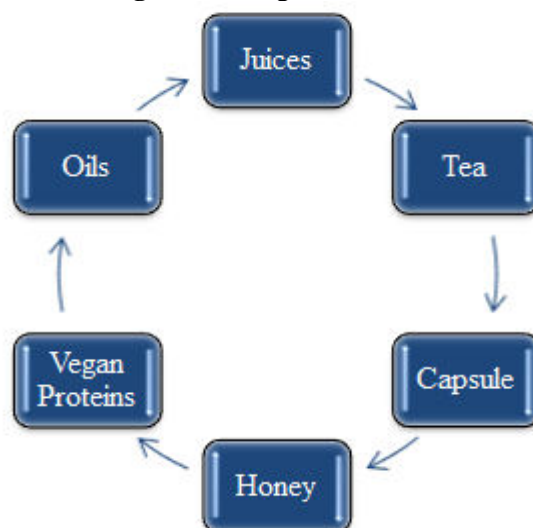
KAPIVA AYURVEDA: MODERN AYURVEDIC NUTRITION BRAND

Ms. Pooja Tripathi and Prakriti Sinha

OVERVIEW OF THE COMPANY

Kapiva is aware of the concerns people have. Because of this, they have removed the complications and left them with only natural elements. They take the time to travel the furthest distance, crafting everything as freshly as it was picked. Kapiva sources, examines, and performs all conventional processes as outlined in our old Ayurvedic books, giving Ayurveda a modern twist. They develop Ayurvedic goods with a contemporary twist using age-old principles and the human soul, helping real Ayurvedic nourishment meet the demands of convenience. Years of research has informed them that the combination of the freshest ingredients and the proper Ayurvedic procedure may provide nothing less than "natural, good health." This is the reason why their wheatgrass doesn't arrive until the eighth day after harvest, their aloe vera liquids are only four hours old, and their amlas are ripe-yellow.

Figure 1: Range of Products



Source: Author

ABOUT THE ENTREPRENEURS

Ameve, an INSEAD MBA graduate and third-generation entrepreneur of the 103-year-old Baidyanath (one of India's most prestigious Ayurvedic product enterprises, founded in 1917), launched his business, Kapiva Ayurveda, in Mumbai in 2016, along with Shrey Badhani.

Ameve Sharma, alongside being the co-founder of Kapiva, is the chairman at the Indian Chamber of Commerce. He was also the consultant at McKinsey & Company before this.

Before starting his own business, Ameve worked for his family's company for five years and gained significant exposure by working with the renowned management consulting firm McKinsey. He had a bird's eye view of India's shifting consumer landscape during his time at McKinsey, which motivated him to create Kapiva, a company that enhances people's lives through higher-quality meals that are brimming with the goodness of nature.

Ameve determines the general course of the company's operations and is in charge of manufacturing, exports, new product development, and direct sales to consumers (through a

website). The company's success over the past four years has been greatly attributed to Ameve's entrepreneurial talent, knowledge of and longstanding relationship with Baidyanath as the President of the Group, and conviction in the ability of Ayurveda to enable everyday wellness. Ameve has received the "Emerging Entrepreneur of the Year" award from Entrepreneur Media and the "Emerging Entrepreneurs of the Year Award" in the category of Product or Manufacturing-Healthcare from ET Brand Equity, along with his co-founder Shrey. Recent BW 40 under 40 champion.

Ameve has a proven track record of successfully managing diverse teams, embracing and fostering innovation, leading change, trade, marketing, sales, and business development. Additionally, he oversees the Indian Chamber of Commerce's Western area as its chairman. Ameve earned his Bachelor of Arts in Economics from New York University before continuing on to INSEAD to earn his MBA. After receiving his MBA, he worked as a consultant for McKinsey & Company. He enjoys reading, writing, photography, running, and hiking in his free time.

CURRENT MARKET TRENDS

With the aid of its international expansion ambitions in the USA and UAE, Kapiva, a domestic direct-to-consumer Ayurvedic nutrition brand, has set a target to earn Rs. 100 Crore global revenue by the end of FY 2024–25. The company wants to grow from a Rs. 120 Crore yearly run rate to a Rs. 500 Crore brand in 3 years.

Ameve said, "We are certain that Ayurveda is next in the line with this expansion, as we solve for the biggest roadblocks in the way- accessibility and convenience. With our modern and new-age offerings, we aim to introduce modern Ayurveda to every household in UAE and US to improve their daily wellness quotient. With this expansion, we aim to expand our consumer base by half a million consumers."

According to market research conducted by Kapiva, the US market demonstrated growing interest in Ayurveda as preventative healthcare became more popular in the wake of the pandemic, which the brand is aiming to capitalise on. Similar to this, Kapiva thinks that the initial acceptance and awareness may be driven at a rapid pace because Indians make up over 50% of the expat population in Dubai.

According to Sharma of ETRetail, internet channels account for 85% of the brand's sales in India, with offline sales making up the remaining 15%. Over 8,500 retailers nationwide and renowned e-commerce sites all feature Kapiva products.

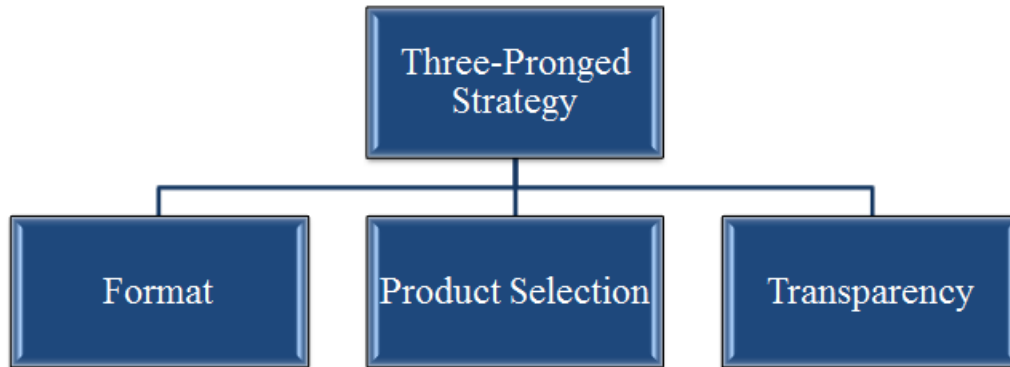
In the near future, the company intends to accelerate tech-enabled customised products while doubling down on its growth strategy. Kapiva will also establish an R&D facility in order to give customers a complete experience, a fund is being established to promote Ayurvedic research and technology investments.

GENESIS TO GROWTH OF THE ORGANISATION

By 2023, India, the US, and Singapore will be the three primary markets for Kapiva's 200+ items, which are primarily herbal supplements and cosmetics. The US market will account for half of Kapiva's revenues.

Ameve said, "We want to take ayurveda to an international level. TCM and yoga have become global, and we foresee a similar trend for ayurvedic products."

Figure 2: Strategy of Kapiva Ayurveda



Source: Author

The three-pronged technique employed by kapiva to do this entails transparency, format, and product choice.

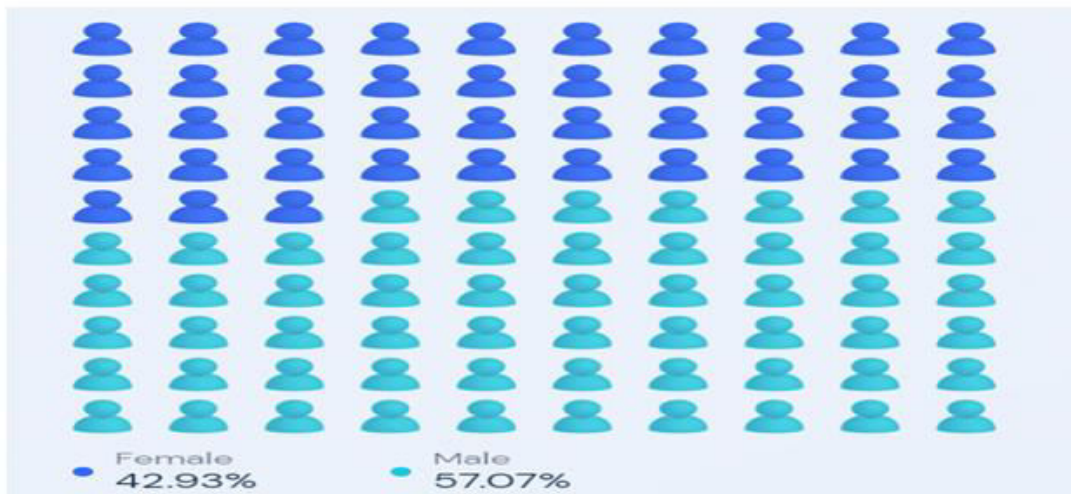
Sharma claims that rather than concentrating on its goods' contents and development procedures, which can be complex and challenging to grasp, the company concentrates on what its products can accomplish. The items claim to help working adults between the ages of 27 and 45 deal with problems like exhaustion, stress, and skin disorders.

Ameve said, “Within three seconds of looking at the label on a product, they want to know what it does.”

He also stressed how crucial it is to provide ayurvedic formulas in consumer-friendly formats.

KAPIVA AUDIENCE DEMOGRAPHICS

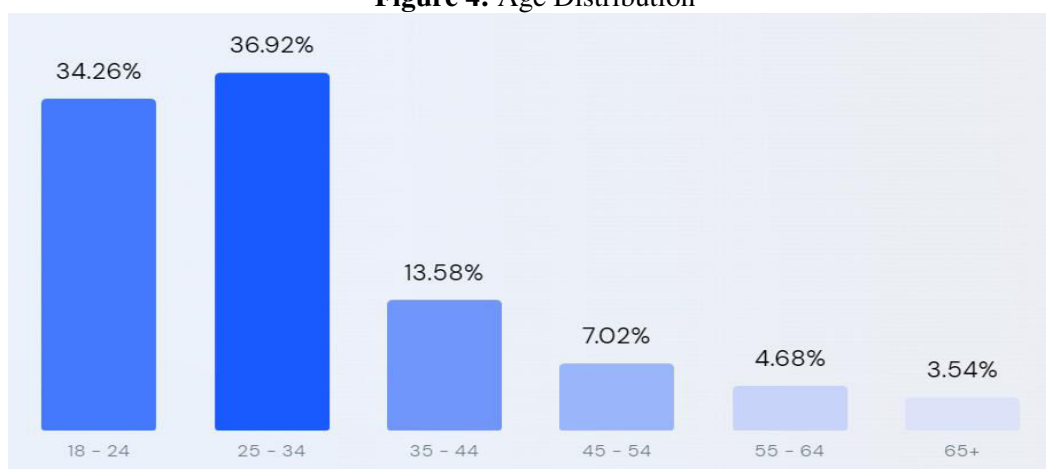
Figure 3: General Distribution



Source: Challenge Validation.

(n.d.). <https://www.similarweb.com/website/kapiva.in/#demographics>

Figure 4: Age Distribution



Source: Challenge Validation.

(n.d.). <https://www.similarweb.com/website/kapiva.in/#demographics>

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

“I’m using it from last 3 weeks I don’t find any changes yet, hope it will reduce my weight as I started walking and doing fasting from evening to morning only taking breakfast and lunch ,and from evening I’m taking nothing except water.”

“I have been taking this medicine every day in the morning on empty stomach and find it very effective.”

“I am consuming it daily for two three months now. For its long-term benefit for sugar control, maybe I have to further wait and then only about its effectiveness.”

“Good for health... I have very good experience after daily use of Kapiva silajeet. Hope to see same product as it becomes most popular one... Never compromise with the quality... Best till date.”

“I have used 2 months. My pigmentation has reduced and acne spots very light. My skin has light and shining. I am very happy found this product.”

“I used it for a month and noticed great improvement in stamina and performance. Fatigue has come down a lot. Keeps me active throughout the day.”

DISCUSSION AND CONCLUSION

Both the founders were exposed to Ayurveda at a young age, and it has had a significant impact on them. In their opinion, it is one of the most potent traditional knowledge sources that Indians have.

Thus, Kapiva was created with the fundamentals of Ayurveda in mind. Even though Ayurveda is becoming more popular today, many are losing sight of the fact that it encompasses the ideal diet, routine, way of life, and treatment. Ayurveda is often thought of as a form of medicine, however its main focus is on maintaining the body's natural equilibrium. The three Ayurvedic doshas—Kapha, Pitta, and Vata—from which the moniker KaPiVa derives provide holistic wellness for an individual when they are in balance. Their goal is to use excellent service to help their customers achieve harmony in their lives.

MAMAEARTH: INDIA'S ORGANIC BEAUTY AND BABY CARE BRAND

Ms. Roli Wadhwa and Prakriti Sinha

OVERVIEW OF THE COMPANY

Ghazal and Varun Alagh created MamaEarth in September 2016 with the goal of making skincare rituals more stylish while still providing the finest care. MamaEarth, with its headquarters in Gurugram (India), stands out in the country's cosmetics market as an online retailer of natural and toxic-free skin care products.

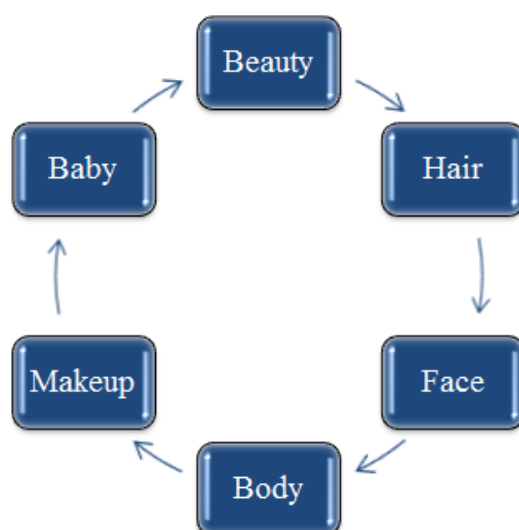
With an initial investment of roughly 90 lakh INR from their own funds, they launched the business. The company garnered more than 1.5 million new consumers since it joined the market and became a huge success.

MamaEarth has made an effort to address a prevalent parenting issue in India by developing a cutting-edge product range. MamaEarth sells baby items that are safe according to the international standards and brimming with nature's goodness in a nation where the majority of the products on the market do not adhere to the safety laws.

As the first Asian company to receive the "MADE SAFE" certification, MamaEarth is frequently praised. The company sells items that are devoid of all known chemicals that are illegal in most nations. MamaEarth takes pleasure in producing goods with love and care rather than just as a business brand.

The founders wanted to create a brand that is friendly to parents everywhere, including the customer, whom they consider one of their close friends. The vision of the company is to be aware of the customer's problems, sympathise with them, and makes an effort to address most of them. A brand that every parent can rely on. They strive to improve and beautify the lives of mothers and expectant mothers. It is a company that intends to welcome all the infants into a secure and safe environment. With goods that are risk-free, toxic-free, and up to international standards, the brand looks forward to taking care of every parent and baby's welfare from in every way possible.

Figure 1: Range of Products



Source: Author

ABOUT THE ENTREPRENEURS

In 2008, Ghazal Alagh spent two years working as a corporate trainer at NIIT. Her first business, dietexpert.in, was an experiment in market expansion. But, despite her diligent efforts, she was unsuccessful. Since her initial business failed, she later became an artist for Being Artsy. Ghazal was initially associated with the business services company Honasa Consumer Private Limited. She later started her own business with her spouse, Varun Alagh. She serves as a director for the organization that eventually served as the parent company of her lucrative business, MamaEarth.

She was asked to judge the Startup empowerment program Shark Tank, India, in addition to being the co-founder of the Body Care company. The American Show of the same name served as the show's inspiration. Prospective business owners present a group of investors with their startup concepts. One of those investors was Ghazal. She was well-liked on the show for her viewpoints and business insights, which demonstrate her complete expertise in the subject.

CURRENT MARKET TRENDS

Nowadays, the majority of companies with websites make sure that the website is SEO-friendly. Additionally, Mamaearth has taken their SEO strategy very seriously. The material below was discovered by a BIBS student pursuing an MBA in Digital Marketing. It pertains to Mamaearth's on-page and off-page methods.

The website of Mama Earth receives 2 million hits from organic search and 219.2K visitors from paid search, giving it an authority score of 51.

The website's content is well-optimized for search engines and contains a lot of keywords.

Backlinks to Mama Earth have increased since September 2021, and this pattern has continued.

Social networking is the finest way to communicate with your target audience. Using social media websites is an important part of Mamaearth's marketing strategy.

Facebook, Twitter, and Instagram are just a few of the social media platforms where the business is present and engaged. On these social media platforms, Mamaearth uses both hashtags and the well-known influencer marketing strategy.

The business owners claim that after discovering the value of digital marketing, they decided to devote 90% of their marketing budget to it, leaving only 10% for more traditional media, like television.

By the time the lockdown was put into place, Mamaearth had a strong online presence, as opposed to many other businesses who were still coping with the impact of closing their physical storefronts and had a weak online presence.

The corporation hired Shilpa Shetty, an actress whose character places a strong focus on fitness and health. But in 2021 Sara Ali Khan was chosen to be the brand ambassador, giving it a more contemporary vibe.

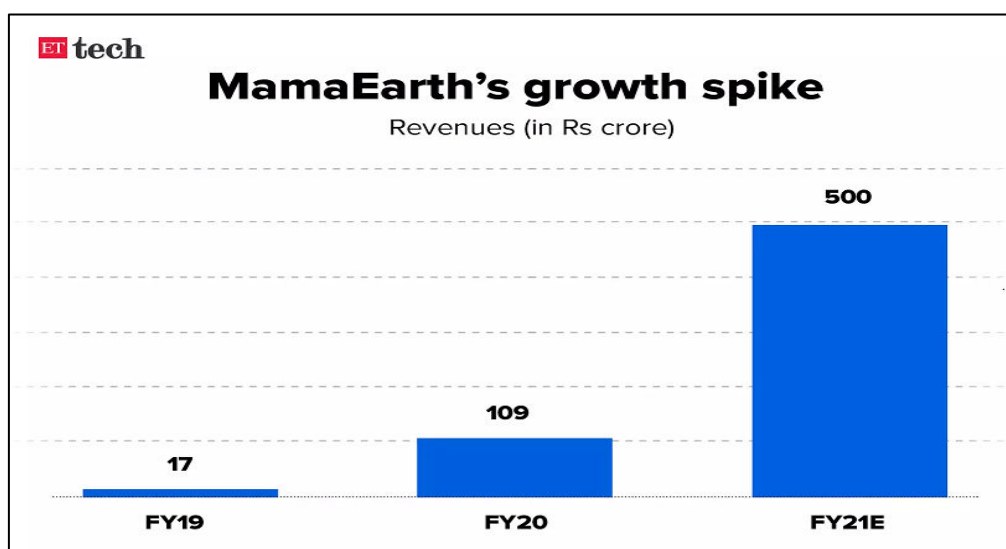
Additionally, collaborations with mom bloggers and influencers contributed to the brand's perception as a sought-after one. Influencer marketing has increased the brand's overall worth.

GENESIS TO GROWTH OF THE ORGANISATION

Ghazal and Varun's pregnancies affected how they saw the treatment options and treatments that were available. As responsible parents, they searched the internet for solutions after having their child in 2017 that wouldn't end up having a detrimental impact on the baby's health. They were shocked to learn that all of it was a possibility. As a result, the baby care brand MamaEarth was created.

Subsequently, they added adult clients to their list of clients. In 2018, they introduced body care products alongside Shilpa Shetty, a well-known Indian actress, dancer, yoga enthusiast, producer, writer, businesswoman, and mother. For the Alaghs, she offered her support to the toxic-free goods. The haircare line that MamaEarth later introduced was a well-liked product line. The young actress Sara Ali Khan, as well as her mother and renowned actress Amrita Singh, were spotted promoting them. Afterwards, Sara was introduced as the line's brand ambassador. The brand's popularity was boosted by Ghazal's plan to actively engage a prospective Indian consumer base through social media and ongoing promotions, in addition to celebrities.

In addition to being well-marketed, MamaEarth is a trustworthy company. The goods are safe for moms and babies and free of toxins. This company is the first in Asia to receive a MADES SAFE certification. The items are customized for Indian consumers while adhering to all international requirements. They believe that building a transparent brand that consumers can readily trust and honestly evaluate is their major goal. The goods are natural, manmade, and plant-based. They have carefully chosen a brand that supports the planet on which we all live. They aim to recycle more plastic than is actually used.



Source: Shah, S. (2021, April 23). Mamaearth eyes \$80-100 million at \$350-400 million valuation. The Economic Times.

<https://economictimes.indiatimes.com/tech/funding/mamaearth-eyes-80-100-million-at-350-400-million-valuation/articleshow/82202271.cms>

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

“The best product I have used so far with such amazing results on my skin, I hope u continue this product as it is.”

“I used bb cream of mama earth...I got the best result ..with brighter skin, also free from Phthalates, PEG, DEA, Fragrances, Dyes, Formaldehyde and other ingredients”

“The product is really good and suitable for all type of scalp. It help to protect the hair fall and keeps your hair soft and moisturized use this product after every wash for dazzling result.”

“A very pleasant experience. I bought a few things and also the goodness insider. I received my products plus 2 free products and free shipping that too in just 4 days. The products really work as my hair fall defense serum deceased my hair fall after just one wash and i plan to continue using it. The overall experience on website was amazing though the app was

having a little glitch in it. The offers are wonderful and pretty nice. Absolutely loved my experience and will continue shopping from mama Earth.”

“My friend had recommended Mama Earth's dark circle cream. amazing product. I used for last 15 days and I find difference in my dark circles. On using continuously for 15 days my dark circle reduced up to half. So you can try if you have dark circle.”

DISCUSSION AND CONCLUSION

The natural products industry has a successful start-up as MamaEarth. Its reputation as a company that clients can rely on and trust has grown. The business has achieved significant success thanks to the outstanding items it has created with premium ingredients. The items are not only useful but also inexpensive and risk-free for everyone to utilize. They achieved considerable success because to their distinctive items. They have done an outstanding job of understanding their customers' needs and meeting those demands. Their company and income plans are straightforward but incredibly effective.

DURMERIC: NUTURING WELLNESS FROM HERBAL EXTRACTS

Ms. Shanu Jain and Prakriti Sinha

OVERVIEW OF THE COMPANY

Herbal extracts are available as drops from Durmeric that can be used with meals and water for simple and convenient herbal nutrition. The liquid essence of the plants is extracted by soaking the bark, berries, leaves, or even the roots of the plants in alcohol or vinegar. These are concentrated natural herbal extracts with therapeutic qualities and a number of additional health advantages. Liquid herbal extracts are regarded as an important part of herbal treatment and are simple to make at home, which lowers their cost and makes them more accessible. Their products include ginger extract herbal drops, tulsi extract herbal drops, cinnamon extract herbal drops, and comprehensive defense immunity kit.

An unlisted private firm called Durmeric Naturaceuticals Private Limited was established on July 18, 2020. Its headquarters are in Mumbai City, Maharashtra, and it is categorized as a private limited business. Its entire paid-up capital is INR 1.07 lac, and its authorized share capital is INR 15.00 lakh.

Durmeric Naturaceuticals Private Limited is now in the state of Active.

According to our records, Durmeric Naturaceuticals Private Limited's most recent stated AGM (Annual General Meeting) took place on November 1, 2021.

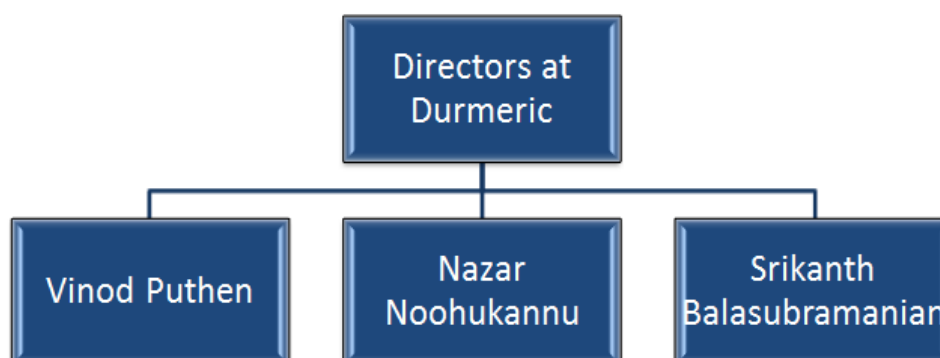
ABOUT THE ENTREPRENEURS

Environmental specialist with years of experience and a track record of employment in the environmental services sector. competent in strategic planning, management, continuous improvement, and ISO standards. Strong business development professional with a Master's from the Indian School of Mines with a specialty in environmental engineering technology or environmental technology. Sustainable agriculture, the development of health goods, functional foods, and hydroponics are some of my other interests.

DURMERIC Naturaceuticals' founder is Mannar Mannan. Additionally, he founded the organic farm and Mritsna Farm School. Prior to this, he held the position of Managing Director of GEMS Recycling Pvt Ltd. At Indian School of Mines, he finished his education.

Mannar Mannan's CB rank (person) is 1,025,962 and his primary organization is Durmeric Naturaceuticals.

Figure 1: Durmeric directors



Source: Author

CURRENT MARKET TRENDS

Ayurveda, an ancient Indian discipline of health and wellbeing that has been practiced for over 5,000 years, appears to have lost favour in the era of modern medicine. It once thrived on cheap, easily accessible prescription medications, dietary supplements, and personal care items. In contrast, the ayurvedic product ecosystem has historically expanded slowly but gradually, in large part because these are customised drugs based on natural ingredients and prioritise a holistic approach.

Figure 2: Key industries of Durmeric

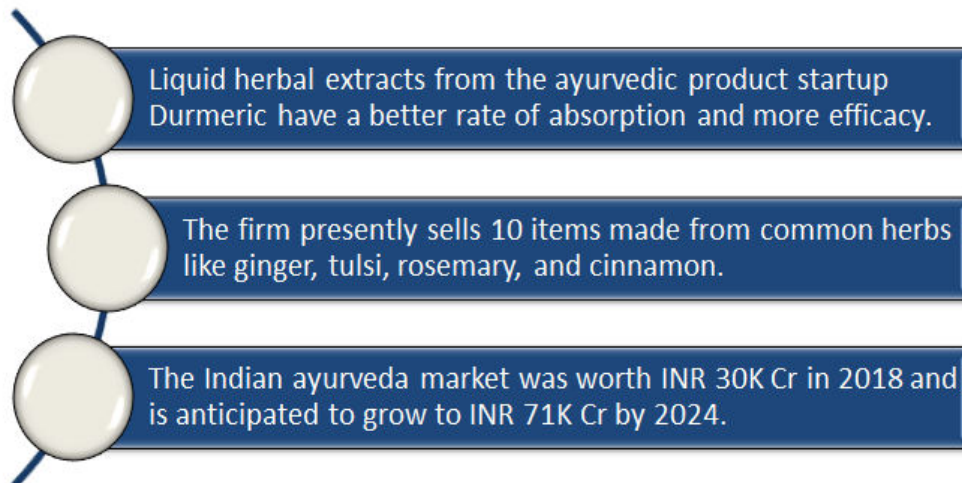


Source: Author

GENESIS TO GROWTH OF THE ORGANISATION

Nanotechnology is used by Durmeric Naturaceuticals to create herbal drops. Natural, ingestible herbal extracts of actual herbs make up Durmeric's herbal products, which have a number of verified health advantages when regularly consumed.

Figure 3: Facts about Durmeric



Source: Author

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

The company has received some great reviews for its products stating their effectiveness and efficiency. Some of the snippets of such reviews are given below.

“One of the best product in amazon. I used to give this drops to my children for increasing memory power. It suits for all age people. I added drops in water it is mixed easily and the water colour is not changed.”

“Good product for nausea, motion sickness, other common problems. Ready to use and gives all the benefits of ginger in a simplified manner.”

“Good flavor & herbal benefits for immunity.”

DISCUSSION AND CONCLUSION

At Durmeric Naturaceuticals, we think that daily nutrition can improve health. By offering our customers a "Convenience on the Go" solution, our start-up hopes to help them develop a simple daily habit of daily nutrition and wellness. We are a start-up that was incubated at IIT Kanpur and BITS Pilani Goa, and we use a patented technology to create nano extracts (emulsions) of herbs and spices. The active ingredient in the herb or spice is more bioavailable because the extracts are in Nano form, making them more potent with less consumption. Without the need for stirring or processing, our product can be added immediately to water, any beverage, or food and consumed.

It is simple to use our product on a regular basis because it may be added directly into water, any beverage, or meal and taken without needing to be stirred or processed. The most pure form of these potent herbs is available in a never-before format that the body can absorb most readily!

We have close to 30 different types of herbs and spices, and these concentrations still retain the flavor and scent of the original herb or spice, making them delicious even for young children. A food supplement rather than a prescription or medicine, this novel component works.

KIVASHOTS: BEST HEALTH SHOTS AND SUPPLEMENTS BRAND

Mr. Bhupindir Singh and Prakriti Sinha

OVERVIEW OF THE COMPANY

KivaShots, an ayurvedic healthcare beverage firm with two locations as a pilot, was started by Shalabh Gupta in August 2016 and is situated in Gurugram. Now that it has expanded into more than 150 stores, it has established an online presence on other websites, including Amazon, and it now has its own website, kivalife.in. Currently, their flagship Ayurvedic "shots" are available in 7 variations, such as Lemon-Honey-Cinnamon Triphala. KivaShots introduced a range of delectable ayurvedic bars and chocolates in February 2018.

Amit Singhal, co-founder of Startup Buddy said, "KIVA is a very very promising brand. Ayurveda is India's past, present and future and as world adopts more natural and organic foods and beverages, KIVA as an ayurvedic beverage brand of shots has the potential to be a leader and become a daily consumption FMCG product."

Figure 1: Fundings raised by the company



Source: Author

ABOUT THE ENTREPRENEURS

The founder and CEO of Akiva Superfoods is Mr. Shalabh Gupta. He was a management consultant with McKinsey where he worked on a variety of projects across various industries. He moved on to work in the San Francisco office of the company. While working in San Francisco, he was exposed to the health trends in packaged foods over there as a customer. He developed a number of healthy habits which he wanted to bring back to India. He has stated that McKinsey played a great role in developing his business ideas since the first couple of years in company were a great educational experience for him.

His career growth from Akiva Superfoods to 2023 can be seen in the following figure.

Figure 2: Career Growth Of Shalabh Gupta



Source: Author

CURRENT MARKET TRENDS

KivaShots plans to use the funding to expand its product in the markets of Mumbai and Bengaluru, develop additional products, and strengthen its brand in the Ayurvedic health juice sector. The business aims to make Ayurveda a practical aspect of millennials' lives. Since the brand's August 2016 introduction, when it was first introduced to the public, its market has rapidly grown in popularity. The start-up is investigating "Ayurveda 2.0" by adding a delectable Ayurvedic flavor to contemporary items.

Shalabh Gupta said, "We see immense growth potential because KIVA is not just targeting current consumers of Ayurveda, but with its innovative products, it is winning those consumers who today know about Ayurveda, but do not adopt it, making the addressable market even larger. We also see huge scope to build this into a truly global brand – Ayurveda is today where Yoga was 10 years ago!"

GENESIS TO GROWTH OF THE ORGANISATION

In 2016, the creator assembled a small team and started developing products to address the convenience, availability, attractiveness, and most significantly, by boosting the taste of Ayurveda in the products. This was done after doing various market research in the area. KivaShots currently sells 60,000 shots each month in retail and has sold over 5 lakh Ayurvedic shots. With a market size of INR 40–50,000 crore and annual growth rates of 25–30%, KivaShots is one of the FMCG segments with the quickest growth rates. It operates different Ayurveda categories. By 2022, the market for KivaShots is expected to have grown from \$2.5 billion to \$8 billion, a threefold increase.

By providing ready-to-drink Ayurvedic health juice shots, the firm hopes to attract millennials by making Ayurveda more accessible and appealing to them. However, it is simple to keep the cost in mind while addressing millennials; the key is to maintain the cost in line with their preferences. The Energy Bar from Patanjali was previously made available for Rs 20. By February, KivaShots plans to make its ayurvedic bars and chocolates available as well. The cost must be both moderately high and somewhat inexpensive in order to appeal to millennials.

COMPETITORS OF THE COMPANY

The big industry giants Dabur, Patanjali, Hamdard, Zandu Pharma, and Emami have been fierce rivals of KivaShots in the extensive Ayurveda market for a number of years. It would be interesting to see how the newest brand, KivaShots, among the others, fights and struggles to survive in order to take the top spot. It will be difficult for the KivaShots to succeed in a market with fierce competition and established major competitors who have goodwill and faith.

In order to compete with such well-known brands in the Ayurveda industry, KivaShots must develop a solid strategy in line with market trends. Patanjali, Baba Ramdev's brand, already has this type of shot accessible, and people purchase it out of confidence and trust.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

The company has shown a huge success rate in terms of customer satisfaction and support. The reviews have been very favorable and the company has strongly redressed any grievances. Some snippets of the customer reviews are;

“A quick way to enjoy the goodness of Ayurveda that comes packed in small testubes , single one has 40 ml of the Ayurveda product extract. I have tried Amla, aloe Vera, another one for weight management and 2 for immunity and digestion. They recommend 2 shots a day but one can have as needed. Not for kids under 12 and not for pregnant women though I could not understand this. But yes it's a good way of consuming these products and is pretty convenient to carry and store as it does not require refrigeration.”

“Considering the ingredients in the juice, they're very healthy and tasty. Also, the juice is very authentic and tastes of all it's ingredients. If you want to try healthy juices, you should try kiva.”

“Kiva is the answer to a perfect start for your day. After searching a lot for a healthy morning drink, i got Kiva shots and it has become a part of my routine now. I take one shot every morning and before sleeping. The packing is very handy as you get 6 shots for ₹150 which is a bargain keeping in mind the quality and packing of the product.”

DISCUSSION AND CONCLUSION

For the Ayurvedic health juice company KivaShots, the commercial might alter everything. In the present era, an advertisement is a significant part of any business' ability to influence customers. Consumers are influenced by advertisements to purchase items. KivaShots began with advertising to inform millennials about the real Ayurveda at a time when many other products were being sold under the Ayurvedic brand. The product and the start-up are helped to build their brand through advertisements and effective marketing.

BREWHOUSE TEA BREWING: INDIA'S FIRST CERTIFIED ORGANIC, REAL-BREWED, BOTTLED ICE TEAS

Mr. Swaraj Manchanda and Prakriti Sinha

OVERVIEW OF THE COMPANY

Positive Food Ventures is an India-based entrepreneurial venture under the Food Empire umbrella, with a focus on developing better-for-health, new-age food & beverage products. The company's first product is a range of bottled ice teas marketed under the brand name Brewhouse.

Positive Food Ventures is part of the Food Empire Group, an SGX-listed global branding and manufacturing company in the food and beverage sector. Food Empire's products are sold in over 50 countries, with 24 offices worldwide and nine manufacturing facilities in India, Malaysia, Myanmar, Russia, Ukraine and Vietnam. Forbes Magazine has twice named Food Empire as one of the "Best under a Billion" companies in Asia and the company has also been awarded one of Asia's "Top Brand" by Influential Brands.

Figure 1: Products of the company



Source: Author

ABOUT THE ENTREPRENEURS

BrewHouse Tea Brewing Co. was founded by Siddharth Jain, who also serves as CEO. He has worked for a number of companies for 20 years, including DBS Bank and Aon Hewitt. Jain, a graduate of the Indian Institute of Management in Calcutta, worked as an investment banker for BNP Paribas in Singapore in the mergers and acquisitions department. The 39-year-old studied tea after his trip to Singapore and experimented with over 100 different kinds of tea from India and other countries. In May 2017, BrewHouse finally made its debut.

Figure 2: Career Growth of Siddharth Jain



Source: Author

Prior to returning to India to start his beverage business, he spent more than six years as an M&A banker with BNP Paribas in Singapore. Siddharth has a passion for tea. His love of tea inspired him to create and launch Brewhouse, India's first real-brewed bottled ice tea brand, after realizing the demand for healthy and natural beverage alternatives. He attended Delhi University and IIM Calcutta, respectively.

CURRENT MARKET TRENDS

According to the company, its mission is to promote organically brewed beverages that are inexpensive, healthful, and safe for daily consumption. In order to do this, the firm claims it sources pesticide- and organic-free tea leaves, which are then brewed at a facility outside of Delhi.

The iced tea flavours offered by Brewhouse include Forest Berry, Mojito Lime, Lemon, and Peach. According to a statement by Jain, the business would use the funds it has raised to introduce a wider selection of SKUs and items that are relevant to the market.

“We’re also seeing a healthy pickup in online sales and that makes us further optimistic about our future endeavours,” said Jain.

Separately, Venture Catalysts co-founder and president Apoorva Ranjan Sharma claimed that the incubator-accelerator was confident in its investment due to Brewhouse's potential to carve out a specific niche in India's iced tea market.

Sharma said, “With a visible change in peoples’ eating habits, it is safe to say that the demand for organic food and beverages—especially tea—will increase and see a very faithful fan following in the coming years.”

Brewhouse claims that their goods are available in movie theatres and hotel brands including INOX, Carnival, Taj, and ITC in addition to online outlets, including its own direct-to-consumer presence.

The investment is Venture Catalysts' most recent startup wager. The company also runs an investment vehicle called the 9Unicorns Accelerator Fund, which saw its first close in September at Rs 100 crore (about \$13.7 million).

2015 saw the founding of the incubator and accelerator by Sharma, Anuj Golecha, Gaurav Jain, and Anil Jain. It makes investments in early-stage entrepreneurs ranging from \$250,000 to \$1.5 million and offers its portfolio companies networking and mentoring opportunities.

GENESIS TO GROWTH OF THE ORGANISATION

One such startup that sells certified bottled iced tea is Brew House. Food Empire Holdings of Singapore and Siddharth Jain, who previously founded Brew House Ice Tea, collaborated to create the company, a member of Positive Food Ventures, in 2017.

Dheeraj Jain, an angel investor, and the Food Empire Group of Singapore have both invested in Brew House. Brew House is finalizing a new round of funding, which will shortly be announced. Global FMCG business Food Empire, which is listed on the Singapore Exchange, provided the initial investment of \$600,000 for Brewhouse. They raised an additional \$2 million in investment in September 2018.

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Brew House's sales suffered in the early days when India learned about Covid-19, according to Jain, and they were forced to raise prices. He said, "Around mid-March, we had already started asking our employees to work from home, that is continuing, and we are keeping their safety as our number one priority."

According to Jain, sales have improved and a new online channel has opened up as lockdown limitations have eased. The inventor thinks that the pandemic has made consumers much more health concerned and interested in purchasing better items.

Brew House will soon introduce two new iced tea flavours: strawberry hibiscus and ginger turmeric. The new goods, according to the startup, will be incredibly inventive, delicious, and most importantly, an excellent immunity booster. Additionally, the business will launch low-calorie ice teas. In addition to direct online sales through their platforms, Brew House has been actively collaborating with smaller cloud kitchens and hospitality companies like Taj Palace Mumbai and the ITC Grand Bharat. Brew House now has a huge chance to sell in a market where the consumer post-COVID-19 has been extremely mindful of their health and what they consume as consumers feel the need for an organic beverage brand that delivers cleaner, healthier products.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

"While the product is absolutely wonderful, the fact that it comes in plastic bottles is very off-putting. The bottles themselves are of low quality. Some of them are so badly sealed that it's impossible to get the cap open. I had to poke holes with a knife on the bottles to drink the tea."

"Along with the not so fab flavour, there is a weird quirk with the bottle packaging, especially when cold. The sealed cap just doesn't open despite breaking the seal with a knife too. Had to ultimately make a hole in the cap to get the ice tea out of the bottle."

"Taste good specially peach and lime flavour. One should try once especially for kids who are fond of drinking cold drinks. No preservatives so it's not harmful like cold drinks."

"All the six flavours are very unique in taste. Sugar quantity is very less.. all flavours are very good especially i liked the lemon one .bottle packaging looks very premium. On top of this this is 100 %organic. Highly recommend the product. I am definately gonna buy it again."

"good quality product and very essential during summer."

DISCUSSION AND CONCLUSION

In addition to direct online sales through their platforms, Brew House has been actively collaborating with smaller cloud kitchens and hospitality companies like Taj Palace Mumbai and the ITC Grand Bharat. Brew House now has a huge chance to sell in a market where the consumer post-COVID-19 has been extremely mindful of their health and what they consume as consumers feel the need for an organic beverage brand that delivers cleaner, healthier products.

Jain said, “We have seen a 10x growth from the start of the lockdown to now, in August, and we hope that this will continue to rise as people become more aware of what they are eating and drinking. The antioxidant properties of organic and real-brewed tea help to maintain a strong immune system and as a result, can help people fight off illnesses. We hope more and more people see the benefit of this and choose to not switch back to regular drinking over-sweetened sugary drinks.”

NIMBLE GROWTH ORGANICS: NEW AGE AGRI STARTUP

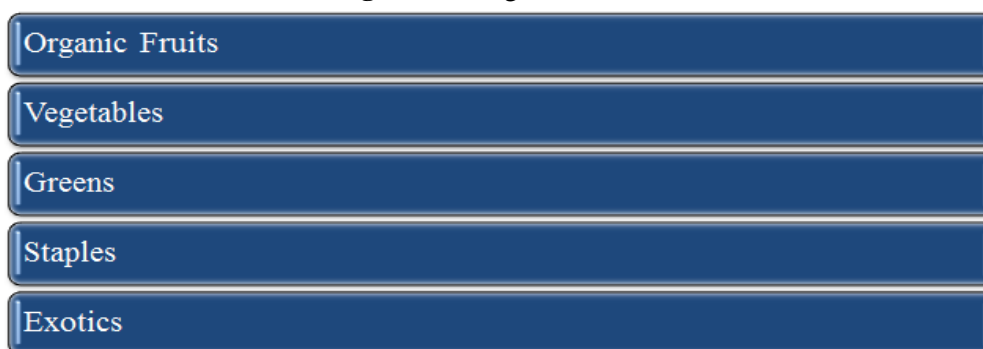
Ms. Priyanshi Jain and Prakriti Sinha

OVERVIEW OF THE COMPANY

Nimble Growth Organics is a team of social entrepreneurs who work with all things organic and promote "ethical, sustainable, and conscious consumption" as their main motto. By choosing an organic lifestyle, consumers can directly support preservation and conservation. They also advise people to inquire about the origin of their food as well as if it is pesticide- and natural-pesticide-free before purchasing anything marked "organic." To ensure seamless production and delivery, they have a workforce of over 30 people dispersed throughout various clusters. Currently, they are collaborating with more than 200 farmers in Karnataka. In Haveri, they had only 5 farmers and 20 acres when we first arrived, but now they have over 800 acres that can be farmed.

Their philosophy is "to provide the consumers with authentic organic and pure food items, which is chemical free and healthy and simultaneously drive an inclusive growth for farmers by enabling them with the right processes and best resources."

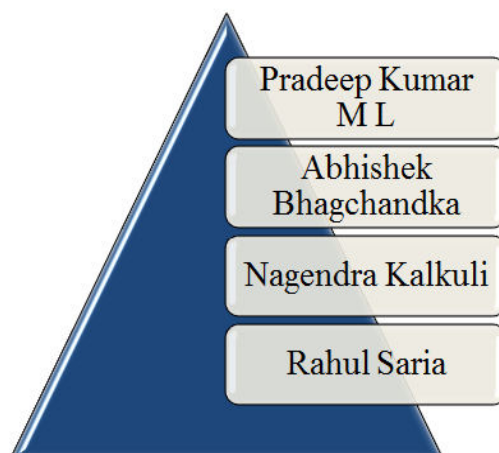
Figure 1: Range of Products



Source: Author

ABOUT THE ENTREPRENEURS

Figure 2: Founders of the company



Source: Author

Nimble Growth Organics, which was co-founded in 2017 by Rahul Saria, Nagendra Kalkuli, Abhisek Bhagchandka, and Pradeep Kumar ML, offers technical know-how and manages the entire production and quality at the farm level with its own internally built proprietary package of practise (PoP).

Co-founder Rahul said, "We are committed to creating a fundamental business model with all-around upgradation for all our stakeholders." He also added, "Nimble Growth team has come a long way, and it has been an amazing experience to see them grow over the past few years. The founding team brings the right balance of social and business entrepreneurship, and I am sure they will play a big role in India's organic food revolution."

"The participation from industry veterans, especially from the Agri domain, gives us wings in our efforts to take the business to the next level," said Co-founder Nagendra.

CURRENT MARKET TRENDS

Nimble Growth Organics reported raising an undisclosed amount of seed money on Friday. HNIs, CXOs, and founders of unicorn startups from India, Singapore, and the UAE support the agritech enterprise. Industry veterans like DVR Rajiv Mohan, Vice President, ITC Agri-Business Division, founders of Vedantu, Sply, Goal Teller, Udyan Tea, and Ellenbarrie, as well as many other corporate executives from Blackrock, EY, KPMG, Proptiger, Kenwell Pharma, Salarpuria, and ITC all participated in the round. The agritech startup had previously raised money from a few angel investors, including Amit Gupta (Co-founder of InMobi / Yulu), Shobhit Shukla (Co-founder of Near), and key executives from businesses like Rothschild and InMobi, among others. It is involved in the production and B2B supply of organic fruits and vegetables.

This round's completion brings the total amount of funding raised to \$1 million. The firm will use this funding to hire a large number of people in technology, sales, and marketing roles as it expands into new regions.

The startup says it is developing India's first traceability application for organic cultivation, a field that has recently attracted a lot of interest due to the growing popularity of eating farm-fresh and nutritious vegetables.

The agritech startup currently collaborates with more than 280 farmers in Karnataka. With an ARR of more than Rs 10 crore and 85+ SKUs, the company has doubled its volume in the last six months (around 200 tonnes per month on average). Nimble Growth serves the markets of Bengaluru and Hyderabad and intends to grow shortly.

GENESIS TO GROWTH OF THE ORGANISATION

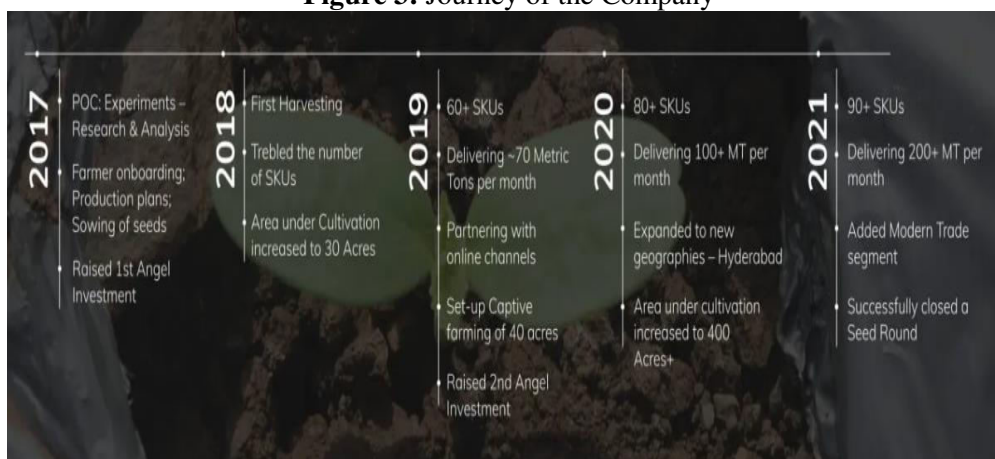
Speaking more about the business and the services they provide, Nagendra, who is the co-founder and chief farmer at Nimble, says that Nimble has been certified Organics for the last three years in a row. He adds, "We have a strong passionate team which focuses on Organic F&V through our proprietary in-house developed Package of practice. We prioritize on the authenticity and health of Soil, people, farmers and the environment. We are here to make a dent in this universe and we have grown significantly since last three years and are bound to grow manifold in the next couple of years. To cater to the varied requirements of our clients we have created a diversified service portfolio and we are into captive as well contractual farming of organic fruits & vegetables. We supply 80+ SKUs.

We work with our farmer partners by ensuring quality production with the use of technology and our unique in-house developed proprietary package of practice (PoP) which is unique for each crop. We give quantity commitments and offer prices way above the market prices along with a committed minimum price even if the market rates come down. We also take care of the complete Supply chain management and ensure seamless delivery to our customers. The

transparency and the traceability are the unique value proposition that we bring to our customers which have helped us build trust among them”

Adding more to this, another co-founder, Rahul Saria, said, “Initially, our primary focus was to identify the right location and farmlands, strategize production plan, farmer on-boarding and experimenting with a few crops for R&D. We sowed the seeds starting early 2017 and the harvesting of the crops started in 2018. Subsequently, we expanded the area under cultivation from 4 acres to 22 acres trebling the varieties of crops. We at Nimble growth have been very clear with our philosophy and ethos around organic produce. We care about health, environment, soil, farmers, and the consumers. This has helped us to move forward in our journey. Today, we supply more than 110+ metric tonnes per month and operate with 500+ acres of land under our belt. Going forward, we plan to expand significantly by increasing the captive farms to 200+ acres and onboarding 1000+ farmers in 2021 with a productive land capacity of 2500+ acres overall. We have the geographical advantage of expanding to Maharashtra, Telangana, Chennai, Goa and Kerala due to the close proximity of these places from our production farms. Apart from all this, we are also aiming to achieve a top-line of USD 11 Million in the future.”

Figure 3: Journey of the Company



Source: Nimble. (2022). About Us - Nimble Growth. Nimble Growth. <https://nimblegrowth.in/about-us/>

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

“Here you will get very good quality of Organic vegetables and fruits. Products from Haveri and Gundlupete. Visit the store now in RR Nagar, new office. Now they also started Poultry farming. Do visit.”

DISCUSSION AND CONCLUSION

The most significant of the company’s other duties is to introduce the farmer to the organic industry by educating him about it. They work closely with farmers, encouraging them to follow moral standards and preparing them for production that is process-oriented. They work with farmers who share the brand's attitude and are willing to follow the rules that have been established. Because it is crucial that the farmer recognizes the value of growing organically, is prepared to abandon the conventional method, and learns how to transform organic farming into a successful business. Nimble Growth helps farmers with the transition to being organic because, on average, yields decline by 30% in the first year. The pre-conversion yield levels are attained in three to four years.

ZAMA ORGANICS: TRUSTED BRAND FOR ORGANIC FOOD PRODUCTS

Ms. Shirley Rex and Tushar Sharma

ABOUT THE ORGANIZATION

Zama Organics is an organic grocery delivery service that operates in India. They focus on providing customers with a wide range of fresh, locally sourced organic produce and grocery items. Their goal is to promote sustainable farming practices and support local farmers. Zama Organics offers a convenient and eco-friendly way for customers to access organic food by delivering it directly to their doorsteps.

The mission of Zama Organics is to provide high-quality organic products while promoting sustainable and environmentally friendly practices. They aim to:

Offer organic and locally sourced food: Zama Organics strives to make organic and locally sourced food easily accessible to customers, ensuring they have access to healthy and natural food options.

Support local farmers and communities: The company aims to support local farmers by directly sourcing from them and providing them with fair and sustainable livelihoods. This helps strengthen local agricultural communities and promotes sustainable farming practices.

Promote sustainability: Zama Organics is committed to promoting sustainable practices throughout their operations. This includes minimizing packaging waste, using eco-friendly delivery methods, and encouraging customers to adopt environmentally conscious choices.

Overall, Zama Organics strives to create a positive impact on individuals' health, local communities, and the environment by offering organic products and promoting sustainable practices.

Zama Organics offers a variety of organic products, including:

- **Fresh fruits and vegetables:** They provide a wide selection of seasonal and organic fruits and vegetables sourced directly from local farms.
- **Grocery staples:** Zama Organics offers pantry essentials such as grains, pulses, lentils, flours, spices, cooking oils, and condiments, all of which are organically grown and sourced.
- **Dairy and dairy alternatives:** Customers can find organic milk, cheese, yogurt, ghee, and plant-based milk alternatives like almond milk or soy milk.
- **Bakery and snacks:** Zama Organics offers organic bread, cookies, snacks, and other baked goods made from natural ingredients.
- **Beverages:** They provide organic tea, coffee, juices, and health drinks that are free from artificial additives.

About The Founder

Zama Organics was Founded by Shriya Naheta Wadhwa, Zama Organics focuses on building a farm-to-table supply chain for organic and natural vegetables, fruits, groceries and artisanal food items. Through a widespread network of farmers and artisans, Zama has gained recognition for being a trusted and authentic food brand. Over the last 12 months, the brand has exhibited strong growth metrics that speak of its capability as an emerging player.

With impact at its core, Zama's vision is to spearhead a collaborative organic movement for Indian farmers, artisans and consumers and create a healthier tomorrow by raising awareness of the benefits of clean produce.

Shriya Naheta is working as the founder at Zama Organics. Previously she worked as Research and Analysis Intern at FWD in us.

She graduated from the University of Southern California in 2015, after which she moved back home to Mumbai. While Shriya, always felt she wanted to do something on her own, Shriya only realized her passion for organic and healthy food after visiting a few farms on a trip with her sister. She was amazed at the variety and quality of produce—from a humble potato to exotic black rice. Most people, including her, have limited knowledge and access to an organic and high-quality product that is real and wholesome. Shriya's love for food kept her determined to bridge the gap and she spent the next few years doing extensive research, which eventually led to the birth of Zama Organics.

Current Market trends

The organic food industry has been experiencing several market trends in recent years. Some of these trends include:

- **Increasing Demand:** Consumer awareness and demand for organic food products have been steadily growing. Health-conscious individuals are seeking out organic options due to concerns about pesticides, GMOs, and the overall quality of their food.
- **Mainstream Adoption:** Organic food has moved from being a niche market to a mainstream choice for many consumers. It is no longer limited to specialty health food stores, as organic products are now widely available in supermarkets and online platforms.
- **Expansion of Product Range:** The organic food industry has seen an expansion of product offerings beyond fresh produce. Organic options now include a wide range of products such as dairy, meat, snacks, beverages, condiments, and packaged foods.

Figure 1: Current Market Trends in Organic Food Industry



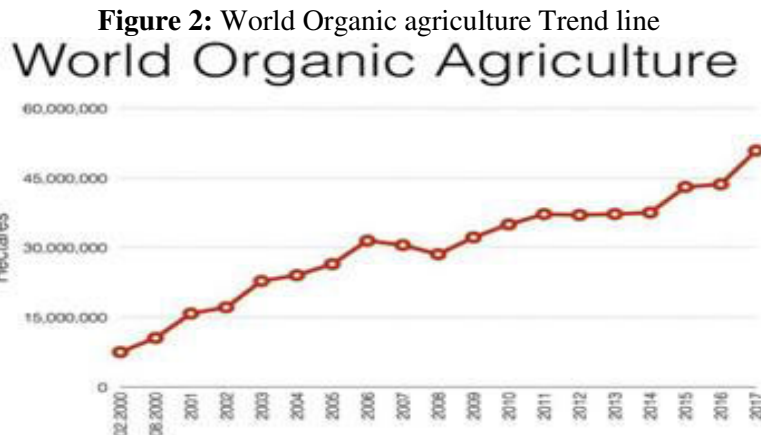
Source: The Author

Growth of the Company

Zama Organics had been steadily growing and gaining popularity as a prominent organic grocery delivery service in India. They had been expanding their customer base and geographic coverage, catering to customers in major cities across the country.

Zama organics was officially launched in 2017, Mumbai-based Zama organics started on a small scale selling fresh and packaged organic food in Mumbai.

Currently Zama organics have 60 stores panindia across 16 cities. Zama organics have a network of over 50,000+ certified organic farmers across India, it supplies fresh organically grown food to people across India.



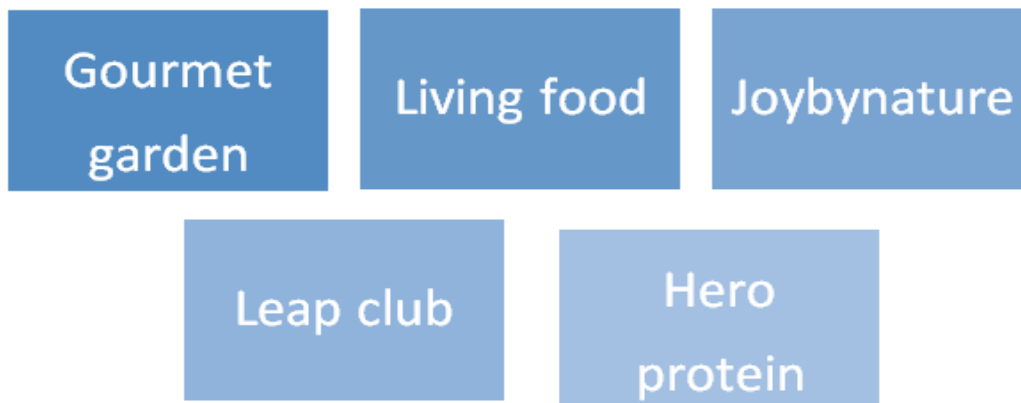
Source: <https://www.researchgate.net/profile/John-Paull/publication/321146140/figure/fig1/AS:561997185466368@1511001978316/Growth-of-World-Organic-Agriculture.png>

In recent times, the stake of awareness about organically grown food is rising, as seen in the graph above, how the proportion of organically grown crops is increasing day by day. The credit of this goes solely, to companies like Zama organics, which are hiring farmers from across the country and promoting organically grown food and crops.

Zama organics has evolved over a long period of time, with a current valuation of \$6.92M as on May 02, 2022. It Ranked 4th among 299 competitors. Zama is growing day by day and the only reason behind it is people opting for a fresh and a healthier road.

Zama aims to grow its business by helping farmers all across India, and creating awareness about organically grown products.

Figure 3: Competitors of Zama Organic



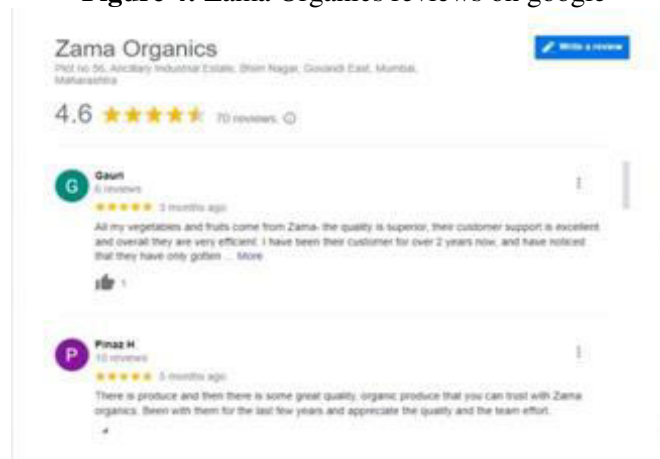
Source: The Author

Customer Reviews & Experience

Zama organics is a brand that sells, organically grown food, all around the country and it is known for its mission to help farmers pan- India as well as aiming towards making more people opt for fresh and organically grown food, Zama Organics has a rating of 4.7 out of 5 on google reviews, it has mostly positive reviews some of them are:

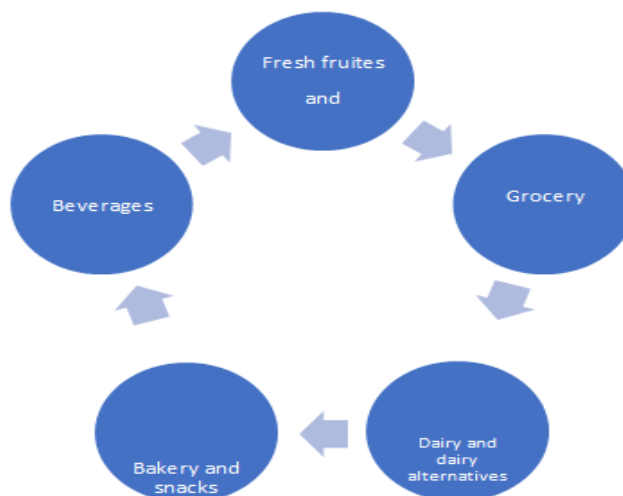
1. Shalini chopra: Their produce is good but they are not always on top of their game! Have goofed up with my order many times by not always sending everything asked for... making it very inconvenient to not have groceries last minute.
2. Manali Bambolkar: Love the freshness and the variety of their produce. They are my trusted organic source and I can actually feel the difference after switching to them. Their organic produce is well worth the quality! I highly recommend switching to organic
3. Disha Poswalia: I have recently started eating organic and Zama has been a great partner in supplying genuinely organic produce for me and my family
4. Jash Chorasias: Best quality fruit and vegetables! The fruits actually have flavour and the the veggies are so nutritious! Eat organic, eat Zama!
5. Kush Fatnani: The personalised service that the customer service team provides makes you really interested in knowing more about the plethora of products that these guys keep. Good job team zama

Figure 4: Zama Organics reviews on google



Source: https://www.google.com/search?q=reviews+of+zama+organics&rlz=1C1CHBF_enIN859IN859&oq=reviews+of+zama+&aqs=chrome.1.69i57j33i160l2.8620j0j7&sourceid=chrome&ie=UTF-8#lrd=0x3be7ce8af285ddfd:0x2cf2d99b4ea070c8,1

Figure 5: Products Zama Organic Deals in



Source: The Author

Challenges Faced by the Company

Zama Organics may face several challenges, including:

- **Supply Chain Management:** Maintaining a consistent supply of organic products can be challenging due to weather conditions, crop failures, and sourcing difficulties.
- **Quality Control:** Ensuring the organic certification and quality standards of their products require rigorous monitoring and compliance with regulations.
- **Market Competition:** The organic food industry is growing, leading to increased competition from both small-scale local producers and large corporations.
- **Pricing and Cost Management:** Maintaining competitive pricing while covering production, packaging, and distribution costs can be a challenge, especially if Zama Organics operates on a smaller scale.
- **Consumer Education:** Educating consumers about the benefits of organic products and building awareness of the Zama Organics brand may require significant effort and resources.
- **Seasonal Demand:** Organic produce often has seasonal variations in availability, which can lead to fluctuations in demand and require effective inventory management strategies.

CONCLUSION & DISCUSSION

Zama Organics is a sustainable and organic grocery delivery service that offers a wide range of high-quality products to customers. With its focus on promoting organic farming practices and supporting local farmers, Zama Organics has successfully carved out a niche in the market. The company's commitment to delivering fresh and chemical-free produce directly to customers' doorsteps has garnered a loyal customer base. Overall, Zama Organics has proven to be a reliable and eco-friendly option for individuals seeking healthy and sustainable food choices. It offers a diverse selection of high-quality products and delivers fresh and chemical-free produce to customers' doorsteps. With its focus on sustainability and commitment to providing healthy food options, Zama Organics has built a loyal customer base. The company is a reliable and eco-friendly choice for individuals seeking sustainable and nutritious food.

16.

NATUREVIBE BOTANICALS: REVOLUTIONISING THE ORGANIC AND BOTANICAL FOOD MARKET IN INDIA

Prof. (Dr.) Ravikant Swami and Muskan Sharma

INTRODUCTION

Naturevibe Botanicals is a reputable company that specializes in providing premium-quality organic botanical products. With a commitment to offering natural and wholesome products, Naturevibe Botanicals aims to promote a healthy and balanced lifestyle.

The company focuses on sourcing the finest botanical ingredients from around the world, ensuring that their products are of the highest quality. Naturevibe Botanicals offers a diverse range of products, including herbs, spices, superfoods, teas, powders, and essential oils. These products are sourced directly from trusted farmers and suppliers who follow sustainable and ethical practices.

OVERVIEW OF THE COMPANY

Naturevibe Botanicals is a well-established company that specializes in providing premium organic botanical products. With a focus on quality, sustainability, and customer satisfaction, Naturevibe Botanicals has gained recognition as a trusted supplier in the industry.

The company offers a diverse range of botanical products, including herbs, spices, superfoods, teas, powders, and essential oils. These products are carefully sourced from around the world, ensuring that they meet the highest quality standards. Naturevibe Botanicals works directly with farmers and suppliers who follow organic and sustainable farming practices, guaranteeing that their products are free from synthetic additives and GMOs.

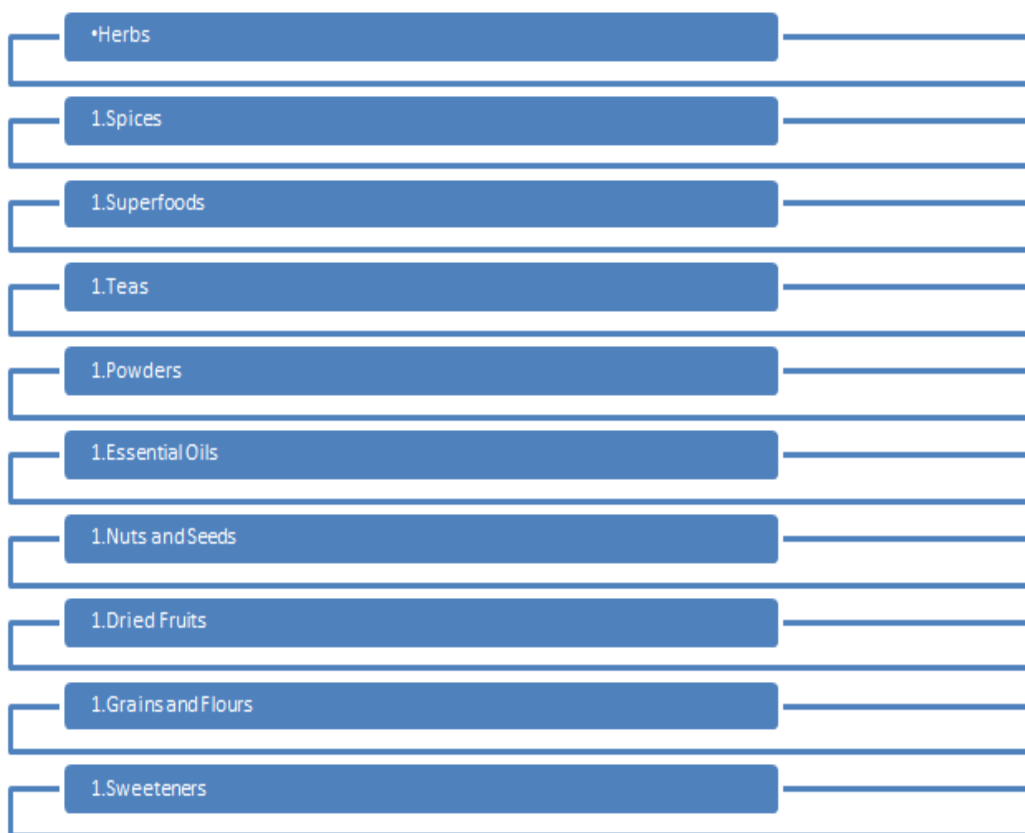
One of the key strengths of Naturevibe Botanicals is its commitment to quality control. The company conducts thorough testing and adheres to strict standards to ensure that their products are pure, potent, and safe for consumption. This dedication to quality has earned them a reputation for reliability and trustworthiness among their customers.

Naturevibe Botanicals not only provides high-quality products but also aims to educate and inspire its customers. They offer valuable information about the benefits, uses, and origins of their botanicals, empowering customers to make informed choices and incorporate these products into their wellness routines. Sustainability is a core value for Naturevibe Botanicals.

They actively support fair trade practices and work towards building sustainable partnerships with farmers and communities. By promoting ethical sourcing and minimizing their ecological footprint, the company contributes to a more sustainable and responsible supply chain.

Naturevibe Botanicals has established a strong presence in the market through its commitment to quality, sustainability, and customer satisfaction. Their extensive product range, dedication to education, and emphasis on ethical practices make them a reliable choice for customers seeking premium organic botanical products.

Products Offered by the Company



ABOUT THE FOUNDER

Rishabh Chokhani is a second-generation entrepreneur of his family who has successfully created a global business of organic food products that went from just \$3 million in revenue in 2018 to \$24 million in 2020. Naturevibe Botanicals is a Mumbai-based startup that started selling organic health products like superfoods, Ayurveda capsules, essential oils, spices and grains, and culinary items like saffron and coconut flour in the U.S. market. Recently, the trend of a healthy, nutritious lifestyle and consumption of organic botanicals started in India. Rishabh Chokhani was determined to educate people about the power of botanicals and made sure to supply quality organic products at reasonable prices. His venture has been awarded the ‘Best Quality Manufacture of Organic Products in India’ by Global Choice Awards 2019 and Best Emerging Organic Health & Nutrition Herbal Products Manufacturers and Exporters 2019 by India Leadership Awards 2019. A visionary and a leader, Rishabh now aims to expand the brand in Australia and the United Kingdom.

Overview of the Current Market Trends

- **E-commerce Growth:** The e-commerce sector has been experiencing significant growth, with more consumers embracing online shopping. This trend has been further accelerated by the COVID-19 pandemic, as people have turned to online platforms for convenience and safety.
- **Rise of Sustainability:** Consumers are increasingly concerned about environmental sustainability and the social impact of their purchases. There is a growing demand for eco-friendly and ethically sourced products. Companies that prioritize sustainability and demonstrate responsible business practices tend to attract more customers.

- **Health and Wellness Focus:** The health and wellness industry has been growing steadily, with consumers seeking products that promote physical and mental well-being. This includes organic and natural products, functional foods, supplements, and personal care items.
- **Digital Transformation:** Companies across industries are embracing digital technologies to enhance their operations and customer experiences. This includes implementing online platforms, mobile apps, and data analytics to personalize offerings, streamline processes, and improve customer engagement.
- **Personalization and Customization:** Consumers are increasingly seeking personalized experiences and products that cater to their specific needs and preferences. Companies that can offer customization options and tailored recommendations tend to gain a competitive advantage.
- **Plant-Based and Vegan Products:** The demand for plant-based and vegan alternatives has been on the rise. More consumers are adopting plant-based diets for health, environmental, and ethical reasons. This trend has led to the growth of plant-based food companies and the expansion of vegan product offerings.
- **Social Media Influence:** Social media platforms continue to play a significant role in shaping consumer trends and purchase decisions. Influencers and online communities have a powerful impact on consumer preferences and brand perceptions.

Growth Strategies

- **Geographic Expansion:** Naturevibe Botanicals started by selling organic health products in the U.S. market, demonstrating a strategy of entering new geographic regions to tap into the growing demand for organic and health-conscious products. With the aim to expand the brand further, Rishabh Chokhani plans to enter the Australian and UK markets, indicating a focus on international expansion.
- **Product Diversification:** Naturevibe Botanicals offers a wide range of organic products including superfoods, Ayurveda capsules, essential oils, spices, grains, and culinary items. This diversification strategy allows the company to cater to a broader customer base and capture multiple segments within the organic health and nutrition market.
- **Quality Assurance:** Naturevibe Botanicals has been recognized for its commitment to quality manufacturing of organic products. Awards such as the 'Best Quality Manufacture of Organic Products in India' and 'Best Emerging Organic Health & Nutrition Herbal Products Manufacturers and Exporters' highlight their focus on maintaining high-quality standards. This strategy helps build trust and loyalty among customers and positions the brand as a reliable provider of organic products.
- **Competitive Pricing:** Rishabh Chokhani aimed to supply quality organic products at reasonable prices, indicating a strategy of offering competitive pricing. This approach allows Naturevibe Botanicals to attract price-conscious consumers and differentiate itself from competitors in the market.
- **Awards and Recognition:** By actively participating in industry awards and receiving accolades, Naturevibe Botanicals establishes its credibility and enhances brand reputation. These achievements can contribute to brand visibility, customer trust, and potential business opportunities.
- **Vision for International Expansion:** Rishabh Chokhani's goal to expand the brand in Australia and the United Kingdom demonstrates a forward-thinking growth strategy. By identifying new markets with potential demand for organic and health products, Naturevibe Botanicals aims to capitalize on emerging trends and expand its global reach.

Limitations of the Company

- **Supply Chain Challenges:** Sourcing high-quality organic ingredients consistently can be a challenge, especially when operating on a global scale. Ensuring a stable supply chain that meets the company's quality standards and maintaining relationships with suppliers may pose difficulties.
- **Price Sensitivity:** The market for organic products can be price-sensitive. While Naturevibe Botanicals aims to offer quality products at reasonable prices, competing with lower-priced conventional alternatives or other organic brands can impact profitability and market share.
- **Regulatory Compliance:** Operating in the organic food industry requires adherence to strict regulations and certifications. Ensuring compliance with organic certification standards and maintaining necessary certifications can be a complex and costly process.
- **Consumer Education:** Educating consumers about the benefits and value of organic botanical products may require ongoing efforts. As the trend of healthy living and organic consumption grows, companies need to invest in educating and creating awareness among consumers to differentiate themselves in the market.
- **Market Competition:** The organic food and health products industry is highly competitive, with numerous established brands and new entrants. Competing with well-established players and staying ahead of emerging competitors requires continuous innovation, product differentiation, and effective marketing strategies.
- **Market Volatility:** Market demand for organic products may fluctuate due to various factors, such as economic conditions, changing consumer preferences, or shifts in health and wellness trends. Adapting to market volatility and maintaining a consistent growth trajectory can pose challenges.
- **International Expansion Challenges:** Expanding into new international markets involves navigating different regulatory frameworks, cultural preferences, and consumer behaviors. Managing operations in multiple countries requires careful planning, market research, and adaptation to local market dynamics.

CONCLUSION

In conclusion, Naturevibe Botanicals, led by Rishabh Chokhani, has successfully established itself as a global business in the organic food products industry. With a focus on supplying quality organic products at reasonable prices, the company has experienced substantial growth, increasing its revenue from \$3 million in 2018 to \$24 million in 2020. Naturevibe Botanicals offers a diverse range of organic health products, including superfoods, spices, essential oils, grains, and more.

Under Rishabh Chokhani's leadership, the company has received recognition for its commitment to quality manufacturing and has been awarded prestigious titles such as 'Best Quality Manufacture of Organic Products in India' and 'Best Emerging Organic Health & Nutrition Herbal Products Manufacturers and Exporters.' By capitalizing on the growing trend of a healthy and nutritious lifestyle, Naturevibe Botanicals has successfully tapped into the U.S. market and now aims to expand its brand presence in Australia and the United Kingdom.

While the specific growth strategies employed by Naturevibe Botanicals have not been explicitly outlined, the company's initiatives such as geographic expansion, product diversification, competitive pricing, and a focus on quality assurance indicate a strong commitment to capturing market opportunities and meeting customer demands. However, like any company, Naturevibe Botanicals may face challenges, including supply chain complexities,

price sensitivity, regulatory compliance, market competition, and the need for consumer education.

Overall, Naturevibe Botanicals and its visionary founder, Rishabh Chokhani, have demonstrated the ability to adapt to market trends, provide high-quality organic products, and position themselves as a reputable player in the organic food industry. With their continued growth and expansion plans, Naturevibe Botanicals is well-positioned to contribute to the rising demand for organic and health-conscious products on a global scale.

17.

QUESENTENTIALS: PIONEERING ORGANIC QUINOA, CHIA AND MILLETS FARMING

Prof. (Dr.) Poorva Ranjan and Muskan Sharma

INTRODUCTION

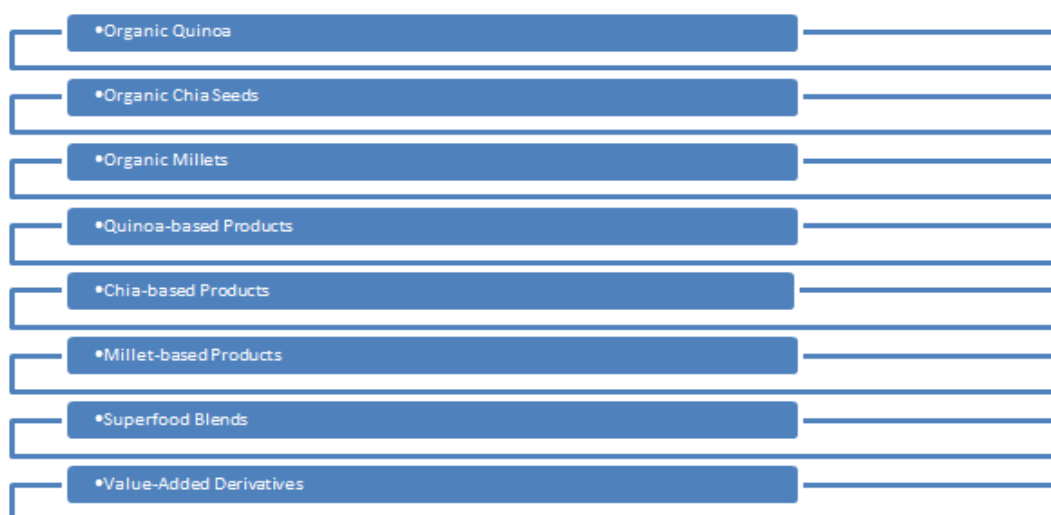
Quessentials is a trailblazing agricultural company that is redefining the landscape of organic farming. With a profound commitment to cultivating high-quality quinoa, chia, and millets, we are at the forefront of a nutritional revolution. Our mission is to provide discerning consumers with a diverse range of superfoods that are not only packed with essential nutrients but are also sustainably produced. By merging innovative farming techniques with unwavering dedication to organic practices, Quessentials is shaping the future of healthy eating and ecological balance.

OVERVIEW OF THE COMPANY

Quessentials operates on a foundation of unwavering principles: quality, sustainability, and customer satisfaction. Our team of seasoned farmers, agronomists, and food scientists works tirelessly to ensure every facet of our farming and production processes align with the highest standards of organic cultivation. From carefully selecting seeds to nurturing crops through natural methods, we strive to deliver premium products that meet the evolving needs of health-conscious consumers worldwide.

Quessentials offers an extensive range of premium organic superfoods, carefully cultivated to meet the diverse dietary preferences and nutritional needs of health-conscious consumers. Our product lineup includes:

Products Offered by the Company



SWOT ANALYSIS

Strengths

1. Strong commitment to organic farming: Quessentials stands as a stalwart champion of organic practices, capturing the attention and trust of health-conscious consumers seeking clean, sustainable food choices.

2. **Diverse product range:** Our comprehensive cultivation of superfoods includes quinoa, chia, and millets, catering to the growing demand for diverse, nutrient-rich dietary options that promote holistic well-being.
3. **Innovation in farming techniques:** By embracing cutting-edge farming technologies and sustainable practices, Quessentials maximizes crop yields while minimizing environmental impact, establishing itself as a leader in responsible farming.
4. **Quality assurance:** We uphold stringent quality control measures to ensure that every Quessentials product exhibits unrivaled taste, nutritional value, and safety, providing our customers with a consistently exceptional experience.

Weaknesses

1. **Limited market penetration:** As a relatively new entrant in the market, Quessentials may face challenges in expanding its customer base, requiring targeted marketing efforts to establish brand recognition and loyalty.
2. **Dependence on weather conditions:** Like any agricultural enterprise, Quessentials is vulnerable to climate fluctuations and extreme weather events, which can affect crop production and subsequently impact supply chains.

OPPORTUNITIES

1. **Growing demand for organic superfoods:** The increasing awareness surrounding the benefits of organic and nutrient-dense diets presents an immense opportunity for Quessentials to capitalize on the expanding market and meet the rising demand for wholesome, sustainable food choices.
2. **Expansion into international markets:** Quessentials can explore untapped global markets where the demand for organic and specialty crops is on the rise, leveraging our unique product offerings to establish a global presence.

THREATS

1. **Intense competition:** The organic farming industry is experiencing a surge in competition from established players and emerging entrants, intensifying the need for Quessentials to continuously innovate and differentiate itself in order to maintain market share.
2. **Fluctuating commodity prices:** The volatility of agricultural commodity prices poses a potential threat to Quessentials' profit margins and financial stability, necessitating effective risk management strategies.

GROWTH STRATEGIES

1. **Product diversification:** Quessentials aims to expand its product portfolio by introducing new superfoods and developing value-added derivatives, aligning our offerings with evolving consumer preferences and emerging health trends.
2. **Market expansion:** We plan to target new geographical markets and solidify our distribution network, enabling us to reach a wider customer base and increase our market presence.
3. **Research and development:** Quessentials will continue to invest in research and development initiatives to enhance crop yields, innovate new farming techniques, and further elevate the nutritional value of our products, reinforcing our position as a pioneer in organic farming.
4. **Branding and marketing:** Strategic branding and marketing campaigns will be employed to raise awareness of the Quessentials brand, effectively communicating our unique selling points and capturing the attention of health-conscious consumers.

OVERVIEW OF MARKET TRENDS

The organic superfoods industry is experiencing exponential growth fueled by heightened health consciousness, increased disposable incomes, and a growing emphasis on sustainability. Consumers are actively seeking nutrient-dense alternatives to traditional crops, leading to a surge in demand for quinoa, chia, and millets. Moreover, there is a discernible shift towards organic and ethically sourced products, creating favorable market conditions for Quessentials to capitalize on this prevailing trend.

LIMITATIONS

1. Dependence on seasonal availability: Quessentials' production and supply may be influenced by seasonal variations, presenting challenges in maintaining consistent supply chains and potentially leading to product shortages during certain periods.
2. Infrastructure and logistics: Ensuring robust and efficient infrastructure and logistics networks is critical for Quessentials to enable timely delivery of products, particularly as we expand into new markets.

CONCLUSION

Quessentials is an innovative force in the agricultural industry, spearheading the organic farming of quinoa, chia, and millets. With an unwavering commitment to quality, sustainability, and customer satisfaction, we are well-positioned to capitalize on the growing demand for organic superfoods. By implementing strategic growth strategies and staying attuned to market trends, Quessentials aims to emerge as a leading provider of premium, nutrient-rich, and environmentally-friendly superfoods worldwide, empowering consumers to make healthier choices while contributing to a more sustainable future.

18.

PATANJALI: LEADING INDIAN BRAND TO BUY WIDE RANGE OF HERBAL PRODUCTS

Dr. Shuchi Goel and Muskan Sharma

INTRODUCTION

Patanjali is an Indian consumer goods company that has gained significant prominence in recent years. It was founded in 2006 by Baba Ramdev, a popular yoga guru, and Acharya Balkrishna. Patanjali aims to promote Ayurvedic principles and provide natural and traditional products for overall health and wellness.

The company is known for its wide range of products that span various categories, including food and beverages, personal care, healthcare, cosmetics, and home care. Patanjali's product line includes items such as herbal teas, spices, honey, cooking oils, herbal supplements, skincare products, hair care products, toothpaste, and cleaning agents.

Patanjali's products are based on Ayurvedic principles, which focus on holistic well-being and natural remedies. The company emphasizes the use of herbal ingredients and traditional manufacturing processes to create its products. Patanjali claims that its products are free from harmful chemicals and artificial additives.

OVERVIEW OF THE COMPANY

Patanjali is a well-known Indian consumer goods company that specializes in offering a wide range of products based on Ayurvedic principles. Founded in 2006 by Baba Ramdev, a popular yoga guru, and Acharya Balkrishna, Patanjali aims to promote traditional Indian knowledge of Ayurveda and provide natural and herbal products for overall health and wellness.

Patanjali's product portfolio covers various categories, including food and beverages, personal care, healthcare, cosmetics, and home care. The company emphasizes the use of natural and herbal ingredients and follows traditional manufacturing processes to create its products. Patanjali products are marketed as being free from harmful chemicals and artificial additives.

In the food and beverage category, Patanjali offers a wide range of products such as herbal teas, spices, cooking oils, honey, noodles, biscuits, and juices. Their personal care line includes skincare creams, soaps, shampoos, conditioners, toothpaste, and body cleansers. They also provide healthcare products, herbal supplements, and Ayurvedic medicines. Additionally, Patanjali offers cosmetic items like natural cosmetics, herbal hair colors, and natural beauty products. The company also produces household cleaning agents, such as detergent powders and dishwashers.

Patanjali's products have gained popularity in India due to their affordable pricing, perceived natural and Ayurvedic formulations, and the endorsement by Baba Ramdev. The brand has a strong presence across the country, with a widespread distribution network that includes exclusive Patanjali stores, supermarkets, and online platforms.

Over the years, Patanjali has experienced significant growth, becoming one of the leading FMCG (Fast-Moving Consumer Goods) companies in India. Its success has attracted attention and competition within the FMCG market, prompting other domestic and international players to introduce their own natural and Ayurvedic products.

Patanjali's emphasis on promoting traditional Ayurvedic principles and offering affordable natural products has resonated with a large consumer base in India. However, it's important to note that the brand's impact and product availability may vary in different regions and markets.

Products offered by the company

1. Food and Beverages

- Herbal teas
- Spices
- Cooking oils
- Honey
- Noodles
- Biscuits
- Fruit juices
- Ayurvedic herbal supplements

2. Personal Care

- Skincare creams and lotions
- Soaps
- Shampoos and conditioners
- Hair oils
- Toothpaste and oral care products
- Body cleansers and shower gels
- Herbal cosmetics and beauty products

3. Healthcare and Medicines

- Ayurvedic medicines and remedies
- Herbal supplements for general health and specific ailments
- Digestive aids and tonics
- Chyawanprash (a traditional Ayurvedic herbal jam)

4. Cosmetics

- Herbal hair colors
- Natural cosmetics
- Herbal and Ayurvedic beauty products

5. Home Care

- Detergent powders and liquids
- Dishwashers and utensil cleaners
- Floor cleaners
- Toilet cleaners

ABOUT THE FOUNDER

The founder of Patanjali is Baba Ramdev, a prominent yoga guru and spiritual leader in India. Baba Ramdev, whose birth name is Ramkrishna Yadav, was born on December 25, 1965, in Haryana, India. He is known for his contribution to popularizing yoga and promoting the benefits of Ayurveda, traditional Indian medicine.

Baba Ramdev began his journey by practicing yoga and studying ancient texts on Ayurveda and yoga philosophy. He gained recognition through his yoga camps, which attracted a large number of followers and students seeking to improve their health and well-being.

In 2006, Baba Ramdev, along with Acharya Balkrishna, a close associate, co-founded Patanjali Ayurved Limited. The company was established with the aim of providing natural and Ayurvedic products that align with the principles of holistic health and wellness.

Baba Ramdev played a crucial role in promoting Patanjali's products and brand. His strong presence, captivating speeches, and televised yoga sessions contributed to the popularity and trust associated with Patanjali. Baba Ramdev's endorsement and his persona as a spiritual and health guru have been instrumental in establishing Patanjali as a trusted brand among consumers.

Beyond Patanjali, Baba Ramdev has been involved in various social and philanthropic activities. He has spoken out on issues related to healthcare, education, and social welfare, and has established educational institutions and charitable foundations.

Baba Ramdev's leadership and vision have been instrumental in shaping Patanjali's growth and success. His emphasis on the ancient wisdom of Ayurveda and yoga, combined with a focus on affordability and quality, has resonated with a wide consumer base in India and contributed to the company's prominence in the market.

OVERVIEW OF THE CURRENT MARKET TRENDS

- **Shift towards Health and Wellness:** There is a growing global trend towards health-consciousness and a focus on holistic well-being. Consumers are increasingly seeking out products that align with their desire for healthier lifestyles, including natural and organic options. This trend presents opportunities for companies like Patanjali that offer Ayurvedic and natural products.
- **Sustainability and Ethical Practices:** Consumers are placing greater importance on sustainability and ethical practices. There is an increasing demand for products that are environmentally friendly, responsibly sourced, and produced using sustainable methods. Companies that prioritize sustainability in their operations and supply chain can gain a competitive advantage.
- **Digital Transformation and E-commerce:** The rise of e-commerce and digital platforms has significantly impacted the consumer goods industry. Online shopping has become increasingly popular, providing companies with new channels to reach consumers directly. Companies that adapt to digital trends and leverage online platforms effectively can expand their customer base and enhance their market presence.
- **Personalization and Customization:** Consumers are seeking personalized experiences and products tailored to their individual needs. Customization and personalization technologies are being used to create unique offerings and enhance customer engagement. Companies that can provide personalized products and services may gain a competitive edge.
- **Rise of Influencer Marketing and Social Media:** Social media platforms and influencer marketing have become powerful tools for brands to connect with consumers. Influencers and brand ambassadors can significantly impact consumer purchasing decisions. Companies that effectively utilize social media and influencer partnerships can enhance brand awareness and engagement.
- **Clean Label and Transparency:** Consumers are increasingly interested in knowing the ingredients and production processes behind the products they consume. Clean label

products, with transparent and easily recognizable ingredients, are gaining popularity. Companies that prioritize transparency and provide clear labeling can build trust with consumers.

GROWTH STRATEGIES

- **Product Expansion and Diversification:** Companies can expand their product offerings by introducing new products or diversifying into related categories. Patanjali could consider expanding its range of Ayurvedic and natural products, identifying new areas of consumer demand, and leveraging its brand reputation to enter new segments.
- **Market Expansion:** Companies can seek growth by entering new geographical markets. Patanjali could explore opportunities to expand its presence beyond India and enter international markets where there is a demand for Ayurvedic and natural products.
- **Distribution Network Expansion:** Strengthening and expanding distribution networks can be crucial for reaching a wider consumer base. Patanjali could invest in expanding its distribution channels by partnering with retailers, supermarkets, online marketplaces, and establishing its own exclusive stores in new locations.
- **Digital Transformation:** Embracing digital technologies and e-commerce can enable companies to reach a broader audience and enhance customer engagement. Patanjali could invest in building a robust online presence, optimizing its e-commerce capabilities, and leveraging digital marketing strategies to connect with consumers globally.
- **Strategic Partnerships and Collaborations:** Collaborating with other companies, organizations, or influencers can help broaden reach and tap into new markets. Patanjali could consider partnerships with wellness influencers, healthcare providers, or international retailers to expand its market presence and leverage their expertise and distribution networks.
- **Brand Building and Marketing:** Effective branding and marketing strategies can help increase brand awareness, loyalty, and customer engagement. Patanjali could invest in targeted marketing campaigns, sponsorships, endorsements, and social media marketing to strengthen its brand positioning and connect with its target audience.
- **Innovation and Research:** Investing in research and development can lead to the introduction of innovative products and technologies. Patanjali could focus on developing new formulations, enhancing product quality, and conducting research to support the efficacy and safety of its Ayurvedic offerings.

LIMITATIONS OF THE COMPANY

- **Quality Control and Standardization:** As Patanjali offers a wide range of products, ensuring consistent quality and standardization across all products can be challenging. Maintaining quality control becomes crucial, especially as the company expands and enters international markets, where adherence to local regulations and quality standards may be necessary.
- **Supply Chain Management:** With an extensive product portfolio and a growing customer base, managing the supply chain effectively can be complex. Ensuring the availability of raw materials, efficient production processes, and timely distribution to meet consumer demand can pose challenges, particularly as the company expands its operations.
- **Competition and Market Saturation:** The consumer goods industry, including the market for natural and Ayurvedic products, is highly competitive. Patanjali faces competition from both domestic and international players. As the market matures and more players enter the

segment, maintaining market share and standing out from competitors can become more challenging.

- **Evolving Consumer Preferences:** Consumer preferences and trends can change over time. Patanjali needs to stay attuned to evolving consumer demands and adapt its product offerings accordingly. Failure to anticipate and respond to changing preferences could lead to reduced customer interest and market share.
- **International Expansion and Regulatory Compliance:** Expanding into international markets comes with its own set of challenges, including compliance with local regulations, cultural differences, and market dynamics. Patanjali needs to navigate these complexities while ensuring compliance with international standards and regulations.
- **Perception and Brand Image:** While Patanjali has gained popularity in India, it may face perception challenges or skepticism from consumers in international markets who are less familiar with the brand or Ayurvedic products. Building trust and credibility in new markets may require additional efforts and effective marketing strategies.
- **Dependency on Founder's Image:** Baba Ramdev's association with Patanjali has played a significant role in its success. However, there could be a potential risk of over-reliance on the founder's image and influence. Ensuring a smooth transition and building a strong leadership team beyond the founder's presence is essential for the long-term sustainability of the company.

CONCLUSION

In conclusion, Patanjali is a prominent Indian consumer goods company that has made a significant impact in the market with its focus on Ayurvedic and natural products. Founded by Baba Ramdev and Acharya Balkrishna, the company has capitalized on the growing demand for health and wellness products and has established a strong presence in various product categories, including food and beverages, personal care, healthcare, cosmetics, and home care.

Patanjali's success can be attributed to its emphasis on traditional Indian knowledge of Ayurveda, affordability, and quality. The company's wide range of products, coupled with Baba Ramdev's influential brand presence, has resonated with consumers seeking natural and herbal alternatives. Patanjali has expanded its distribution network, entered international markets, and received accolades for its product quality.

However, like any company, Patanjali faces certain limitations and challenges. These include maintaining quality control and standardization across its diverse product portfolio, managing a complex supply chain, navigating intense competition, adapting to evolving consumer preferences, and ensuring successful international expansion while complying with regulatory requirements.

Despite these limitations, Patanjali has demonstrated resilience and growth, leveraging strategies such as product expansion, market diversification, digital transformation, and strategic partnerships. By addressing these challenges and capitalizing on market trends, Patanjali has the potential to continue its growth trajectory and solidify its position as a key player in the consumer goods industry.

It's important to stay updated with the latest developments and initiatives from Patanjali to understand how the company addresses its limitations and captures new opportunities in the ever-changing consumer goods landscape.

NATURALLY YOURS: HEALTHY TWIST TO READY TO MAKE MEALS

Prof. (Dr.) Shalini Gautam and Ananya Sharma

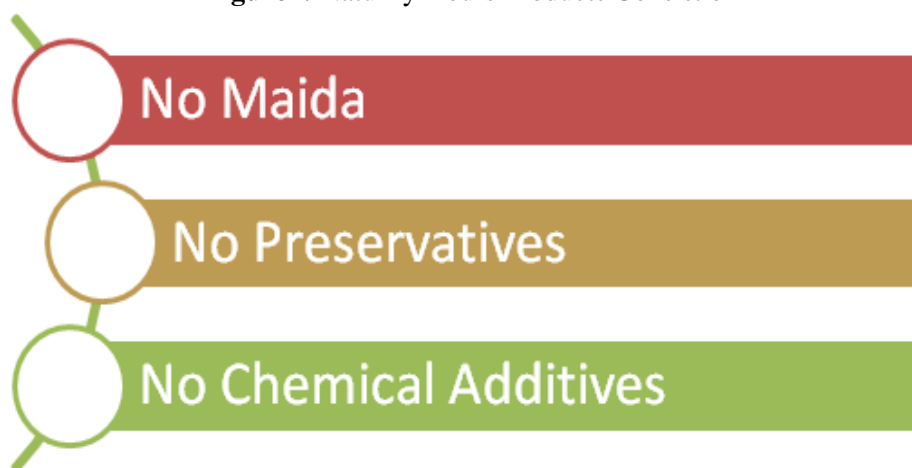
OVERVIEW OF THE COMPANY

Naturally Yours, typically focuses on producing noodles or pasta alternatives that are made from nutritious ingredients and are suitable for individuals with specific dietary preferences or restrictions. The company's mission may vary, but some common objectives could include providing wholesome and nourishing food options, promoting a healthy lifestyle, and catering to diverse dietary needs.

These companies often emphasize the use of whole grains, vegetables, legumes, or gluten-free alternatives to create their pasta products. They may prioritize factors such as high fiber content, low carbohydrate content, or reduced calorie count to meet the needs of health-conscious consumers. The specific mission and goals of a particular healthy noodle pasta making company would depend on their unique approach, product offerings, and target market.

There mission also involves to make the best quality, 100% wholegrain Noodles & Pasta ever. Which are made in small batches with high quality grains straight from our farm partners to ensure you always get the freshest Noodles & Pasta. There products are absolutely free from maida, preservatives, chemical additives and basically every kind of junk that needs to be away from our body. Naturally yours use organic wholegrains which have time and again proven to be a rich source of proteins, minerals and fiber. Which are easy to make and super delicious.

Figure1: Natrully Yours Products Consist of



Source: The Author

ABOUT THE FOUNDER

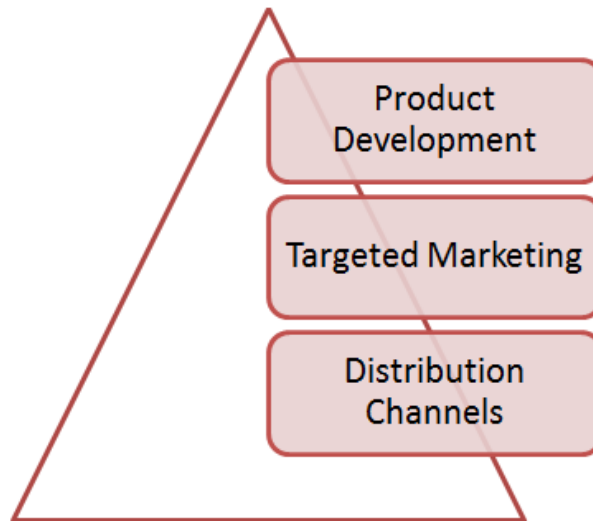
The brain child behind the great invention of naturally yours is Vinod Kumar and Priya Prakash. Vinod kumar is a Masters in Business Administration from Cardiff Business school, UK with over 14+ years expertise in marketing, sales & new business launches. Previously Worked in various leadership positions with Innovsource now sold to Amazon. On the other hand Priya Prakash is a certified Nutrition Coach and biotechnologist. A strong believer of making simple and wholesome tweaks in the daily diet for a healthier lifestyle. Over 10+ years experience in Operations and New product development for retail, FMCG and health food Industry. Previously worked with Anthem Biosciences as a research scientist.

GROWTH STRATEGY

Growth strategy of Naturally Yours is:

- **Product Development:** Continuously innovate and expand the product line by introducing new and unique pasta varieties, flavors, and ingredient combinations. This can help attract new customers and retain existing ones by offering a diverse range of healthy options.
- **Targeted Marketing:** Develop a strong brand identity and communicate the health benefits of the pasta products to the target market. This can include highlighting features such as organic ingredients, whole grains, low-carb or gluten-free options, and nutritional value. Effective marketing campaigns can help create awareness and build a loyal customer base.
- **Distribution Channels:** Expand distribution networks by partnering with retailers, grocery stores, health food stores, or online platforms. Increasing availability and accessibility of the products can help reach a wider audience.

Figure 2: Growth Strategy of Naturally Yours



Source: The Author

CHALLENGES FACED BY NATURALLY YOURS

Here are some of the challenges faced by Naturally yours:

- **Consumer Awareness:** One of the primary challenges is creating awareness among consumers about the benefits and value of healthy pasta alternatives. Educating customers about the nutritional advantages, taste, and cooking methods of these products is crucial for driving demand.
- **Competition:** The food industry, including the pasta market, is highly competitive. Healthy pasta making companies must differentiate themselves from conventional pasta brands and compete with other health-oriented food companies. Building a strong brand and unique value proposition is essential to stand out in the market.
- **Cost and Pricing:** Healthy ingredients and specialized production methods can increase the cost of manufacturing healthy pasta. Pricing these products competitively while maintaining profitability can be a challenge. Balancing cost considerations with consumer expectations and market demand is crucial for success.

CURRENT TRENDS

Here are some potential current trends in healthy food market:

1. **Plant-Based and Vegan Foods:** The popularity of plant-based diets and veganism has surged in recent years. Consumers are seeking plant-based alternatives to traditional animal-based products, including meat, dairy, and eggs. This trend has led to the development of a wide range of plant-based and vegan food options, including plant-based meats, dairy alternatives, and innovative plant-based ingredients for various dishes.
2. **Functional Foods:** Functional foods are those that offer additional health benefits beyond basic nutrition. This includes foods fortified with vitamins, minerals, antioxidants, probiotics, and other bioactive compounds. Consumers are increasingly seeking out foods that can promote specific health outcomes, such as gut health, immune support, or energy enhancement.
3. **Organic and Locally Sourced Foods:** There is a growing preference for organic and locally sourced foods. Consumers are concerned about the use of pesticides, chemicals, and genetic modification in conventional farming practices. They are seeking out organic-certified products and supporting local farmers and sustainable agriculture.

Figure 3: Current Trends of Naturally Yours



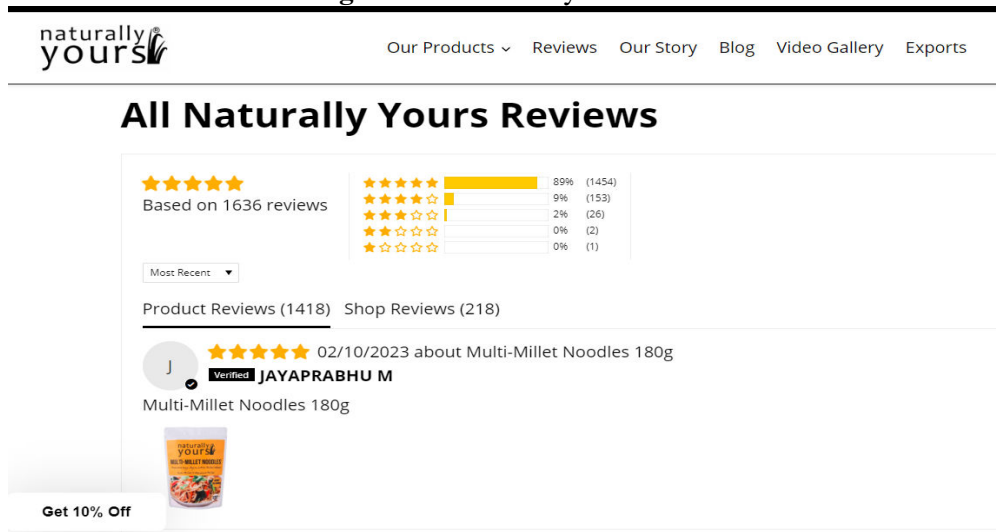
Source: The Author

CONSUMER REVIEWS & EXPERIENCE

Some common customer reviews of Naturally Yours are:

- Fenil Parikh: It's Superb ☐Simply awesome. Must try.
- Saanvi: Very tasty and healthy We liked the masala powder taste and noodles are very tasty and the packing is also good.
- K.ziaudeen Khaja: It's so tasty, stomach friendly, try ones you will forget instant unhealthy noodles.
- Smritikana :It's so yummy and healthy everyone loves in my family

Figure 4: Reviews By The Users



Source: <https://naturallyyours.in/pages/reviews>

CONCLUSION AND DISCUSSION

In conclusion, healthy pasta making companies have the opportunity to tap into the growing demand for nutritious and wholesome food options. By offering pasta alternatives made from organic ingredients, whole grains, and innovative combinations, these companies can cater to health-conscious consumers who are seeking healthier alternatives to traditional pasta.

However, healthy pasta making companies also face various challenges in their operations and growth. These challenges include building consumer awareness, competing with conventional pasta brands and health-oriented food companies, managing costs and pricing, ensuring product freshness and shelf life, sourcing high-quality ingredients, addressing taste and texture preferences, complying with regulations, adapting to changing consumer trends, securing distribution channels, and scaling production.

KAMA AYURVEDA: CLINICALLY PROVEN SKINCARE ESSENTIALS

Prof. (Dr.) Rashmi Chawla and Ananya Sharma

OVERVIEW OF THE COMPANY

Kama Ayurveda is a well-known Indian brand that specializes in Ayurvedic skincare, haircare, and wellness products. The company was founded in 2002 with the goal of promoting the ancient Indian healing system of Ayurveda and its principles of holistic well-being. Kama Ayurveda offers a wide range of natural and organic products that are formulated using Ayurvedic herbs, essential oils, and botanical extracts.

Figure 1: Products Sold By Kama Ayurveda



Source: The Author

The brand emphasizes the use of pure, authentic, and ethically sourced ingredients, and their products are free from artificial colors, fragrances, parabens, and other harmful chemicals. Kama Ayurveda aims to provide effective solutions for various skincare and haircare concerns while promoting overall balance and harmony in the body and mind.

The company aims to combine traditional Ayurvedic formulations with modern techniques and practices to offer holistic solutions for individuals seeking natural and sustainable beauty and well-being.

Specifically, the mission of Kama Ayurveda includes:

- **Preserving and Promoting Ayurvedic Wisdom:** Kama Ayurveda is dedicated to preserving and promoting the ancient knowledge and principles of Ayurveda. The brand aims to bring the benefits of Ayurveda to a wider audience and make it accessible in a contemporary and convenient way.
- **Offering Authentic and Pure Products:** The brand is committed to formulating products with authentic and pure Ayurvedic ingredients sourced from trusted and ethical sources. Kama Ayurveda emphasizes using natural, organic, and sustainably harvested herbs, essential oils, and botanical extracts in their formulations.
- **Enhancing Natural Beauty and Well-being:** Kama Ayurveda's mission is to enhance natural beauty and overall well-being by providing effective and safe Ayurvedic solutions. Their products are formulated to address specific skincare and haircare concerns while promoting balance and harmony in the body and mind.

ABOUT THE FOUNDER

Kama Ayurveda was founded by four individuals: Vivek Sahni, Rajshree Pathy, Dave Chang, and Vikram Goyal. These individuals came together with a shared passion for Ayurveda and a vision to promote the ancient Indian healing system through their brand. They established Kama Ayurveda in 2002, and since then, the brand has grown to become a well-known and respected name in the Ayurvedic skincare and wellness industry.

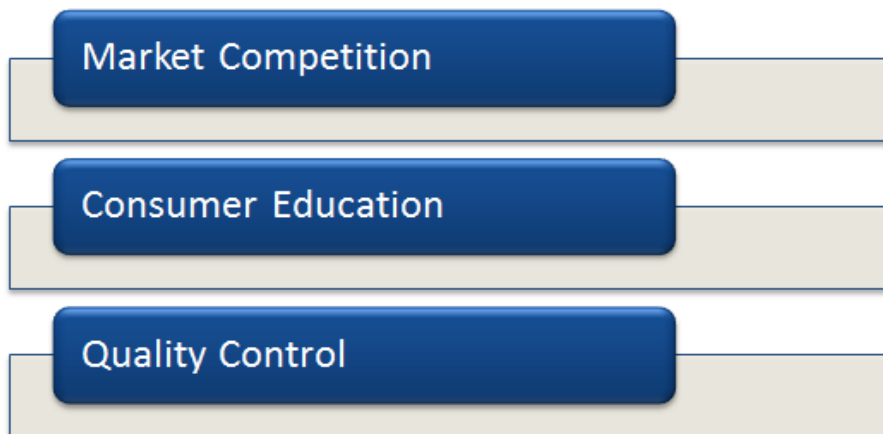
The brainchild behind kama is Vivek Sahni, who studied from Parsons School of Design , New York and later set up a graphic designing company in 1993 and ran it along a business partner Dave Chang. The “Khadi exposure” helped him gain knowledge about natural cosmetic products. Sahni, who was inspired to launch an innately Indian ayurvedic brand a few years later. “It was a two-year project that culminated in the launch of the flagship Khadi store in Delhi in the year 2000. And it was during that time that we worked with manufacturers and helped train people to source the best products.

CHALLENGES FACED BY KAMA AYURVEDA

Here are some potential challenges that Kama Ayurveda or similar companies in the Ayurvedic skincare and wellness industry could encounter:

- **Market Competition:** The Ayurvedic skincare and wellness market can be highly competitive, with numerous brands offering similar products. Kama Ayurveda may face challenges in differentiating itself from competitors and gaining market share.
- **Consumer Education:** Ayurveda may not be well-understood by all consumers, especially those outside of India. Kama Ayurveda may need to invest in educating potential customers about the principles of Ayurveda and the benefits of their products.
- **Quality Control:** Maintaining consistent product quality and authenticity of Ayurvedic formulations can be a challenge. Kama Ayurveda needs to ensure that their ingredients are sourced from reputable and ethical suppliers and that rigorous quality control processes are in place throughout the manufacturing process.

Figure 2: Challenges Faced By Kama Ayurveda



Source: The Author

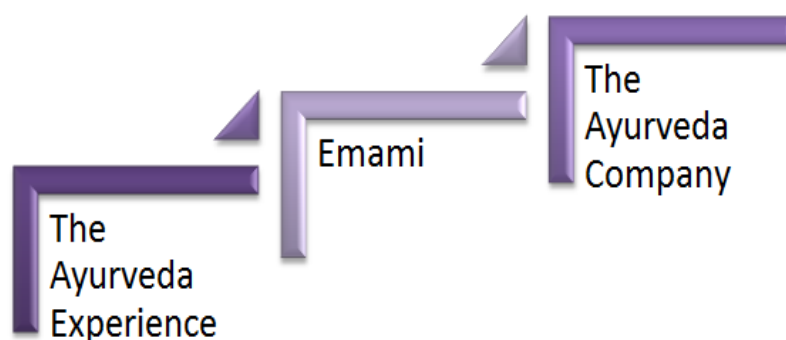
GROWTH STRATEGY OF KAMA AYURVEDA

Here are some potential challenges that Kama Ayurveda, adopted:

- **Market Competition:** The Ayurvedic skincare market is becoming increasingly competitive, with the emergence of new brands and established players expanding their product offerings. Standing out in a crowded market and gaining market share can be a challenge.

- **Consumer Education:** Ayurveda may still be unfamiliar to some consumers outside of India. Educating consumers about Ayurvedic principles, the benefits of Ayurvedic skincare, and the unique selling points of Kama Ayurveda's products may be necessary to build awareness and trust.
- **Quality Control:** Maintaining consistent product quality and authenticity of Ayurvedic formulations can be challenging. Ensuring that the ingredients used are of high quality, ethically sourced, and free from contaminants is crucial for customer satisfaction and brand reputation.

Figure 3: Competitors of Kama Ayurveda



Source: The Author

CURRENT TRENDS

Here are some current trends in Ayurveda skincare:

- **Clean and Natural Ingredients:** There is a growing demand for clean and natural skincare products, including those based on Ayurvedic principles. Consumers are seeking formulations with ingredients derived from plants, herbs, and natural sources, while avoiding harsh chemicals, sulfates, parabens, and synthetic fragrances.
- **Customization and Personalization:** Personalized skincare has gained popularity, and this trend extends to Ayurveda skincare as well. Companies are offering personalized skincare consultations and tailored product recommendations based on an individual's dosha (Ayurvedic body type) or specific skin concerns.
- **Focus on Holistic Wellness:** Ayurveda emphasizes the holistic approach to beauty and wellness. The trend is to view skincare as an integral part of overall well-being, addressing not only external factors but also internal imbalances through dietary and lifestyle adjustments, meditation, and stress reduction techniques.

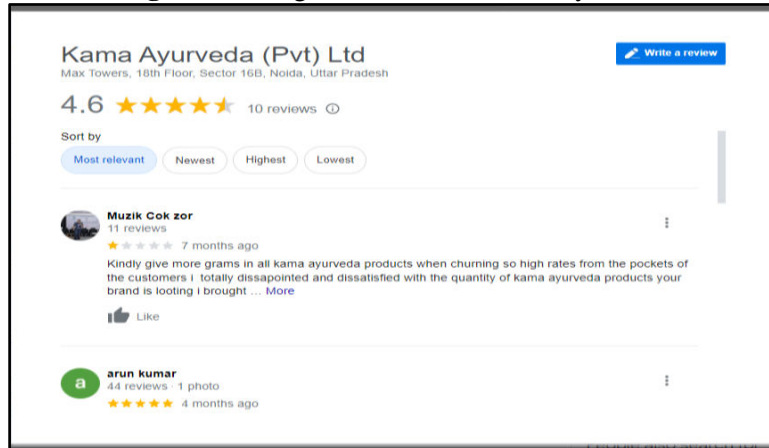
CUSTOMER REVIEWS & EXPERIENCE

The company has shown a mix success rate in terms of customer satisfaction and support. The reviews have been partly favourable and partly unfavourable. Some snippets of the customer reviews are;

- Arun kumar: Good product
- Muzik zor: Kindly give more grams in all kama ayurveda products when churning so high rates from the pockets of the customers i totally dissapointed and dissatisfied with the quantity of kama ayurveda products your brand is looting i brought kumkumadi face scrub at rs 995 and recieve only 25 gm? i brought pre hair was at rs 750 and got only 50 gm

- Afreen khalil: Good product and herbal product love it. It give you a herbal vibes smell is so amazing.
- Yashika: It is very good. It makes my hair soft and shiny also it reduces hair fall . Must try

Figure 4: Google Reviews of Kama Ayurveda



Source: <https://www.google.com/search?q=kama+ayurveda+google+reviews&rlz=>

CONCLUSION AND DISCUSSION

In conclusion, Kama Ayurveda is a well-known brand in the Ayurvedic skincare and wellness industry. The company aims to promote Ayurvedic principles, offer authentic and effective products, and enhance natural beauty and well-being. By focusing on clean and natural ingredients, customization, holistic wellness, and incorporating traditional Ayurvedic herbs, Kama Ayurveda caters to the growing demand for clean and holistic skincare solutions.

While specific challenges faced by Kama Ayurveda are not readily available, common challenges in the industry include market competition, consumer education, maintaining product quality and authenticity, ingredient sourcing, and regulatory compliance. Overcoming these challenges requires strategic differentiation, effective marketing and education efforts, stringent quality control measures, reliable ingredient sourcing, and adherence to relevant regulation.

FARMERS FRESH ZONE: LEADING CONSUMER BRAND FOR SAFE AND FRESH FRUITS AND VEGETABLES

Dr. Pooja Sharma and Ananya Sharma

OVERVIEW OF THE COMPANY

Farmers Fresh Zone is a company or organization that focuses on providing fresh and locally sourced agricultural products to consumers. They aim to bridge the gap between farmers and consumers by offering a direct platform for farmers to sell their produce. Farmers Fresh Zone often operates through an online marketplace or physical stores where customers can purchase a variety of fruits, vegetables, grains, dairy products, and other farm-fresh items. By supporting local farmers and promoting sustainable agriculture, Farmers Fresh Zone aims to promote healthy eating habits and reduce the carbon footprint associated with food transportation. The mission of Farmers Fresh Zone is to connect farmers and consumers by providing a platform for farmers to sell their fresh and locally sourced agricultural products directly to customers. They strive to promote sustainable agriculture, support local farmers, and offer consumers access to high-quality, nutritious food. By eliminating intermediaries and reducing the distance between farms and tables, Farmers Fresh Zone aims to create a more transparent and efficient food supply chain while promoting healthy eating habits and environmental sustainability.

Farmers Fresh Zone sells a wide range of agricultural products, including:

Figure 1: Products Sold By Farmers Fresh Zone



Source: The Author

ABOUT THE FOUNDER

The brainchild behind Farmers fresh zone is of Pradeep ps. He resides in Kerala and his main aim behind creation of farmers fresh zone is to connect farmers and consumers by providing a platform for farmers to sell their fresh and locally sourced agricultural products directly to customers. They strive to promote sustainable agriculture, support local farmers, and offer consumers access to high-quality, nutritious food. He was successful in building the venture lives they have impacted. They created 400 + profitable farmers and being able to serve our consumers best organic, safe to eat vegetables at a affordable price

CURRENT MARKET TRENDS

Here are some current market trends relating to providing vegetables and fruits being provided directly from the farm:

- **Growing Demand for Local and Organic Produce:** Consumers are increasingly seeking out locally sourced and organic vegetables due to concerns about food quality, freshness, and supporting local economies. This trend has led to the rise of companies that connect farmers directly with consumers, offering a wide range of locally grown and pesticide-free vegetables.
- **Online Platforms and Direct-to-Consumer Models:** Many companies are leveraging online platforms and direct-to-consumer models to connect farmers with urban consumers. These platforms enable customers to order vegetables directly from farmers, often through websites or mobile applications. This approach eliminates middlemen and allows for convenient delivery or pickup options.
- **Community-Supported Agriculture (CSA):** CSA programs have gained popularity as a way for consumers to directly support local farmers. Customers can subscribe to receive a regular supply of seasonal vegetables directly from the farm. CSA programs often promote sustainable farming practices and foster a sense of community between farmers and consumers.

Figure 2: Current Market Trends of Companies Directly Selling Vegetables from Farmers



Source: The Author

GROWTH STRATEGIES OF FARMERS FRESH ZONE

Here are some growth strategy adopted by farmers fresh zone:

- **Geographic Expansion:** One strategy for Farmers Fresh Zone could be to expand its operations into new geographic regions. By reaching more customers and connecting with additional farmers, they can increase their market presence and diversify their offerings.
- **Product Diversification:** Farmers Fresh Zone could consider expanding its product range beyond fruits and vegetables to include other locally sourced agricultural products such as dairy, meat, or artisanal goods. This can attract a wider customer base and increase sales opportunities.
- **Partnerships and Collaborations:** Collaborating with other organizations, such as local farmers' cooperatives, food hubs, or grocery chains, can help Farmers Fresh Zone access new markets, leverage existing distribution channels, and enhance their brand visibility.

CHALLENGES FACED BY THE COMPANY

Here are some common challenges that companies operating in the fresh produce industry, particularly those involved in connecting farmers directly with consumers, may encounter:

- **Supply and Demand Management:** Balancing the supply of fresh produce from farmers with the fluctuating demand from consumers can be challenging. Farmers Fresh Zone needs to ensure a steady supply of high-quality produce while avoiding overstock or shortages.
- **Logistics and Distribution:** Efficiently managing logistics and distribution networks to ensure timely delivery of produce can be complex, especially when dealing with perishable items. Maintaining proper storage, transportation, and delivery systems is crucial to preserving the freshness and quality of the produce.
- **Quality Control and Standards:** Ensuring consistent quality and adherence to food safety standards throughout the supply chain can be challenging. Farmers Fresh Zone needs to establish robust quality control processes, including proper handling, storage, and packaging, to maintain customer satisfaction and trust.

Figure 3: Challenges Faced by Farmers Fresh Zone

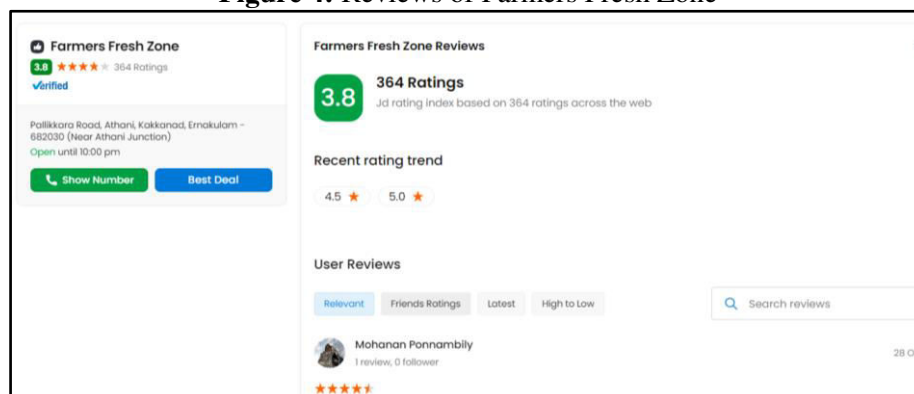


Source: The Author

CUSTOMER REVIEWS AND EXPERIENCE

Farmers fresh zone has positive reviews from all its consumers and a rating of 3.8 stars out of 5 on justdial:

Figure 4: Reviews of Farmers Fresh Zone



Source: https://www.justdial.com/Ernakulam/Farmers-Fresh-Zone-Near-Athani-Junction-Kakkannad/0484PX484-X484-181127111104-A5V8_BZDET/reviews

- Shivam Saxena: On time delivery
- Lakshay chugh: Best service, fresh fruits and vegetables at affordable prices
- Ravi Gupta: good service

CONCLUSION AND DISCUSSION

Farmers Fresh Zone is a company dedicated to connecting farmers and consumers by providing a platform for farmers to sell their fresh, locally sourced agricultural products directly to customers. Their mission is to promote sustainable agriculture, support local farmers, and offer consumers access to high-quality, nutritious food. By eliminating intermediaries and reducing the distance between farms and tables, Farmers Fresh Zone aims to create a transparent and efficient food supply chain while promoting healthy eating habits and environmental sustainability. While specific details about Farmers Fresh Zone, such as its founder and current market trends, may vary and require further research, the general concepts and principles outlined here provide an overview of the organization's goals and objectives. For more accurate and up-to-date information, it is recommended to consult official sources or reach out to Farmers Fresh Zone directly.

JUST ORGANIK: MAKING ORGANIC FOOD MORE AFFORDABLE & ACCESSIBLE

Dr. Navya Jain and Ananya Sharma

OVERVIEW OF THE COMPANY

Just Organik is a company that focuses on providing organic and natural food products to consumers. They aim to promote healthy living and sustainable agriculture by offering a range of organic food products that are free from synthetic chemicals, pesticides, and genetically modified organisms (GMOs).

Just Organik sources their products from certified organic farms and farmers who follow organic farming practices. Their product offerings include organic fruits, vegetables, grains, pulses, spices, oils, snacks, and other grocery items. They prioritize the use of environmentally friendly packaging and support fair trade practices.

The mission of Just Organik is to promote healthy living and sustainable agriculture by providing consumers with organic and natural food products. Their mission encompasses several key aspects:

- **Organic and Natural Products:** Just Organik is dedicated to offering a wide range of organic and natural food products. They prioritize sourcing from certified organic farms and farmers who adhere to organic farming practices. By providing organic options, they aim to help consumers make healthier choices for themselves and the environment.
- **Health and Well-being:** Just Organik seeks to promote the health and well-being of individuals by offering nutritious, chemical-free food products. Their focus on organic farming practices ensures that their products are free from synthetic chemicals, pesticides, and GMOs, thus providing consumers with food that is closer to its natural state.
- **Sustainable Agriculture:** Just Organik is committed to supporting sustainable agriculture practices. They work with farmers who employ eco-friendly farming methods that preserve soil health, conserve water, and protect biodiversity. By supporting these practices, Just Organik aims to contribute to a more sustainable and resilient food system.

Figure 1: Mission of Just Organik



Source: The Author

ABOUT THE FOUNDER

Pankaj Aggarwal is a prominent figure in the organic farming and sustainable agriculture sector in India. He is the founder of Just Organik, an organic food company that focuses on providing organic and natural food products to consumers. Pankaj Aggarwal is known for his commitment to promoting healthy living, sustainable agriculture, and the benefits of organic food. Under his leadership, Just Organik has gained recognition for its range of organic products sourced from certified organic farms. Pankaj Aggarwal's vision and passion for organic farming have contributed to the growth and success of Just Organik, as well as raising awareness about the importance of organic food and sustainable agriculture practices in India and beyond.

CURRENT MARKET TRENDS

Here are some common trends:

- **Growing Demand for Organic Products:** There has been a steady increase in consumer demand for organic products globally. Consumers are becoming more health-conscious and environmentally aware, leading to a greater interest in organic food and sustainable agriculture practices.
- **Expansion of Organic Farming Acreage:** Many farmers are transitioning to organic farming methods due to increasing demand and the potential for higher prices. This has led to the expansion of organic farming acreage and an overall increase in organic production.
- **Mainstream Retailers Embracing Organic:** Organic products are becoming more readily available in mainstream retail stores. Large supermarket chains and grocery stores are dedicating shelf space to organic products, making them accessible to a wider range of consumers.

Figure 2: Current Market Trends in Organic Farming



Source: The Author

GROWTH OF THE COMPANY

The growth of just organik has been possible because of the following reasons:

1. **Increasing Demand for Organic Products:** The rising consumer awareness and demand for organic and natural food products provide opportunities for organic food companies to expand their market share. Just Organik can benefit from this trend by offering a diverse range of high-quality organic products that meet consumer preferences.
2. **Expansion into New Markets:** Just Organik may explore expanding its operations into new geographic regions or target new customer segments to fuel growth. By identifying untapped markets and adapting its offerings to local preferences and needs, the company can attract a broader customer base.

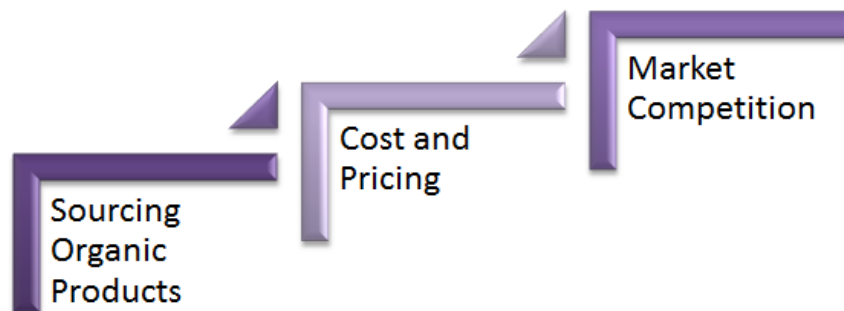
3. **Product Diversification:** Introducing new organic food products or expanding product lines can help Just Organik capture a larger share of the organic market. By offering a wider range of organic fruits, vegetables, grains, snacks, and other grocery items, the company can cater to diverse customer preferences and increase sales potential.

CHALLENGES FACED BY THE COMPANY

Here are some challenges that just organik have encountered:

1. **Sourcing Organic Products:** Ensuring a consistent and reliable supply of organic products can be challenging. Just Organik may face difficulties in finding organic farmers or suppliers who meet their quality standards and can provide a sufficient quantity of organic produce.
2. **Cost and Pricing:** Organic products typically have higher production costs compared to conventionally grown products. Just Organik may face challenges in maintaining competitive pricing while still covering the additional costs associated with organic certification, sustainable farming practices, and sourcing high-quality organic ingredients.
3. **Market Competition:** The organic food market is becoming increasingly competitive as more companies enter the industry. Just Organik may face challenges in differentiating itself from competitors and capturing market share. Building a strong brand, establishing customer trust, and effectively marketing their unique value proposition can help overcome this challenge.

Figure 3: Challenges Faced by Just Organik



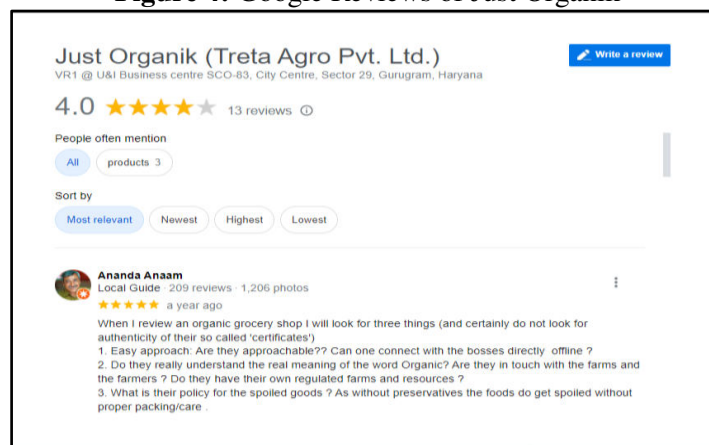
Source: The Author

CUSTOMER REVIEWS AND EXPERIENCE

Following are the reviews of Just organik:

1. **Jyoti Sharma:** My husband recommended Just Organik Products. I started with their Basmati rice, bought it from a nearby store and it came out very nice. Their Rice, Arhar, Rajma, Ghee, Spices and Jaggery has become my go-to choice. I have to say that the products quality and customer service has been consistently good, every dish is loved by everyone in my family.
2. **Harpal Singh:** Quite good, their jaggery pearls are best in my experience, I purchase and use regularly, jaggery usually is nowadays not up to mark in market and online shopping, other products used were also good, any damaged product, they r ready for replacement.
3. **Sanchi:** Have been using the brand's products regularly. Their Honey, Seed mix and Rose water are simply the best.

Figure 4: Google Reviews of Just Organik



Source: <https://www.google.com/search?q=customer+reviews+of+just+organik&rlz=>

CONCLUSION & DISCUSSION

Just Organik is an organic food company that focuses on providing high-quality organic and natural food products to consumers. Founded by Pankaj Aggarwal, the company aims to promote healthy living, sustainable agriculture, and the benefits of organic food. While specific details on the growth and challenges faced by Just Organik may vary and require further research, the company's mission aligns with the increasing consumer demand for organic products and sustainable farming practices.

Just Organik faces challenges such as sourcing organic products, managing costs and pricing, competing in a crowded market, educating consumers, optimizing distribution and logistics, ensuring regulatory compliance, and scaling operations effectively. Overcoming these challenges requires strategic planning, strong supplier relationships, effective marketing, customer education, and efficient operations.

ORGANIC SMOKE BY MEA AME: A HERBAL SMOKE FORMULATION

Ms. Shirley Rex and Ananya Sharma

OVERVIEW OF THE COMPANY

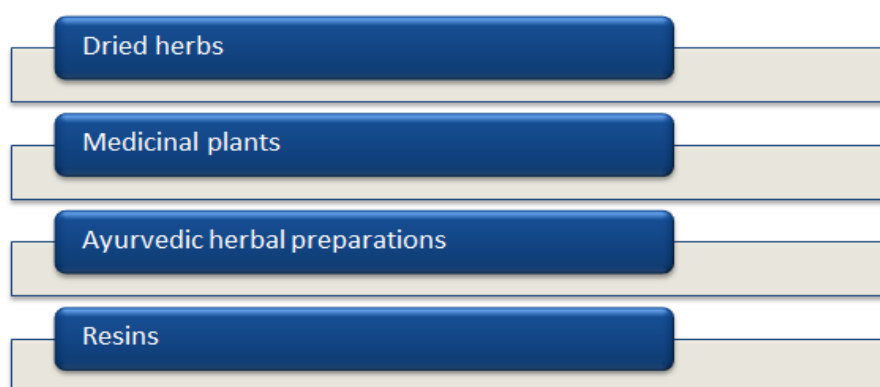
Ayurvedic smoke refers to the practice of using smoke from various natural substances in Ayurvedic medicine and therapies. This practice is known as "Dhoomapana" in Ayurveda, where "Dhooma" means smoke and "pana" means inhalation. In Ayurveda, smoke is believed to have therapeutic properties and is used for its medicinal benefits. The smoke is created by burning specific herbs, plants, or other natural substances, and the individual inhales the resulting smoke to derive its healing effects.

mea ame creates concepts which makes human life healthy. Its biotechnology approach helps studying the products for human consumption at microbial level. They tend to deliver the best smoking products, medicine, food & liquors in our health & wellness sector. Mea ame started with Organic Smokes, an ayurvedic smoking therapy based on ayurvedic science, Their philosophy is 5000 years old, the only focus is delivering some good amount of peace & artistic concepts.

Some commonly used substances for Ayurvedic smoke include:

1. Dried herbs: Various dried herbs such as sage, eucalyptus, lavender, and rosemary may be burned to produce smoke with specific therapeutic properties.
2. Medicinal plants: Certain medicinal plants like neem, tulsi (holy basil), and sandalwood are commonly used for their purifying and healing properties.
3. Resins: Resins such as frankincense and myrrh are often burned for their aromatic and cleansing effects.
1. Ayurvedic herbal preparations: Specific herbal preparations known as "dhoomapana churna" are created by combining various herbs and plants to create a smoke with specific therapeutic benefits.

Figure 1: Organic Smoke Includes:



Source: The Author

ABOUT THE FOUNDER

The brainchild behind Mea ame is Piyush Chhabra. He started in 2012, failed 2 startups by 2015. He was ahead of time, one of them was online pharmacy. The second was a social network. It definitely added experience to life more than a MBA degree for sure. In 2015,

founded Organic Smokes as an alternative to tobacco smoking. Now it's a recognised brand in India & internationally. He has been studying herbs which works on neurological disorders, mostly the potent ones. Have gained sort of knowledge about them.

Founded Indian Hemps in 2019, Cannabis has always been part of Indian culture in the name of bhang. Founded The Microdoser in 2020, His latest work is on psychedelics micro dosing Magic Mushrooms & psychedelic assisted therapy.

CURRENT MARKET TRENDS

1. Increasing demand for organic and natural products: Consumers worldwide have been showing a growing interest in organic and natural products across various industries, including food, personal care, and household items. This trend reflects a preference for products that are perceived as healthier, sustainable, and free from synthetic chemicals or additives.
2. Shift towards healthier smoking alternatives: Due to growing awareness of the health risks associated with traditional tobacco smoking, there has been a rise in demand for alternative smoking options. This includes electronic cigarettes (e-cigarettes), vaporizers, and herbal smoking blends. Some consumers seek organic or natural alternatives to traditional tobacco cigarettes, such as herbal cigarettes made from blends of herbs.
3. Herbal smoking blends: Herbal smoking blends, which typically consist of a combination of dried herbs, flowers, and other botanicals, have gained popularity among individuals seeking a tobacco-free smoking experience. These blends may be marketed as nicotine-free, additive-free, and organic, appealing to health-conscious consumers.

Figure 2: Current Market Trends in Organic Smoke Industry



Source: The Author

GROWTH OF THE COMPANY

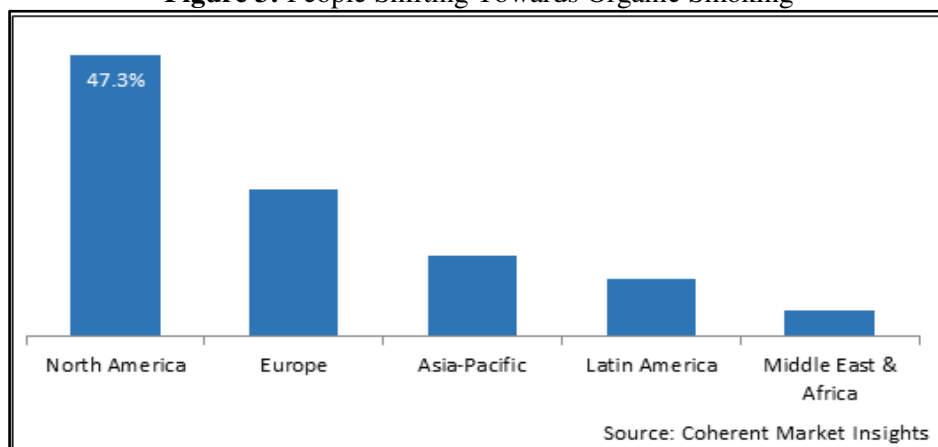
Mea ame's growth has been possible because of the following factors:

1. Increasing demand for organic and natural products: Consumers' interest in organic and natural products has been on the rise in recent years. This trend reflects a growing awareness of health and environmental concerns, as well as a preference for products that are perceived as safer, sustainable, and free from synthetic chemicals or additives. This broader demand for organic products may also extend to alternative smoking options.
2. Shifting smoking habits: Traditional tobacco smoking has been declining in many parts of the world due to increasing awareness of its negative health effects. As a result, there has been a rise in demand for alternative smoking options such as electronic cigarettes (e-cigarettes), vaporizers, and herbal smoking blends. Some consumers may seek organic or

natural alternatives to traditional tobacco cigarettes, leading to potential growth in the organic smoke market.

3. Herbal smoking blends: Herbal smoking blends, which typically consist of a combination of dried herbs, flowers, and other botanicals, have gained popularity among individuals looking for tobacco-free smoking experiences. These blends may be marketed as nicotine-free, additive-free, and organic, catering to health-conscious consumers who seek natural alternatives.

Figure 3: People Shifting Towards Organic Smoking



Source: <https://www.coherentmarketinsights.com/market-insight/organic-tobacco-market-1434>

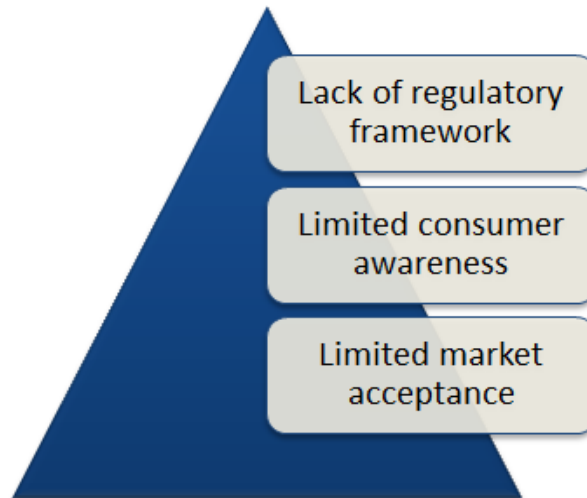
The graph above shows the percentage of people shifting towards organics smoking rather than traditional smoking methods which include Tabaco etc. This graph is divided on the basis of continents. People living in North America have the highest frequency towards adopting organic smoking and on the other hand people living in middle east and Africa are still stuck on traditional smoking methods.

CHALLENGES FACED BY THE COMPANY

Mea ame may face several challenges in its operations. Some of these challenges include:

1. Lack of regulatory framework: The regulatory landscape for smoking products, including herbal smoking blends, can be complex and varies across different jurisdictions. Companies in this space may face challenges in navigating and complying with regulations related to labeling, marketing, safety, and product claims.
2. Limited consumer awareness: Organic smoke or alternative smoking options may still be relatively unknown to many consumers. Companies may need to invest in education and awareness campaigns to familiarize potential customers with their products, the benefits of organic smoking, and how they differ from traditional tobacco smoking.
3. Limited market acceptance: Traditional tobacco smoking has a well-established market, and convincing smokers to switch to organic or alternative smoking options can be a challenge. Some individuals may be resistant to change or skeptical about the effectiveness or satisfaction provided by organic smoking products.

Figure 4: Challenges Faced By Mea Ame



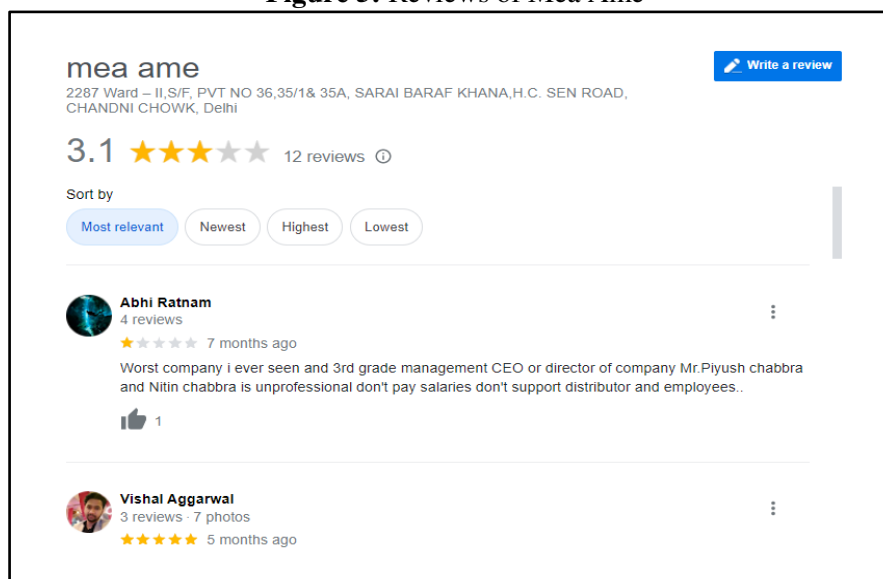
Source: The Author

CUSTOMER REVIEWS

Mea ame is an organic smoke brand and it has mostly positive reviews and has a rating of 4.6 stars out of 5 on google such as:

1. Himanshi arora:It's really helpful to quit smoking
2. Gandhi traders: Awesome man. I can't explain the feeling but this smoke is ultimate.
3. Sanjay Batra:If u really wanna quit smoking, go for it. Whenever u feel like smoking, smoke the good one. It will fulfil the need of smoking & u will not get attracted to Tobacco ciggrattes.
4. Ashish Batra: The product is kinda okay, but their Customer service is poor. Product received very delayed and asking about it, they were never even replying. So I am never gonna order it again.

Figure 5: Reviews of Mea Ame



Source: <https://www.google.com/search?q=organic+smokes+by+mea+ame&rlz=>

CONCLUSION AND DISCUSSION

In conclusion, the concept of "organic smoke" or organic smoking products is not widely recognized or established in the market as of my knowledge cutoff in September 2021. While there is a growing demand for organic and natural products in various industries, including smoking alternatives, the specific market trend of organic smoke is not well-defined.

Companies dealing with alternative smoking options or herbal smoking blends may face challenges related to regulatory compliance, limited consumer awareness, market acceptance, competition from established brands, quality control, limited scientific research, and social stigma associated with smoking.

24.

RAS INTERNATIONAL: A LEADING EXPORTER, MANUFACTURER, SUPPLIER OF AYURVEDIC PRODUCTS

Ms. Pooja Tripathi and Muskan Sharma

INTRODUCTION TO THE COMPANY

Ras International is a prominent player in the global market, dedicated to the manufacturing, exporting, and supplying of high-quality ayurvedic products. With a rich heritage rooted in the ancient wisdom of Ayurveda, Ras International harnesses the power of natural ingredients and traditional formulations to promote holistic well-being. Our commitment to excellence, ethical practices, and customer satisfaction has positioned us as a trusted name in the industry.

OVERVIEW OF THE COMPANY

Ras International embodies a legacy of Ayurvedic expertise and craftsmanship. With state-of-the-art manufacturing facilities, a skilled workforce, and a rigorous quality control process, we ensure that every product bearing our name upholds the highest standards of purity, efficacy, and safety. Our diverse product portfolio encompasses a wide range of ayurvedic remedies, herbal supplements, skincare and haircare products, and dietary supplements, catering to the evolving needs of health-conscious consumers worldwide.

SWOT ANALYSIS

Strengths

1. Extensive Ayurvedic knowledge: Ras International leverages its deep understanding of Ayurveda, combining traditional wisdom with modern scientific advancements to create innovative and effective products.
2. Comprehensive product range: Our vast selection of ayurvedic offerings caters to various health concerns, providing customers with a one-stop solution for their wellness needs.
3. Strong manufacturing capabilities: With advanced manufacturing facilities and strict quality control measures, Ras International ensures consistent product quality, purity, and safety.
4. Global reach and distribution network: Our established presence in both domestic and international markets, coupled with a robust distribution network, enables us to efficiently serve a wide customer base.

WEAKNESSES

1. Intense competition: The ayurvedic industry is highly competitive, with numerous players vying for market share. Ras International must continuously innovate and differentiate itself to stay ahead.
2. Regulatory compliance: Adhering to complex regulatory frameworks in different markets poses challenges, requiring meticulous attention to compliance and documentation.

OPPORTUNITIES

1. Growing global demand for natural and Ayurvedic products: The increasing awareness of the benefits of natural and holistic wellness presents a significant opportunity for Ras International to expand its customer base globally.
2. Rising preference for organic and sustainable products: Consumers' inclination towards environmentally friendly and ethically sourced products creates avenues for Ras International to develop and market eco-friendly and sustainable ayurvedic offerings.

THREATS

1. **Counterfeit products:** The proliferation of counterfeit ayurvedic products in the market poses a threat to Ras International's reputation. Strict quality control measures and robust brand protection strategies are essential to mitigate this risk.
2. **Fluctuating raw material prices:** The volatility of raw material prices, particularly for rare herbs and ingredients, can impact production costs and profit margins.

PRODUCT LIST

1. Ayurvedic Remedies

- Herbal Tablets and Capsules
- Ayurvedic Powders
- Herbal Teas and Infusions
- Ayurvedic Oils and Balms

2. Herbal Supplements

- Digestive Health Supplements
- Immune Boosters
- Joint Support Formulations
- Herbal Extracts

3. Skincare and Haircare

- Herbal Face Washes and Cleansers
- Herbal Face Packs and Masks
- Hair Oils and Serums
- Herbal Shampoos and Conditioners

4. Dietary Supplements

- Ayurvedic Tonics and Elixirs
- Herbal Protein Powders
- Ayurvedic Nutritional Supplements

Growth Strategies

1. **Research and Development:** Ras International will continue investing in research and development to innovate new products, improve existing formulations, and explore synergies between Ayurveda and modern science.
2. **International Expansion:** Expanding our footprint in international markets through strategic partnerships, distribution agreements, and market-specific product adaptations will be a key growth strategy.
3. **Branding and Marketing:** Ras International will enhance brand visibility through targeted marketing campaigns, emphasizing our commitment to quality, authenticity, and the time-tested principles of Ayurveda.
4. **Collaboration with Practitioners:** Collaborating with Ayurvedic practitioners, wellness experts, and healthcare professionals will enable us to develop specialized products tailored to specific health concerns.

Overview of Market Trends

The ayurvedic products market is experiencing significant growth globally, driven by a shift towards natural and holistic wellness. Consumers are increasingly seeking authentic and traditional remedies for various health issues, leading to a surge in demand for ayurvedic products. Additionally, the rise of e-commerce platforms and digital marketing has made ayurvedic products more accessible to a wider audience, further propelling market growth.

Limitations

1. **Regulatory complexities:** Compliance with varying regulations across different countries poses challenges in terms of product registrations, labeling requirements, and quality certifications.

2. **Dependence on natural resources:** The availability and sustainability of certain rare herbs and ingredients used in Ayurvedic formulations may pose limitations on production and scalability.

CONCLUSION

Ras International stands as a trusted and renowned exporter, manufacturer, and supplier of ayurvedic products, committed to promoting holistic well-being and embracing the principles of Ayurveda. With a rich heritage and a deep understanding of traditional wisdom, Ras International has successfully carved a niche in the global market, catering to the evolving needs of health-conscious consumers worldwide.

The company's unwavering dedication to excellence, ethical practices, and customer satisfaction has solidified its position as a leading player in the industry. Through state-of-the-art manufacturing facilities, stringent quality control measures, and a comprehensive product range, Ras International ensures that every product upholds the highest standards of purity, efficacy, and safety.

In an increasingly competitive landscape, Ras International has identified key growth strategies to sustain its success. Research and development remain a cornerstone, allowing the company to continuously innovate, improve existing formulations, and explore the convergence of Ayurveda and modern science. Furthermore, by expanding its presence in international markets through strategic partnerships and distribution agreements, Ras International is poised to reach a broader customer base and enhance brand visibility.

The market trends favor Ras International's growth trajectory, as there is a growing global demand for natural and Ayurvedic products. With consumers increasingly seeking authentic and holistic wellness solutions, Ras International's commitment to traditional remedies, sustainable sourcing, and ethical practices positions it as an ideal choice for health-conscious individuals. The rise of e-commerce platforms and digital marketing further opens avenues for Ras International to connect with a wider audience and cater to their specific needs.

However, the company also faces limitations, including regulatory complexities and the dependence on natural resources for rare herbs and ingredients. Navigating the regulatory landscape across different countries requires meticulous compliance and adaptability. Additionally, ensuring the availability and sustainability of specific ingredients poses challenges that require strategic sourcing and supply chain management.

In conclusion, Ras International remains poised for continued success in the ayurvedic products industry. With its steadfast commitment to quality, authenticity, and customer satisfaction, the company is well-positioned to capitalize on the growing global demand for ayurvedic solutions. By embracing innovation, expanding into new markets, and staying attuned to market trends, Ras International is set to maintain its leadership position and empower individuals worldwide to embrace holistic well-being through the timeless wisdom of Ayurveda.

25.

**JIVIKA AYURSCIENCES: EMERGING BRAND OF CURATIVE AYURVEDA
MEDICINES**

Ms. Roli Wadhwa and Muskan Sharma

INTRODUCTION

Jivika Ayursciences is a company that specializes in the production and distribution of Ayurvedic products. Ayurveda is an ancient Indian system of medicine that emphasizes the holistic approach to wellness, balancing the mind, body, and spirit.

Jivika Ayursciences is committed to promoting the principles of Ayurveda and providing high-quality Ayurvedic products to support overall well-being. The company combines traditional Ayurvedic wisdom with modern scientific research and manufacturing practices to develop effective and safe herbal formulations.

The product range of Jivika Ayursciences includes herbal supplements, medicinal oils, skincare products, hair care products, and other Ayurvedic remedies. These products are formulated using natural ingredients derived from plants, herbs, and minerals, following traditional Ayurvedic principles and practices.

OVERVIEW OF THE COMPANY

Jivika Ayursciences is a company dedicated to the production and distribution of Ayurvedic products, which are rooted in the principles of the ancient Indian system of medicine known as Ayurveda. Here is an overview of the company:

1. **Ayurvedic Product Range:** Jivika Ayursciences offers a wide range of Ayurvedic products, including herbal supplements, medicinal oils, skincare products, hair care products, and other remedies. These products are formulated using natural ingredients derived from plants, herbs, and minerals, following traditional Ayurvedic principles.
2. **Holistic Approach:** The company embraces the holistic approach of Ayurveda, which focuses on the balance between mind, body, and spirit. Jivika Ayursciences aims to promote overall well-being by providing products that support physical, mental, and emotional health.
3. **Traditional Wisdom and Modern Science:** Jivika Ayursciences combines traditional Ayurvedic wisdom with modern scientific research and manufacturing practices. The company integrates the ancient knowledge of Ayurveda with contemporary advancements to develop effective and safe herbal formulations.
4. **Quality and Authenticity:** The company places a strong emphasis on the quality and authenticity of its products. Jivika Ayursciences sources its ingredients from trusted suppliers and ensures strict quality control measures throughout the manufacturing process. This ensures that customers receive products that meet the highest standards of quality and purity.
5. **Ayurvedic Consultation Services:** In addition to product manufacturing, Jivika Ayursciences may provide Ayurvedic consultation services. These services may include personalized wellness programs, dietary and lifestyle recommendations, and guidance on incorporating Ayurvedic practices into daily life for optimal health and well-being.
6. **Global Reach:** Jivika Ayursciences aims to promote the benefits of Ayurveda on a global scale. The company strives to make Ayurvedic products and practices accessible to a diverse range of individuals seeking natural and holistic approaches to health and wellness.

7. Commitment to Natural Health: The company's mission is to contribute to the well-being of individuals by offering natural and sustainable healthcare solutions. Jivika Ayursciences believes in the power of nature and its ability to support and restore health.

Products Offered by the Company



ABOUT THE FOUNDER

Jivika Ayursciences was founded by Mr. Loni Mani Varghese Experienced Managing Director with a demonstrated history of working in Publishing, Hospitality, Furniture & Ayurveda Medicines industries. Skilled in English, Management, Marketing, Customer Experience, and Sales Management. Strong business development professional graduated from Baseliious College, Kottayam.

OVERVIEW OF THE CURRENT MARKET TRENDS

- **Increasing Demand for Natural and Holistic Health Solutions:** There is a growing consumer preference for natural and holistic approaches to health and wellness. Ayurvedic products, with their emphasis on natural ingredients and holistic well-being, align well with this trend.
- **Rising Interest in Traditional Medicine:** Ayurveda, as an ancient system of medicine, has gained increased recognition and interest globally. Consumers are seeking alternative and complementary healthcare options, and Ayurveda is attracting attention for its holistic and personalized approach.
- **Expansion of Ayurvedic Skincare and Beauty:** Ayurvedic principles are increasingly being applied to skincare and beauty products. With a focus on natural ingredients and personalized care, Ayurvedic skincare and beauty products have the potential for growth in the market.
- **Integration of Ayurveda with Modern Wellness Practices:** Ayurveda is being integrated with modern wellness practices such as yoga, meditation, and mindfulness. This integration creates opportunities for companies like Jivika Ayursciences to offer comprehensive wellness solutions that cater to the mind, body, and spirit.
- **Global Reach and Export Opportunities:** Ayurvedic products have been embraced not only in their country of origin, India, but also in various international markets. With the increasing demand for natural and holistic products worldwide, Ayurvedic companies have the potential to expand their global presence and explore export opportunities.

- **Emphasis on Quality and Certification:** As Ayurvedic products gain popularity, there is a growing emphasis on quality assurance and certification. Consumers are looking for products that meet regulatory standards, ensuring safety and efficacy. Adhering to quality standards can provide a competitive edge in the market.

Growth Strategies

Jivika Ayursciences, as an Ayurvedic product company, may employ various growth strategies to expand its market presence and increase its customer base. Here are some common growth strategies that the company could consider:

1. Product Diversification: Jivika Ayursciences can expand its product portfolio by introducing new Ayurvedic products or expanding into related categories. This can help the company cater to a broader range of customer needs and preferences.

2. Market Expansion: Jivika Ayursciences can focus on entering new markets or expanding its reach within existing markets. This may involve targeting new geographical regions, both domestically and internationally, to tap into untapped customer segments and increase market share.

3. Partnerships and Collaborations: Collaborating with other companies or healthcare professionals can provide opportunities for Jivika Ayursciences to expand its distribution network, access new customer segments, and leverage the expertise of partners. This can include collaborations with retailers, health practitioners, or online platforms.

4. E-commerce and Digital Marketing: Building a strong online presence and investing in e-commerce platforms can help Jivika Ayursciences reach a wider audience and make its products more accessible. Utilizing digital marketing strategies such as social media marketing, search engine optimization, and content marketing can also enhance brand awareness and attract new customers.

5. Research and Development: Investing in research and development can lead to the development of innovative and unique Ayurvedic products. By staying at the forefront of scientific advancements and incorporating new ingredients or formulations, Jivika Ayursciences can differentiate itself in the market and attract customers seeking cutting-edge Ayurvedic solutions.

6. Brand Building and Marketing: Developing a strong brand identity and implementing effective marketing strategies can help Jivika Ayursciences create awareness, build trust, and establish a loyal customer base. This can include brand storytelling, engaging with customers through social media platforms, and leveraging influencer marketing.

7. Customer Education and Engagement: Educating customers about the benefits and proper usage of Ayurvedic products can be a key growth strategy. Jivika Ayursciences can provide educational resources, conduct workshops, or engage with customers through personalized consultations to build trust and enhance customer loyalty.

8. Quality Assurance and Certifications: Maintaining high-quality standards and obtaining relevant certifications can reinforce trust in Jivika Ayursciences' products. Compliance with regulatory requirements and transparent communication about product quality can give the company a competitive edge and attract discerning customers.

These are just a few growth strategies that Jivika Ayursciences could consider. The specific strategies pursued would depend on factors such as market conditions, competition, target audience, and the company's resources and capabilities.

Limitations of the company

While Jivika Ayursciences may have various growth strategies at its disposal, it's important to recognize that there may be limitations and challenges associated with implementing these strategies. Here are some potential limitations that the company might face:

1. Regulatory Compliance: Ayurvedic products may be subject to specific regulations and certifications, depending on the markets in which Jivika Ayursciences operates. Meeting these regulatory requirements can involve time, effort, and financial investments.

2. Research and Development Costs: Developing new Ayurvedic products or enhancing existing formulations through research and development can be expensive. Jivika Ayursciences may need to allocate significant resources to research, testing, and clinical trials to ensure product efficacy and safety.

3. Manufacturing and Supply Chain: Scaling up production to meet increased demand can pose challenges in terms of maintaining consistent quality, sourcing raw materials, and managing the supply chain. Jivika Ayursciences needs to ensure a reliable and efficient supply chain to meet customer demands.

4. Competition: The Ayurvedic products market is becoming increasingly competitive, with numerous players offering similar products. Jivika Ayursciences may face challenges in differentiating its brand, products, and value proposition from competitors to capture and retain market share.

5. Customer Education and Awareness: Ayurvedic products often require customer education to convey their benefits and proper usage. Jivika Ayursciences may need to invest in educational initiatives and marketing campaigns to raise awareness and educate customers about the value of their products.

6. Changing Consumer Preferences: Consumer preferences and trends can evolve over time. Jivika Ayursciences must stay attuned to these changes and adapt its product offerings and marketing strategies accordingly to remain relevant and appealing to its target audience.

7. Financial Resources: Implementing growth strategies requires financial resources, including investments in research and development, marketing, distribution, and expanding infrastructure. Jivika Ayursciences needs to ensure it has access to adequate funding or capital to support its growth plans.

8. International Expansion Challenges: Expanding into new international markets may involve cultural, regulatory, and logistical complexities. Jivika Ayursciences must carefully assess and navigate these challenges to ensure successful market entry and sustained growth.

It's crucial for Jivika Ayursciences to conduct thorough market research, assess its internal capabilities, and carefully plan and execute its growth strategies while considering these limitations. By understanding and addressing these challenges, the company can position itself for sustainable growth and success in the Ayurvedic products market.

CONCLUSION

In conclusion, Jivika Ayursciences is a company dedicated to providing Ayurvedic products rooted in the principles of holistic well-being and natural health. While I don't have access to real-time information about the company, an overview of Jivika Ayursciences suggests a commitment to Ayurvedic traditions, quality, and customer satisfaction.

The potential market trends for Jivika Ayursciences include the increasing demand for natural and holistic health solutions, rising interest in traditional medicine, and the integration of

Ayurveda with modern wellness practices. The company may also explore market expansion, partnerships, and digital marketing strategies to grow its customer base and reach.

However, like any company, Jivika Ayursciences may face limitations and challenges. These can include regulatory compliance, research and development costs, competition, customer education, changing consumer preferences, financial resources, and international expansion challenges. Addressing these limitations through strategic planning and careful execution is crucial for sustained growth and success.

26.

UPAKARMA AYURVEDA: PROMOTES A HEALTHY LIFESTYLE

Ms. Shanu Jain and Muskan Sharma

INTRODUCTION

Founded with a mission to promote the ancient wisdom of Ayurveda, Upakarma Ayurveda is a leading company in the field of Ayurvedic wellness products. With a deep understanding of the traditional healing system, Upakarma Ayurveda combines the rich heritage of Ayurveda with modern scientific research to develop a diverse range of high-quality and effective products.

At Upakarma Ayurveda, the utmost importance is placed on authenticity and quality. The company meticulously sources premium ingredients from trusted suppliers and ensures rigorous quality control throughout the manufacturing process. This commitment to purity and quality ensures that customers receive products that are safe, potent, and free from harmful additives or artificial substances.

The product range offered by Upakarma Ayurveda is comprehensive and caters to various aspects of wellness. From herbal supplements and dietary formulations to skincare and personal care products, each item is thoughtfully crafted to address specific health concerns and promote holistic well-being. These products are designed to support and nourish the body, mind, and spirit, drawing upon the principles of Ayurveda to restore balance and vitality.

OVERVIEW OF THE COMPANY

Upakarma Ayurveda is a well-established company specializing in Ayurvedic and herbal wellness products. The company has gained a strong reputation for its commitment to authenticity, quality, and customer satisfaction. Here's an overview of Upakarma Ayurveda:

1. **Ayurvedic Expertise:** Upakarma Ayurveda is deeply rooted in the ancient wisdom of Ayurveda, a traditional Indian system of medicine. The company's foundation is built on a thorough understanding of Ayurvedic principles, herbs, and formulations.
2. **Product Range:** Upakarma Ayurveda offers a diverse range of Ayurvedic products to cater to various aspects of health and well-being. Their product portfolio includes herbal supplements, dietary formulations, skincare products, hair care products, and personal care items. Each product is thoughtfully formulated to promote holistic wellness and address specific health concerns.
3. **Emphasis on Quality:** Quality is of utmost importance to Upakarma Ayurveda. The company ensures the sourcing of high-quality ingredients from trusted suppliers and follows stringent quality control measures throughout the manufacturing process. This commitment to quality results in safe, effective, and reliable products for customers.
4. **Integration of Tradition and Science:** Upakarma Ayurveda combines the ancient wisdom of Ayurveda with modern scientific research. The company blends traditional Ayurvedic formulations with scientific advancements to create products that are both rooted in tradition and supported by evidence-based knowledge.
5. **Customer-Centric Approach:** Upakarma Ayurveda places a strong emphasis on customer satisfaction. The company strives to understand the individual needs and preferences of its customers and provides personalized support. They aim to create a positive and rewarding experience for each customer by offering high-quality products and responsive customer service.

6. **Global Presence:** With a focus on making Ayurvedic products accessible worldwide, Upakarma Ayurveda has a global presence. They may distribute their products internationally, allowing individuals from different countries to benefit from the healing properties of Ayurveda.
7. **Sustainability and Responsible Practices:** Upakarma Ayurveda is committed to sustainable and responsible practices. They promote eco-friendly initiatives, such as using recyclable packaging materials and adopting environmentally conscious manufacturing processes.
8. **Trust and Reputation:** Over time, Upakarma Ayurveda has gained a strong reputation as a trusted brand in the Ayurvedic wellness industry. Their commitment to authenticity, quality, and customer satisfaction has earned them the trust of their customers and healthcare practitioners.

PRODUCTS OFFERED BY THE COMPANY



ABOUT THE FOUNDER

Vishal Kaushik set out as a first-generation entrepreneur with a vision to give a contemporary form to the traditional wisdom of Ayurveda. His strategic expertise on product conceptualization, innovation and organizational development around research and development has him at the forefront of Upakarma Ayurveda's growing foothold in the global market. Upakarma Ayurveda is now a leading D2C player in the health, wellness & beauty industry on the top e-commerce portals. He has over 17 years of experience in business strategy, marketing and brand building. His strategically planned thought-leadership also caused disruption in a saturated market ruled by Indian corporate giants. The company's clarion call was simple but connected with customers across the country – Upakarma was born to “Balance Your Life”. He was awarded with the ‘Entrepreneur of The Year 2021’ award by the prestigious Entrepreneur Media.

Kaushik cofounded Upakarma Ayurveda with his older brother Vishal in 2017. The duo hopes to bring a modern spin to the traditional concept of Ayurveda, or India's alternative medicine system focusing on balancing the body and mind through meditation, diet and use of herbs. The New Delhi-based startup sells a range of products including shampoo, health supplements and

skincare serums. One of its bestsellers is Shilajit, a substance found in the rocks of the Himalayan mountains and believed to have benefits such as boosting the immune system and regulating blood pressure

OVERVIEW OF THE CURRENT MARKET TRENDS

- **Increasing Demand for Natural and Organic Products:** Consumers are increasingly seeking natural and organic alternatives for their health and wellness needs. This trend extends to the Ayurvedic and herbal wellness market, as people are becoming more conscious of the ingredients they put in and on their bodies.
- **Focus on Holistic Wellness:** There is a growing emphasis on holistic wellness, which encompasses not just physical health but also mental, emotional, and spiritual well-being. Ayurveda, with its holistic approach to health, aligns well with this trend.
- **Personalized and Customized Products:** Consumers are looking for products that cater to their individual needs and preferences. This has led to an increased demand for personalized and customized Ayurvedic products, tailored to specific health concerns or dosha types.
- **Integration of Ayurveda with Modern Medicine:** Ayurveda is increasingly being recognized and integrated with modern medicine. This trend is driven by a growing body of scientific research validating the effectiveness of Ayurvedic principles and treatments, leading to collaborations and synergies between traditional and modern healthcare systems.
- **Expansion of Online Sales Channels:** The rise of e-commerce has significantly impacted the Ayurvedic and herbal wellness industry. Consumers now have easier access to a wide range of products through online platforms, allowing for convenient purchasing and global reach for Ayurvedic brands.
- **Wellness Tourism and Retreats:** Ayurvedic wellness retreats and wellness tourism have gained popularity. Individuals seek immersive experiences where they can rejuvenate and learn about Ayurveda through therapies, treatments, and consultations.
- **Emphasis on Sustainability and Ethical Sourcing:** There is an increasing demand for sustainable and ethically sourced products. Consumers are conscious of environmental and social impact and prefer brands that prioritize sustainable practices, fair trade, and responsible sourcing of ingredients.

Growth Strategies

- **Expansion of Product Portfolio:** Upakarma Ayurveda can explore expanding its product range by introducing new Ayurvedic formulations and herbal wellness products. This could involve conducting market research to identify emerging trends and customer needs, and developing innovative products to cater to those demands.
- **Geographic Expansion:** Upakarma Ayurveda can consider expanding its geographical reach by entering new markets. This may involve identifying target markets with a high potential for Ayurvedic products, adapting marketing strategies to suit local preferences and regulations, and establishing distribution networks in those regions.
- **Online Presence and E-commerce:** Given the growing popularity of online shopping, Upakarma Ayurveda can focus on enhancing its online presence and e-commerce capabilities. This may include optimizing its website, leveraging social media platforms, and partnering with online retailers to reach a wider customer base.

- **Brand Building and Marketing:** Strengthening the brand image and increasing brand awareness can contribute to the growth of Upakarma Ayurveda. This can be achieved through strategic marketing campaigns, targeted advertising, influencer collaborations, and engaging with customers through educational content and social media engagement.
- **Strategic Partnerships:** Upakarma Ayurveda can explore strategic partnerships and collaborations with other companies in the wellness industry. This may involve partnering with healthcare practitioners, spas, wellness centers, or retail outlets to increase visibility and access to its products.
- **Focus on Quality and Certification:** Emphasizing quality assurance and obtaining relevant certifications can enhance the reputation and credibility of Upakarma Ayurveda. This can involve adhering to good manufacturing practices, ensuring product safety and efficacy, and obtaining certifications that validate the authenticity and purity of their Ayurvedic formulations.

LIMITATIONS OF THE COMPANY

While Upakarma Ayurveda has achieved significant success, it's important to acknowledge that every company may have certain limitations or challenges. Here are some potential limitations that Upakarma Ayurveda or any similar company in the Ayurvedic industry might face:

- 1. Limited Market Reach:** Despite the growing popularity of Ayurvedic products, the market reach of Upakarma Ayurveda might be limited to certain regions or demographic segments. Expanding into new markets can be challenging due to regulatory requirements, cultural differences, and competitive landscapes.
- 2. Quality Control and Standardization:** Maintaining consistent quality and ensuring standardization of Ayurvedic products can be challenging, especially when dealing with natural ingredients and traditional manufacturing processes. Adhering to strict quality control measures and obtaining relevant certifications is essential but can pose difficulties.
- 3. Research and Development:** Developing new and innovative Ayurvedic formulations requires extensive research and development efforts. Conducting clinical trials, testing efficacy, and staying up-to-date with scientific advancements can be resource-intensive and time-consuming.
- 4. Regulatory Compliance:** Compliance with regulatory frameworks and obtaining necessary certifications, licenses, and approvals can be complex and time-consuming. The Ayurvedic industry is subject to regulations related to safety, labeling, claims, and marketing, which can vary across different countries.
- 5. Limited Awareness and Skepticism:** Despite the increasing popularity of Ayurveda, there might still be limited awareness or skepticism among some consumers. Educating and creating awareness about the benefits and efficacy of Ayurvedic products can be a challenge, particularly when competing with conventional pharmaceuticals or mainstream wellness products.
- 6. Supply Chain Management:** Sourcing high-quality herbal ingredients and maintaining a stable supply chain can be a challenge. Dependence on seasonal availability, ethical sourcing practices, and maintaining strong relationships with suppliers are crucial aspects of managing the supply chain effectively.
- 7. Competition:** The Ayurvedic and herbal wellness industry is highly competitive, with numerous brands and companies operating in the market. Differentiating from competitors and capturing market share requires strategic positioning, effective branding, and continuous innovation.

It's important to note that these limitations are not unique to Upakarma Ayurveda and may apply broadly to companies operating in the Ayurvedic and herbal wellness industry. How well a company addresses and overcomes these limitations can determine its long-term success and growth trajectory.

CONCLUSION

In conclusion, Upakarma Ayurveda is a reputable company in the Ayurvedic and herbal wellness industry, offering a diverse range of products focused on holistic well-being. The company is rooted in Ayurvedic principles and combines traditional wisdom with modern scientific research to create high-quality and effective products. Upakarma Ayurveda emphasizes authenticity, customer satisfaction, and sustainability in its operations.

While specific details about the founder of Upakarma Ayurveda are not available, the company's growth strategies may involve expanding its product portfolio, geographical reach, and online presence, as well as forging strategic partnerships. Overcoming limitations such as limited market reach, quality control, regulatory compliance, and competition are crucial for sustained growth and success.

Overall, Upakarma Ayurveda strives to cater to the increasing demand for natural and holistic wellness solutions, providing customers with Ayurvedic products that align with their health and wellness goals.

VAGBHATA HERBS: PROVIDING NATURAL SOLUTIONS FOR A VARIETY OF HEALTH CONCERNS

Mr. Bhupindir Singh and Muskan Sharma

INTRODUCTION

Vagbhata Herbs is a renowned provider of natural solutions for a wide range of health concerns. With a deep-rooted commitment to harnessing the healing power of nature, we offer a diverse range of herbal remedies, supplements, and wellness products. Drawing inspiration from the ancient Indian healing system of Ayurveda, our mission is to promote well-being and provide effective natural alternatives to address various health conditions.

OVERVIEW OF THE COMPANY

Vagbhata Herbs stands as a leading provider of natural solutions, offering a comprehensive range of herbal remedies, supplements, and wellness products. Our company is deeply rooted in the principles of Ayurveda, an ancient Indian healing system that emphasizes the holistic approach to health and well-being. With a dedicated team of experienced herbalists, researchers, and quality control experts, we ensure that every product we offer meets the highest standards of efficacy, purity, and safety.

At Vagbhata Herbs, we prioritize the sourcing of premium-quality natural ingredients from sustainable and ethical sources. Our commitment to sustainability aligns with the increasing consumer demand for environmentally conscious choices. We combine the wisdom of traditional Ayurvedic formulations with modern scientific research to develop effective, plant-based remedies that address a wide range of health concerns. Our diverse product range caters to various aspects of health, including digestive health support, immune system boosters, skincare, and personal care, as well as overall wellness.

As a company, we place a strong emphasis on quality assurance and control. We adhere to stringent manufacturing processes and conduct rigorous testing to ensure that each product retains its potency and meets the highest quality standards. By maintaining transparency and authenticity, we strive to build trust among our customers and provide them with natural solutions they can rely on.

SWOT ANALYSIS

Strengths

- 1. Ayurvedic Expertise:** Vagbhata Herbs possesses extensive knowledge and expertise in Ayurveda, allowing us to develop well-rounded, effective herbal solutions.
- 2. Natural and Sustainable:** Our commitment to using natural, sustainable ingredients ensures that our products are eco-friendly and align with the growing consumer demand for environmentally conscious choices.
- 3. Diverse Product Range:** Vagbhata Herbs offers a wide selection of herbal remedies, supplements, and wellness products to cater to various health concerns and individual needs.
- 4. Quality Assurance:** We adhere to strict quality control measures, including rigorous testing, to ensure that our products are of the highest quality and purity.

WEAKNESSES

1. **Market Competition:** The herbal remedies market is highly competitive, necessitating continuous innovation and effective marketing strategies to differentiate our offerings from competitors.
2. **Limited Brand Awareness:** Building brand recognition and establishing a strong presence in the market can be challenging for newer entrants like Vagbhata Herbs.

OPPORTUNITIES

1. **Increasing Demand for Natural Products:** The rising consumer preference for natural, plant-based alternatives to conventional medications presents a significant growth opportunity for Vagbhata Herbs.
2. **Expansion into New Markets:** Exploring untapped markets domestically and internationally allows for increased market penetration and business growth.

THREATS

1. **Regulatory Challenges:** Adhering to complex regulatory requirements and obtaining necessary certifications and approvals can pose challenges for Vagbhata Herbs, particularly in international markets.
2. **Counterfeit Products:** The presence of counterfeit herbal products in the market poses a threat to the reputation and authenticity of Vagbhata Herbs. Ensuring brand protection and implementing stringent quality control measures are crucial to mitigate this risk.

Product List

1. Herbal Remedies:

- Digestive Health Support
- Immune System Boosters
- Respiratory Health Formulations
- Joint and Musculoskeletal Care

2. Herbal Supplements

- Herbal Extracts and Tinctures
- Herbal Capsules and Tablets
- Herbal Tonics and Elixirs
- Herbal Powders and Blends

3. Skincare and Personal Care:

- Herbal Face Cleansers and Toners
- Herbal Facial Oils and Serums
- Herbal Hair Care Products
- Herbal Body Lotions and Balms

4. Wellness Products

- Herbal Teas and Infusions
- Herbal Wellness Drinks
- Ayurvedic Health Kits
- Ayurvedic Massage Oils

GROWTH STRATEGIES

1. **Research and Development:** Vagbhata Herbs will continue investing in research and development to innovate new products, enhance existing formulations, and explore the potential of herbal remedies in addressing emerging health concerns.
2. **Marketing and Branding:** Strategic marketing initiatives, including digital campaigns, social media engagement, and partnerships with influencers and wellness experts, will help increase brand awareness and reach a wider audience.
3. **Customer Education:** By providing informative content, seminars, and workshops, Vagbhata Herbs aims to educate consumers about the benefits of herbal remedies and promote their integration into daily wellness routines.

OVERVIEW OF MARKET TRENDS

The market for natural health solutions is experiencing substantial growth, driven by an increasing awareness of the potential side effects of conventional medications and a preference for natural alternatives. Consumers are actively seeking herbal remedies that address specific health concerns while promoting overall well-being. Additionally, there is a growing interest in holistic health practices and the integration of herbal supplements and wellness products into daily routines.

LIMITATIONS

1. **Regulatory Compliance:** Compliance with stringent regulatory requirements, including product registrations and quality certifications, can be challenging and time-consuming.
2. **Product Differentiation:** Standing out in a crowded market requires continuous innovation, effective branding, and the ability to communicate unique value propositions to consumers.

CONCLUSION

In conclusion, Vagbhata Herbs stands at the forefront of the natural health and wellness industry, offering a comprehensive range of herbal remedies, supplements, and wellness products. With our unwavering commitment to quality, sustainability, and the principles of Ayurveda, we provide effective and safe natural alternatives for a variety of health concerns.

Through continuous research and development, we remain at the forefront of innovation, seeking to discover new ways to harness the healing power of nature. By investing in marketing and brand awareness initiatives, we aim to reach a wider audience and educate them about the benefits of herbal remedies and the integration of natural products into their daily wellness routines.

The market trends are in our favor, with an increasing demand for natural and holistic health solutions. As consumers become more aware of the potential side effects of conventional medications, they are actively seeking safer, plant-based alternatives. By capitalizing on this growing demand, adhering to regulatory requirements, and staying ahead of market trends, Vagbhata Herbs is well-positioned for continued growth and success.

Our journey is fueled by the belief that nature provides the best solutions for our well-being. We are dedicated to empowering individuals to embrace the power of natural healing, nurturing a healthier and more balanced life. With Vagbhata Herbs as a trusted partner, individuals can find natural remedies that address their health concerns and support their journey towards optimal wellness. Together, let us embrace the abundance of nature and discover the transformative potential of herbal remedies for a healthier and happier life.

SONGARA ALL AYURVEDIC: TAKING EFFECTIVE AYURVEDIC PRACTICES TO EVERY HOME

Mr. Swaraj Manchanda and Muskan Sharma

INTRODUCTION

Songara All Ayurvedic is a pioneering brand committed to bringing effective Ayurvedic practices to every home. With a deep-rooted belief in the power of Ayurveda to enhance well-being, we are dedicated to providing high-quality Ayurvedic products that are accessible, affordable, and easy to incorporate into daily routines. Our mission is to empower individuals to take charge of their health and embrace the holistic principles of Ayurveda, nurturing a balanced and harmonious life.

OVERVIEW OF THE COMPANY

At Songara All Ayurvedic, we are passionate about making Ayurvedic practices a part of modern households. With a rich heritage in Ayurvedic healing, we have cultivated a team of experienced Ayurvedic practitioners, herbalists, and wellness experts who are dedicated to developing and manufacturing a wide range of Ayurvedic products. From herbal supplements and tonics to skincare and personal care items, each offering is crafted with utmost care and precision, adhering to the ancient Ayurvedic texts and traditions.

We prioritize the use of authentic and natural ingredients sourced from trusted suppliers. Our manufacturing processes follow stringent quality control measures, ensuring that our products are safe, effective, and aligned with the principles of Ayurveda. By making Ayurvedic practices accessible and user-friendly, we aim to empower individuals to embrace the holistic approach to health and well-being in the comfort of their own homes.

SWOT ANALYSIS

Strengths:

1. **Ayurvedic Expertise:** Songara All Ayurvedic possesses a wealth of knowledge and expertise in Ayurveda, allowing us to develop effective formulations rooted in ancient wisdom.
2. **Accessibility:** We are committed to making Ayurvedic practices accessible to all by offering affordable and user-friendly products that can easily be incorporated into daily routines.
3. **Diverse Product Range:** Our wide array of Ayurvedic products caters to various health concerns, ensuring that individuals can find suitable solutions for their specific needs.

Weaknesses

1. **Brand Recognition:** Establishing brand recognition in a competitive market can be a challenge for Songara All Ayurvedic, especially in the early stages of our journey.
2. **Limited Distribution Channels:** Expanding distribution channels to reach a wider audience may require strategic partnerships and collaborations.

Opportunities

1. **Growing Interest in Ayurveda:** There is a significant and increasing interest in Ayurveda as individuals seek natural and holistic approaches to health and wellness. The shift towards preventive healthcare and the desire for sustainable solutions present an opportunity for Songara All Ayurvedic to tap into a market with a receptive and growing customer base.
2. **Online Marketplaces:** The rise of e-commerce platforms provides a convenient and accessible channel for consumers to purchase Ayurvedic products. By establishing a strong

online presence and leveraging digital marketing strategies, Songara All Ayurvedic can reach a wider audience and expand its customer base beyond geographical boundaries.

Threats

1. **Market Competition:** The Ayurvedic products market is highly competitive, with numerous brands vying for consumer attention. Competitors may offer similar products or innovative solutions, making it crucial for Songara All Ayurvedic to differentiate itself through product quality, unique formulations, and effective marketing strategies to stand out in the crowded marketplace.
2. **Regulatory Compliance:** Adhering to regulatory requirements and obtaining necessary certifications for Ayurvedic products can be challenging and time-consuming. Strict regulations regarding labeling, ingredient sourcing, and safety standards must be followed, which can increase costs and pose hurdles for new product launches or market expansion.

By strategically capitalizing on the growing interest in Ayurveda and leveraging online platforms, Songara All Ayurvedic can overcome these challenges and seize opportunities for growth. Continuous innovation, product differentiation, consumer education, and building strategic partnerships will be essential to navigating the market landscape and establishing a strong foothold in the Ayurvedic products industry.

PRODUCT LIST

1. Herbal Supplements

- Immune Support Formulas
- Digestive Health Supplements
- Stress and Sleep Management Products
- Joint and Musculoskeletal Care Supplements

2. Skincare and Personal Care

- Herbal Face Cleansers and Masks
- Ayurvedic Hair Care Products
- Herbal Body Oils and Lotions
- Oral Care Solutions

3. Herbal Teas and Tonics

- Detoxifying Herbal Teas
- Digestive Support Tonics
- Stress Relief Herbal Blends
- Ayurvedic Wellness Infusions

Growth Strategies

1. **Consumer Education:** Songara All Ayurvedic aims to educate consumers about the principles of Ayurveda, its benefits, and how to incorporate Ayurvedic practices into their daily lives through informative content, workshops, and online resources.
2. **Digital Marketing:** By leveraging digital platforms and social media, we will increase brand visibility and engage with a wider audience, sharing the value of Ayurveda and our product offerings.
3. **Collaborations:** Building strategic partnerships with wellness experts, influencers, and Ayurvedic practitioners will enable us to reach new markets and expand our customer base.

Overview of Market Trends

The market for Ayurvedic products is experiencing significant growth and evolving trends driven by several factors:

1. **Increasing Demand for Natural and Holistic Health Solutions:** There is a growing awareness and preference among consumers for natural and holistic approaches to health and wellness. Ayurvedic products, with their emphasis on using natural ingredients and balancing the body, mind, and spirit, are aligning well with this trend. Consumers are seeking alternatives to conventional medicine, looking for remedies that address the root cause of health issues rather than merely alleviating symptoms.
2. **Shift towards Preventive Healthcare:** With a greater emphasis on preventive healthcare, individuals are seeking ways to maintain optimal health and well-being. Ayurvedic practices, which focus on disease prevention and maintaining balance within the body, are resonating with health-conscious consumers. Ayurvedic products, such as immune boosters, stress relief formulations, and wellness tonics, are gaining popularity as preventive measures to support overall health.
3. **Rising Interest in Herbal and Natural Skincare:** The beauty and skincare industry is witnessing a shift towards herbal and natural products. Consumers are increasingly seeking skincare solutions that are gentle, free from harsh chemicals, and harness the power of botanical ingredients. Ayurvedic skincare products, with their emphasis on natural herbal extracts, essential oils, and traditional formulations, are in high demand among those seeking a holistic approach to skincare.

LIMITATIONS

1. **Regulatory Compliance and Certification:** The Ayurvedic products industry is subject to stringent regulatory requirements and certifications to ensure product safety, quality, and authenticity. Obtaining necessary certifications and adhering to regulatory standards can be a complex and time-consuming process. Compliance with regulations related to labeling, ingredient sourcing, and product claims poses challenges, especially for new entrants in the market.
2. **Lack of Standardization:** The practice of Ayurveda encompasses a wide range of traditional formulations and practices. However, the lack of standardized guidelines and variations in traditional knowledge can lead to inconsistencies in product quality and efficacy. Establishing and maintaining consistent quality standards across Ayurvedic products is essential to build consumer trust and credibility.
3. **Market Competition and Product Differentiation:** The Ayurvedic products market is highly competitive, with numerous brands offering similar products. It can be challenging to differentiate products in terms of formulation, quality, and unique value propositions. Companies need to invest in research and development to innovate and create distinct offerings that stand out in the market.
4. **Consumer Education and Awareness:** While there is a growing interest in Ayurveda, many consumers still lack comprehensive knowledge and understanding of its principles, practices, and benefits. Educating consumers about the benefits of Ayurveda and the appropriate usage of Ayurvedic products is crucial to foster trust and ensure consumers make informed choices.

Understanding these market trends and limitations, Songara All Ayurvedic can position itself strategically by focusing on product quality, adherence to regulatory compliance, investing in consumer education and awareness, and developing innovative formulations that cater to

specific health concerns. By addressing these challenges head-on, the company can seize opportunities, stay competitive, and build a strong presence in the Ayurvedic products market.

CONCLUSION

In conclusion, Songara All Ayurvedic is passionately committed to making effective Ayurvedic practices accessible to every home. With our unwavering belief in the power of Ayurveda and our dedication to quality, authenticity, and affordability, we strive to provide high-quality Ayurvedic products that cater to diverse health concerns. By capitalizing on the growing interest in Ayurveda, leveraging digital platforms, and nurturing strategic collaborations, we are well-positioned to expand our reach and educate consumers about the transformative potential of Ayurvedic practices.

While challenges exist, such as market competition and regulatory compliance, we are confident in our Ayurvedic expertise and our ability to differentiate ourselves through innovative product offerings and effective marketing strategies. The market trends favor the continued growth of Ayurvedic products, and with our commitment to consumer education, strategic collaborations, and unwavering dedication to the principles of Ayurveda, Songara All Ayurvedic is poised to take effective Ayurvedic practices to every home, empowering individuals to embrace a holistic and balanced life.

DR. VAIDYA'S: A PIONEERING AYURVEDA STARTUP

Ms. Priyanshi Jain and Muskan Sharma

INTRODUCTION

Dr. Vaidya's is an Ayurvedic startup that focuses on providing traditional Ayurvedic products and remedies for various health concerns. It was founded in 2016 by Dr. Arjun Vaidya, who comes from a long line of Ayurvedic practitioners. Dr. Vaidya's aims to blend the ancient wisdom of Ayurveda with modern science and technology to create effective and accessible healthcare solutions. Their product range includes powders, capsules, syrups, and oils. They also offer personalized consultations with Ayurvedic doctors to provide individualized recommendations and guidance. Dr. Vaidya's has gained popularity for its commitment to quality, authenticity, and effectiveness of its Ayurvedic products.

OVERVIEW OF THE COMPANY

Dr. Vaidya's is an Ayurvedic startup that focuses on providing traditional Ayurvedic products and remedies for various health concerns. The company was founded in 2016 by Dr. Arjun Vaidya, who comes from a long line of Ayurvedic practitioners. Dr. Vaidya's aims to blend the ancient wisdom of Ayurveda with modern science and technology to create effective and accessible healthcare solutions.

Ayurveda is a traditional system of medicine that originated in India over 5,000 years ago. It emphasizes a holistic approach to health, focusing on balancing the mind, body, and spirit to promote overall well-being. Dr. Vaidya's aims to make Ayurveda more relevant and accessible to the modern lifestyle by offering a range of Ayurvedic products and remedies that are easy to use and integrate into daily life.

The product range of Dr. Vaidya's includes a variety of Ayurvedic formulations such as powders, capsules, syrups, and oils. These formulations are carefully crafted using a combination of traditional Ayurvedic herbs, minerals, and other natural ingredients. The company follows rigorous quality standards and ensures that all products are free from harmful chemicals and additives.

Dr. Vaidya's offers products for various health concerns including digestion, immunity, respiratory health, skincare, hair care, and more. They have specific formulations targeting specific ailments like joint pain, stress, sleep disorders, and menstrual health. The company also provides wellness products to support overall health and vitality.

Dr. Vaidya's is a pioneering Ayurvedic startup that aims to make traditional Ayurveda accessible and relevant in the modern world. The company was founded in 2016 by Dr. Arjun Vaidya, who comes from a family with a rich Ayurvedic heritage. Dr. Vaidya's offers a diverse range of Ayurvedic products and remedies for various health concerns. Their products target digestive issues, immune support, respiratory health, skincare, hair care, joint pain, stress management, sleep disorders, menstrual health, and more.

Some Stats related to the company

Startup Name	Dr. Vaidya's
Headquarters	Mumbai
Founders	Arjun Vaidya and Trisha Rajani
Sector	Ayurvedic Products/Consumer Packaged Goods
Founded	2016
Parent Organization	Herbolab India Pvt. Ltd.

ABOUT THE FOUNDER

Arjun is a D2C founder who built Dr. Vaidya's to India's largest Ayurveda brand online, which was recently acquired by RP Sanjiv Goenka Group. His grandfather and 6 generations before were Ayurvedic doctors and passed down 100+ proprietary formulations. He grew up with asthma and after 14 years of treatment, he was cured by his grandfather. In 2009, he went to Brown University for his undergrad and witnessed the natural and organic products revolution. In 2013, he moved back to India and joined a consumer sector focused growth private equity fund called L Capital Asia (now L Catterton).

He spent time understanding and investing in the Indian consumer story and was fortunate to see the advent of e-commerce in India closely. In this time, his grandfather passed and he decided to action the promise he had made him. Dr. Vaidya quit his job in October 2016 to take on his family's Ayurveda legacy. In four years, they successfully reached 1.5m+ consumers across 500+ cities and 16,500+ pin codes in India and launched 70+ products. He was the first Ayurvedic Entrepreneur to be featured in the Forbes 30 Under 30 Asia List and Business World 40 Under 40 List.

He also won Youth SMB of the Year from Amazon and the Retail Startup Award from the Retailers Association of India. In June 2019, they partnered with the USD 4b RP Sanjiv Goenka Group and led the business to an acquisition by the group. He is actively angel investing and mentoring brands in India's DTC ecosystem. Outside work, he is a World Economic Forum Global Shaper, a Mentor at AIM and a part Brown University's Young Alumni Advisory Council. He also runs a podcast called Direct to a Billion Consumers.

GROWTH STRATEGIES OPTED BY JUST HERBS

Arjun Vaidya is an ayurvedic doctor who has been a part of his family for many generations. His grandfather, great grandfather, and 2 generations before that were ayurvedic doctors. Arjun returned to India in 2013 and worked in a private equity firm. Unfortunately, his grandfather passed away 3 months after Arjun returned and left behind 1000s of loyal patients and some very effective formulations. Arjun's family kept running his grandfather's clinic as a dispensary and the intention behind starting Dr. Vaidya's was to save many successful ayurvedic formulations that his grandfather made.

The moment is still vivid in his mind. Dr. Vaidya's business was taken up by Arjun Vaidya in the middle of 2016, after leaving his job at L Catterton, when he chose to further his family's legacy. Dr. Vaidya's company name was taken after Arjun's grandfather's name, and the company's logo is written in Green Colour with three green leaves symbolizing the ayurvedic medicine. The tagline is "new age ayurveda" and stands for what the company offers. An interesting story is the name for one of the Dr. Vaidyas products, 'LIVitup', which was instantly loved, but the trademark was already taken. Eventually, Dr. Vaidya's went ahead and bought this trademark from its owner.

BUSINESS MODEL OF THE COMPANY

Dr. Vaidya's business model is online-focused, with its factory in Silvassa selling its products through its own site and other e-commerce sites. It is guided by the belief that no patient should be charged for a consultation. Dr. Vaidya's website also has a provision for consumers to reach out to ayurvedic doctors via call, video call, Whatsapp, text message, Facebook, Instagram or email. In June 2019, Dr. Vaidya's partnered with RP Sanjiv Goenka Group and raised a round of \$5 million, which eventually owned a majority stake in the company. Dr. Vaidya's turnover in 2018-19 was INR 1.94 Crore, while its revenue was estimated to be INR 13.6 Crore the same year.

LIMITATIONS OF THE COMPANY

As a pioneering Ayurveda startup, Dr. Vaidya's faces certain limitations in its operations and market presence. These limitations include:

1. **Limited Brand Recognition:** Being a relatively new entrant in the market, Dr. Vaidya's may face challenges in establishing widespread brand recognition and awareness. The Ayurvedic products industry is highly competitive, with established players who have already built a strong brand reputation. Overcoming this limitation requires effective marketing strategies, brand building efforts, and consistent product quality to gain consumer trust and loyalty.
2. **Market Penetration:** The Ayurvedic products market is vast and diverse, with various niche segments and regional preferences. Dr. Vaidya's may face difficulties in penetrating different markets and catering to specific consumer needs and preferences. Adapting to regional variations, understanding local market dynamics, and customizing product offerings accordingly can help overcome this limitation.
3. **Regulatory Compliance:** Ayurvedic products are subject to stringent regulatory requirements and certifications to ensure safety, quality, and authenticity. Compliance with these regulations can be challenging and time-consuming for startups like Dr. Vaidya's. Obtaining necessary certifications and adhering to labeling, ingredient sourcing, and safety standards may require dedicated resources and expertise.
4. **Limited Distribution Channels:** Expanding distribution channels and reaching a wider consumer base can be a significant challenge for a startup. Dr. Vaidya's may face limitations in terms of distribution network and retail partnerships, hindering its ability to reach consumers in various locations. Developing strategic partnerships, exploring online sales channels, and enhancing distribution networks can help overcome this limitation.
5. **Research and Development:** Innovation and continuous product development are essential to stay competitive in the Ayurvedic industry. Startups like Dr. Vaidya's may face limitations in terms of research and development capabilities, as it requires significant investment, expertise, and resources. Developing a robust R&D framework and investing in scientific research can help overcome this limitation and ensure the creation of high-quality, effective products.

Addressing these limitations requires a strategic approach, strong leadership, and a clear understanding of the market landscape. By focusing on building brand recognition, expanding distribution networks, ensuring regulatory compliance, investing in research and development, and listening to consumer feedback, Dr. Vaidya's can overcome these limitations and establish itself as a prominent player in the Ayurveda industry.

CONCLUSION

In conclusion, Dr. Vaidya's is a pioneering Ayurveda startup with immense potential to make a significant impact in the Ayurvedic products industry. While it faces certain limitations such as limited brand recognition, market penetration challenges, regulatory compliance, limited distribution channels, and research and development requirements, these can be effectively addressed through strategic planning and execution.

By focusing on building brand recognition through targeted marketing efforts and delivering high-quality products, Dr. Vaidya's can gradually establish itself as a trusted and recognized brand in the Ayurvedic market. Exploring diverse market segments, adapting to regional preferences, and customizing product offerings will enable the company to penetrate different markets and cater to a wide range of consumer needs.

Addressing regulatory compliance requirements is crucial to ensure product safety, quality, and authenticity. By dedicating resources to obtain necessary certifications and adhering to stringent regulations, Dr. Vaidya's can gain consumer trust and confidence in its products.

Expanding distribution channels and forming strategic partnerships with retailers and online platforms will enhance Dr. Vaidya's reach, enabling the company to connect with a broader consumer base. Embracing online sales channels and e-commerce platforms can provide opportunities for nationwide and even global distribution.

Investing in research and development, leveraging scientific research, and partnering with experts can help Dr. Vaidya's stay at the forefront of innovation in the Ayurvedic industry. Continuously developing new and effective formulations that address specific health concerns will allow the company to meet the evolving needs of consumers and differentiate itself from competitors.

Overall, by addressing these limitations head-on and capitalizing on the immense potential of the Ayurvedic products market, Dr. Vaidya's can carve out a prominent place for itself in the industry. With a focus on quality, innovation, consumer trust, and strategic growth, the company has the opportunity to lead the way in providing effective Ayurvedic solutions to individuals seeking natural and holistic health alternatives.

JUST HERBS: AUTHENTIC AYURVEDIC SKINCARE PRODUCT BRAND

Dr. Khushbu Khurana and Muskan Sharma

INTRODUCTION

Just Herbs is an Indian brand that offers authentic Ayurvedic skincare products. It emphasizes the use of pure, organic, and wildcrafted ingredients sourced from Ayurvedic herbs and plants. It offers a wide range of products, including cleansers, toners, moisturizers, serums, masks, and more. It promotes the idea of "beauty without toxicity" and does not test its products on animals. It also offers Ayurvedic hair care and body care products, allowing customers to experience a holistic approach to beauty and wellness.

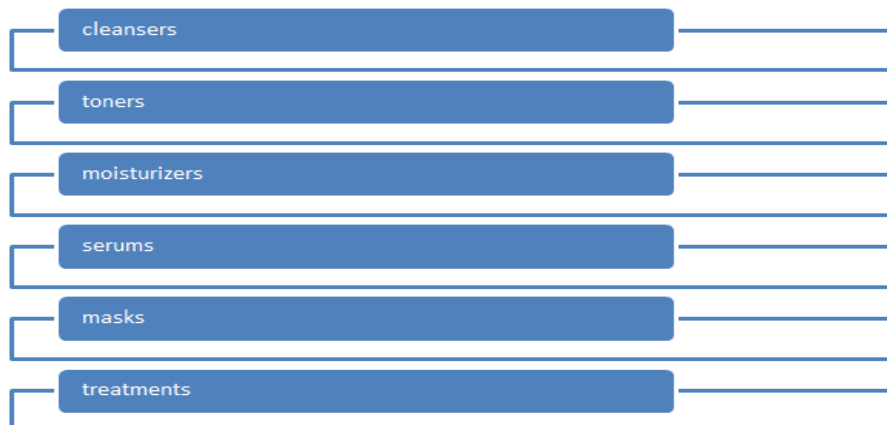
OVERVIEW OF THE COMPANY

Just Herbs is an Indian company specializing in authentic Ayurvedic skincare products. Founded in 2004 by Dr. Neena Chopra, the brand aims to provide high-quality, natural, and effective skincare solutions based on traditional Ayurvedic principles. Just Herbs is headquartered in Chandigarh, India.

The company is dedicated to offering products that are derived from pure, organic, and wildcrafted herbs and plants. These ingredients are carefully selected for their beneficial properties and are processed using modern scientific techniques to ensure their efficacy. Just Herbs emphasize the use of Ayurvedic formulations that have been passed down through generations and combines them with innovative research and development. This approach allows the company to create skincare products that cater to a wide range of skin concerns, including acne, pigmentation, aging, dryness, and more. One of the core philosophies of Just Herbs is to provide "beauty without toxicity." The brand prides itself on formulating products that are free from harmful chemicals such as parabens, sulphates, artificial fragrances, and synthetic preservatives. They also avoid animal testing, making their products cruelty-free.

The company offers diverse skincare products, including cleansers, toners, moisturizers, serums, masks, and treatments. They also provide Ayurvedic hair care and body care products, allowing customers to maintain a holistic approach to their beauty and wellness routines. Just Herbs has gained a loyal customer base both in India and internationally due to its commitment to quality, authenticity, and natural ingredients. The brand has received positive reviews for its effective formulations and its dedication to preserving the traditional knowledge of Ayurveda.

Skincare Products offered by the company



ABOUT THE FOUNDER

Arush Chopra is the CEO of Just Herbs, one of India's fastest growing Internet-driven natural beauty brands and the first brand in the country to crowd-source its products. He took up his family's traditionally-run natural cosmetics manufacturing unit and turned it into a profitable enterprise without relying on external investors. Chopra was able to do this, thanks to the 'lean-startup' methodology that focuses on ROI-driven marketing and on getting products in the hands of customers faster – a rarity in an industry known for marketing overruns and high product development costs. His recent launch, the herb-enriched skin tint, has given it instant fame among natural beauty connoisseurs as it is the first time an Indian beauty company has created a product from entirely from customer feedback via an extensive social-media-based crowd-sourcing programme spanning over six months. Chopra has a varied work experience in the financial and media industry with a special focus on sales and marketing. Before taking up Just Herbs, Chopra was responsible for institutional sales at Singapore based Duxton Asset Management and was a financial journalist. He holds a double masters degree from City University London and Aarhus University, Denmark and a bachelor's degree in Mass Communication from St. Xavier's College Mumbai.

CURRENT MARKET TRENDS



OVERVIEW OF THE MARKET TRENDS

- **Growing Demand for Natural and Clean Beauty:** Consumers are increasingly seeking skincare products that are formulated with natural and clean ingredients. This trend aligns with Just Herbs' focus on authentic Ayurvedic formulations and their commitment to using pure, organic, and wildcrafted herbs.
- **Rise of Ayurvedic and Herbal Skincare:** Ayurvedic and herbal skincare products have gained popularity globally. Just Herbs' emphasis on Ayurvedic principles and traditional formulations positions them well in this market trend.
- **Focus on Sustainability and Ethical Practices:** There is a growing awareness and demand for skincare brands that prioritize sustainability, ethical sourcing, and eco-friendly packaging. Just Herbs' commitment to using safe and natural ingredients and avoiding animal testing may align with this trend.
- **Personalization and Customization:** Consumers are increasingly seeking personalized skincare solutions tailored to their specific needs. Brands that offer customized products or personalized recommendations may have a competitive advantage. Just Herbs may consider exploring personalized skincare options to align with this trend.
- **Digital Transformation and E-commerce:** The skincare industry has seen a significant shift towards online sales and digital marketing. Just Herbs may need to invest in e-commerce platforms, online marketing, and social media presence to reach a wider customer base and stay competitive.

GROWTH STRATEGIES OPTED BY JUST HERBS

- **Product Expansion:** Introducing new products or expanding the existing product line can help attract new customers and cater to evolving market demands. Just Herbs could consider developing new skincare products or expanding into related categories, such as hair care or body care.
- **Market Expansion:** Exploring new markets and expanding the customer base can drive growth. Just Herbs may consider expanding its presence geographically by entering new regions or countries, either through physical stores or by leveraging e-commerce platforms to reach a wider audience.
- **Branding and Marketing:** Investing in effective branding and marketing strategies can help raise brand awareness, enhance visibility, and attract new customers. Just Herbs could focus on building a strong brand identity, implementing targeted marketing campaigns, and leveraging social media platforms to engage with customers.
- **Partnerships and Collaborations:** Forming strategic partnerships or collaborations with other brands, influencers, or professionals in the skincare industry can provide opportunities for growth. Just Herbs could consider partnering with like-minded organizations, experts, or influencers to expand its reach and credibility.
- **Customer Experience and Loyalty:** Prioritizing excellent customer experience can help retain existing customers and foster loyalty. Just Herbs could focus on providing exceptional customer service, personalized recommendations, loyalty programs, and engaging with customers through various channels to create a loyal customer base.
- **Innovation and Research:** Investing in research and development to innovate and improve products can give Just Herbs a competitive edge. Staying up to date with emerging skincare trends, technologies, and ingredients can help the company develop innovative formulations that meet customer needs.
- **Sustainability and Social Responsibility:** Incorporating sustainable practices and showcasing social responsibility can resonate with consumers who value ethical and eco-friendly brands. Just Herbs could prioritize sustainable sourcing, eco-friendly packaging, and transparent communication about its social and environmental initiatives.

LIMITATIONS OF THE COMPANY

Here are some potential limitations:

- **Limited Market Reach:** Just Herbs may face challenges in expanding its market reach, especially if it operates in a highly competitive skincare industry. Gaining visibility and market share in new regions or countries can require significant investment and strategic planning.
- **Scalability of Production:** As the demand for Just Herbs' products grows, the company may face challenges in scaling up production while maintaining product quality and consistency. Ensuring a reliable supply chain and efficient manufacturing processes can be crucial.
- **Pricing and Affordability:** Ayurvedic and natural skincare products often come at a higher price point compared to mass-market alternatives. Just Herbs may face limitations in appealing to price-sensitive consumers who prioritize affordability over premium pricing.
- **Regulatory Compliance:** Skincare companies, including Just Herbs, need to comply with various regulations and standards related to product formulation, labeling, and safety. Ensuring compliance with evolving regulations in different markets can be complex and may require ongoing investments in research and development.

- **Competitive Landscape:** The skincare industry is highly competitive, with numerous established brands and new entrants vying for market share. Just Herbs may face challenges in differentiating itself from competitors and capturing the attention of customers in a saturated market.
- **Consumer Preferences and Trends:** Skincare trends and consumer preferences can change rapidly. Just Herbs may need to stay ahead of evolving trends, adapt its product offerings, and continually innovate to meet the ever-changing demands of customers.
- **Supply Chain and Ingredient Sourcing:** Just Herbs' commitment to using pure and organic ingredients may pose challenges in sourcing reliable and sustainable suppliers. Ensuring a consistent supply of high-quality ingredients can be a limitation, particularly if specific herbs or plants become scarce or unavailable.

It's important to note that these limitations can vary based on the specific circumstances and strategies of the company. Understanding and addressing these limitations through effective planning and strategic decision-making can help Just Herbs navigate challenges and drive growth.

CONCLUSION

In conclusion, Just Herbs is an Indian brand known for its authentic Ayurvedic skincare products. The company follows traditional Ayurvedic principles and combines them with modern scientific techniques to create effective and natural skincare solutions. Just Herbs emphasize the use of pure, organic, and wildcrafted ingredients sourced from Ayurvedic herbs and plants.

Despite these potential limitations, Just Herbs have gained a loyal customer base due to its commitment to authentic Ayurvedic formulations, natural ingredients, and product effectiveness. The brand's focus on transparency, sustainability, and ethical practices has also contributed to its reputation.

To stay competitive and drive growth, Just Herbs may consider strategies such as product expansion, market expansion, effective branding and marketing, partnerships and collaborations, prioritizing customer experience, innovation, and research, and demonstrating sustainability and social responsibility.

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AYURVEDIC AND ORGANIC ENTREPRENEURSHIP STARTUPS IN INDIA

Nurturing health and wellbeing

Some of the major drivers propelling the market are the rising prevalence of medical illnesses, rising consumer health consciousness, and the simple accessibility of organic and ayurveda goods through online and offline distribution channels.

The ancient discipline known as Ayurveda was created by the Indians to treat both the physical and mental health of people. The ancient texts present Ayurveda as the light that has the power to purify the human spirit from the inside out. The research was so sophisticated for its time that it served as the basis for several difficult procedures used today, including kidney stone removal and others. On the other side, we also have organic goods created from organic ingredients. Produce that is conventionally and non-intrusively farmed is what is meant by the term "organic." Produce becomes organic when it is grown using traditional farming techniques without the use of chemical fertilisers, and organic produce may then be used to create chemical-free organic items for human consumption.

This book encompasses various startups in India in the field of organic and ayurveda. It has huge scope and a perfect guide for the budding entrepreneurs exploring this segment.



PROF. (DR.) POORVA RANJAN

Prof. (Dr.) Poorva Ranjan is the Professor and Head of DME Management School. A Phd in Retail Marketing Management and MBA in International Business Management from Devi AhilyaVishwavidyalaya, Indore [DAVV]. She is also a Certified POSH Trainer. She works closely with students for Skill Enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security, and Google Tools to name a few. A Google Certified Digital Marketer who also specialises in Social Media Marketing and Content Development. Her areas of work/ teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management, and Skill Building.



DR. KHUSHBU KHURANA

Dr. Khushbu, is currently working as an Assistant Professor at DME Management School affiliated to Guru Gobind Singh Indraprastha University. She has done her PhD in Organisational Behaviour & Human Resource Management from Jaypee Business School, IIIT University, Noida. She has worked on the employability skills in engineering students. She has been awarded UGC-NET- Junior Research Fellowship and Senior Research Fellowship in the year 2016 and 2019 respectively. Dr. Khushbu Khurana has presented papers in National and International Conferences and has research publications in ABDC and SCOPUS indexed journals. Presently working on the topics such as, Employability Skills, Green HRM, Employee experience, Research Motivation. Her areas of work/ teaching and research are Organisational Behaviour & HRM. She has gained experience in teaching and research as well as three years of industry experience.

