

Investment and Business Opportunities in Herbal and Ayurvedic Products Sector

Introduction

Ayurveda is an ancient, Indian science that came up with many herbs that can be taken to increase one's height. It is a 5,000-year-old system of natural healing that's truly stood the test of time. Growth of herbal and ayurvedic products market not dependent on one player: Growth in this market is a lot more secular and not related to the entry of one particular player. In fact, there is a global move towards herbal products and that market is growing fast.

Ayurveda uses a very wide range of herbs, spices, minerals, and metals as medicines. Many Ayurvedic herbs are already lurking in your kitchen cupboard. Common spices such as turmeric, cumin and coriander, for examples, have many therapeutic uses as you will see. The best part about Ayurvedic and Herbal products is that, they are essentially free of side effects. Natural scientists and Ancient seers developed this system based on centuries of experiments, studies, and meditations.

The focus of Ayurveda is to integrate and balance the body, mind, and spirit, rather than focusing on individual symptoms. Ayurveda, herbs, metals, massage, and other products and techniques are used with the intent of cleansing the body and restoring balance.

Ayurveda is a complete medical system which recognizes that ultimately all intelligence and wisdom flows from one Absolute source (Paramatman).

Health manifests by the grace of the Absolute acting through the laws of Nature (Prakriti). Ayurveda assists Nature by promoting harmony between the individual and Nature by living a life of balance according to her laws. Herbal remedies are fast becoming popular even in our generation where everything seems to be governed by science. Herbal remedies or herbal medicine can be the first thing we try whenever we notice something wrong with our system.

Herbal and Ayurvedic products market having expanded in the last few years after the entry of Patanjali. Patanjali's proactive moves in innovation have been crucial for its growth.

India's fastest-growing consumer products brand Patanjali has unnerved its competitors with the skyrocketing sales of its products. With revenues reaching INR 20 billion in 2015, Patanjali is run by yoga guru Baba Ramdev and Achary Balkrishna, an ayurveda expert.

Patanjali started in 1997 as a small pharmacy in the holy town of Haridwar to make healthcare products and was incorporated in 2006 as a company to sell personal care, food and beverage products through its own outlets. The company expanded its reach from 200 Patanjali outlets in 2014 to 5,000 franchise stores currently and launched more than two dozen mainstream FMCG products as none of the existing herbal players catered to categories such as noodles, oats and detergents.

From toothbrushes to night suits to breakfast cereals, Baba Ramdev has added a spiritual touch in each item up for sale, thanks to his massive customer communities. Patanjali's success is now the talk of boardroom discussion too, so much so that not just kiranas but big retailers like Reliance Retail, Big Bazaar, Hyper City and Star Bazaar are also stocking Ramdev's FMCG products. But the real play is online.

While Patanjali's products are already available at e-commerce site Big Basket, Ramdev is now aiming for Amazon too. Future Group stocks made strong gains after the announcement that it would market Ramdev-promoted Patanjali Ayurveda's range of products through its network of about 570 stores across 245 cities and towns in India.

Patanjali Ayurveda makes consumer products such as:-

- Patanjali Kesh Kanti Hair Oil
- Herbal Soap
- Patanjali Coconut Oil
- Patanjali Amla Hair Oil
- Patanjali Herbal Facial
- Divya Peya Herbal Tea For Weight Loss
- Patanjali KeshKanti Shampoo
- Atta Noodles
- Basmati Rice Gold, etc.

Today, Patanjali is sweeping away everything in its path. From local stores to online stores, Patanjali Products are everywhere.

After knowing about various facts and figures of Herbal and Ayurvedic Products sector, we can conclude that it is emerging and growing Industry.

Few Indian Major Players are as under

- **Ansar Drug Laboratories, Surat**
- **Acis Laboratories, Kanpur**
- **Amil Pharmaceutical, New Delhi**
- **Emami Ltd.**
- **Flavex Aromats (India) Pvt. Ltd.**
- **Ganga Pharmaceuticals Ltd.**
- **Heal Ayurveda Pharmacy Ltd.**
- **Indian Medicines Pharmaceuticals Corp. Ltd.**
- **Kerala Ayurveda Ltd.**
- **Kerala Ayurveda Vaidyasala Ltd.**

- **Kitex Herbals Ltd.**
- **LivlongNutraceuticals Ltd.**
- **Nagarjuna Herbal Concentrates Ltd.**
- **Oriental Remedies & Herbals Ltd.**
- **Patanjali Ayurved Ltd.**
- **Patanjali Food & Herbal Park Pvt. Ltd.**
- **Pharmaceutical Corporation (I M) Kerala Ltd.**
- **Ra'Pure Life Sciences Ltd.**
- **Sami Labs Ltd.**
- **Sanat Products Ltd.**
- **ALRASIN Marketing, Mumbai**
- **Allen Laboratories, Kolkatta**

- **Bharti Rasanagar, Kolkatta**
- **Aayush Food & Herbs Ltd.**
- **Amrutanjan Health Care Ltd.**
- **Arjuna Natural Extracts Ltd.**
- **Arya Vaidya Pharmacy (Coimbatore) Ltd.**
- **Aura Nutraceuticals Ltd.**
- **Ayurvedic Pharmaceutical Co. Ltd.**
- **Ayurvedshri Herbals Ltd.**
- **Ayusri Health Products Ltd.**
- **Changaramkulam Arya Vaidya Sala Ltd.**
- **DeshRakshakAushdhalaya Ltd.**

- **Dabur India Ltd., Ghaziabad**
- **Dattatraya Krishan Sandu Bros., Mumbai**
- **Herbals Pvt. Ltd., Patna**
- **Herbo-med (P) Ltd., Kolkatta**
- **The Himalaya Drug Co., Bangalore**
- **Indian Herb & Research Supply co., Shharanpur**
- **J & J Dechane Laboratories pvt. Ltd., Hyderabad**
- **Madona Pharmaceutical Reaearch Pvt. Ltd., Kolkatta**
- **Kruzer Herbals, New Delhi**
- **Shilpachem, Indore**
- **Hamdard (Wakf) Laboratories, Delhi**

- **Zandu Pharmaceutical Works Ltd., Mumbai**
- **Baidyanath Ayurveda Bhavan, Jhansi**
- **Charak Pharmaceuticals, Mumbai**
- **Sanatan Herbal & Naturals Ltd.**
- **Shree Dhootapapeshwar Ltd.**
- **Sitaram Ayurveda Pharmacy Ltd.**
- **Surya Herbal Ltd.**
- **Sushrut Herbals Pvt. Ltd.**
- **Swas Health Products Ltd.**
- **V L C C Personal Care Ltd.**
- **Venkateswara Ayurveda Nilyayam Pvt. Ltd.**

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➤ **Ayurvedic Medicines with Formulae, Processes and Their Uses:** Efforts have been made on this book to enable readers to explore details regarding medicinal plants and their processing, learn about the unique composition of RoohAfza, a clinical study of Chyavanaprash produced by Ayurveda rasashala.....[Read more](#)

➤ **Herbal Cosmetics & Ayurvedic Medicines (EOU):** The contents of the book are: Analysis of Creams, Infra-Red Spectrophotometer In Cosmetic Analysis, Infra-Red Spectrophotometer In Cosmetic Analysis, Analysis of Creams, Analysis of Shampoos, Lal Tooth Powder, Bath and Massage Oil, Sun Care/Skin Lightening Compound, Herbal Liver Tonic.....[Read more](#)

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- *We help catalyze business growth by providing distinctive and profound market analysis*
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- *We use authentic & reliable sources to ensure business precision*



Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Who do we serve?

- *Public-sector Companies*
- *Corporates*
- *Government Undertakings*
- *Individual Entrepreneurs*
- *NRI's*
- *Foreign Investors*
- *Non-profit Organizations, NBFC's*
- *Educational Institutions*
- *Embassies & Consulates*
- *Consultancies*
- *Industry / trade associations*

Sectors We Cover

- *Ayurvedic And Herbal Medicines, Herbal Cosmetics*
- *Alcoholic And Non Alcoholic Beverages, Drinks*
- *Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin*
- *Activated Carbon & Activated Charcoal*
- *Aluminium And Aluminium Extrusion Profiles & Sections,*
- *Bio-fertilizers And Biotechnology*
- *Breakfast Snacks And Cereal Food*
- *Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling*

- *Bamboo And Cane Based Projects*
- *Building Materials And Construction Projects*
- *Biodegradable & Bioplastic Based Projects*
- *Chemicals (Organic And Inorganic)*
- *Confectionery, Bakery/Baking And Other Food*
- *Cereal Processing*
- *Coconut And Coconut Based Products*
- *Cold Storage For Fruits & Vegetables*
- *Coal & Coal Byproduct*

- *Copper & Copper Based Projects*
- *Dairy/Milk Processing*
- *Disinfectants, Pesticides, Insecticides, Mosquito Repellents,*
- *Electrical, Electronic And Computer based Projects*
- *Essential Oils, Oils & Fats And Allied*
- *Engineering Goods*
- *Fibre Glass & Float Glass*
- *Fast Moving Consumer Goods*
- *Food, Bakery, Agro Processing*

- *Fruits & Vegetables Processing*
- *Ferro Alloys Based Projects*
- *Fertilizers & Biofertilizers*
- *Ginger & Ginger Based Projects*
- *Herbs And Medicinal Cultivation And Jatropha (Biofuel)*
- *Hotel & Hospitality Projects*
- *Hospital Based Projects*
- *Herbal Based Projects*
- *Inks, Stationery And Export Industries*

- *Infrastructure Projects*
- *Jute & Jute Based Products*
- *Leather And Leather Based Projects*
- *Leisure & Entertainment Based Projects*
- *Livestock Farming Of Birds & Animals*
- *Minerals And Minerals*
- *Maize Processing(Wet Milling) & Maize Based Projects*
- *Medical Plastics, Disposables Plastic Syringe, Blood Bags*
- *Organic Farming, Neem Products Etc.*

Sectors We Cover Cont...

- *Paints, Pigments, Varnish & Lacquer*
- *Paper And Paper Board, Paper Recycling Projects*
- *Printing Inks*
- *Packaging Based Projects*
- *Perfumes, Cosmetics And Flavours*
- *Power Generation Based Projects & Renewable Energy Based Projects*
- *Pharmaceuticals And Drugs*
- *Plantations, Farming And Cultivations*
- *Plastic Film, Plastic Waste And Plastic Compounds*
- *Plastic, PVC, PET, HDPE, LDPE Etc.*

Sectors We Cover Cont...

- *Potato And Potato Based Projects*
- *Printing And Packaging*
- *Real Estate, Leisure And Hospitality*
- *Rubber And Rubber Products*
- *Soaps And Detergents*
- *Stationary Products*
- *Spices And Snacks Food*
- *Steel & Steel Products*
- *Textile Auxiliary And Chemicals*

- *Township & Residential Complex*
- *Textiles And Readymade Garments*
- *Waste Management & Recycling*
- *Wood & Wood Products*
- *Water Industry(Packaged Drinking Water & Mineral Water)*
- *Wire & Cable*

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