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Case Study Title: **“CureVeda” – the modern science of healthy life.**

Domain: Marketing

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### **Abstract**

The story began as 'don't sell an item. Sell an answer' the thought was to 'change the point of view of individuals, to assist individuals with settling on more advantageous decisions by giving free information.' And accessible to the general public by presenting it in an understandable form being a natural remedy while selling things like any other online store. It conceptualized to deliver 100% vegetarian, as close to nature, non-prescription formulas driven by innovation & clinical validation.

From May 2014, the year CureVeda was found. CureVeda envisioned being the Global brand of choice for vegetarian non-prescription healthcare remedies. Story's Founder and CEO, Bhavna Anand Sharma was to join the legendary retailer as its Brand Experience Officer with the task of enhancing the in-store customer experience with over 20 years at the leading international supplements brand Nature's Bounty and the domestic herbal giant Baidyanath. The deal also allowed Story to come to life and grow in a new format. Cureveda's founders believed that this alliance would help to develop proudly Indian and globally relevant Carefully Crafted Remedies, using their combined industry experience. Experts wondered if this alliance would succeed.

**Will CureVeda compete with already Big Guns in the field? Or will it be crushed by plagiarism?** The Story was given the run room it needed to grow by the Director- Siddhesh Sharma (Bhavna's husband and President Baidyanath). The question was, how would the brand unravel in the months to come?

### **Case Study**

The nutraceuticals market in India is more than \$4 billion and is projected to grow to 18% from 2017-18 to 2022-23. The health and Wellness Industry is all about making people feel young, beautiful, people having certain wellbeing about them, for developing nations and perhaps in very evolved developing nations around the world, Well Being is the most

important source of Happiness. Research undertaken by Harvard Business Review shares that if people are healthy, fit, they are energetic and they are the happiest. From the consumer perspective businesses are growing towards salons, spas, fitness, and gym and the urban woman wants to look neat and hygiene is of topmost priority and bridal beauty and now moving on to health supplements. The consumption is undoubtedly huge; there is a certain demand which calls for experience. The millennial consumers have varied types of experiences, to be able to address that consumption we need to understand the new orbit of how companies are concentrating on branding and packaging of their products.

In the organized segment the beauty and salon and spa segment accounted for nearly 42% of the market in India, the second was the product category with retail shelves changing and pharmacy shelves changing with consumers being conscious about what they are eating towards organic, health supplements, protein shakes and beverages accounted for 24%, alternative therapies yoga and ayurvedic messages accounted for 24% of the pie, fitness, and rejuvenation is around 10%. The growth requires a valued business which is based on the brand, the customer base, and the business functions of how your retail in the market. Based upon that consolidation will take place in this industry, so companies growing in this sector will have to find out more avenues, more products and services to be given to the customers, whether using in house capability or buying businesses.

### **A New Beginning of Herbal and Ayurvedic Organic cure**

The Herbal idea showed up and created between 2500 and 500 BC in India. The antiquated mending methods of Herbal are making a rebound as Indian purchasers progressively dismiss synthetic loaded items produced using counterfeit substances. Herbal brands in the health and excellence section are utilizing fixings, for example, herbs, plants, and other normally happening fixings in their items. While huge brands, for example, Himalaya Herbals, Khadi Natural, Vaadi Herbals, Forest Essentials, and Biotique have positively shaped the space, this has not injured the excitement of forthcoming Herbal brands, which are peering toward a major bit of the pie. These new brands have rushed to see the pattern and are focusing on rewarding skin issues and wellbeing diseases comprehensively. Regardless of being new players in the market, they are conveying forward the heritage of the Herbal framework - a significant piece of the worth.

### **With the insight of CEO here comes a question in mind. Will CureVeda contend with effectively Big Guns in the field?**

CureVeda a dietary enhancements firm took care of the appropriation privileges of an arrangement of enhancements of a portion of the main brands on the planet, for example, <https://ilanaorganics.com/>, <https://www.justherbs.in/>, [https://suronlife.com/products/metabolic-drink.](https://suronlife.com/products/metabolic-drink/), <https://akivasuperfoods.com/>. For a time of around four or five years, specific research on herbs that are universally pertinent and part of the Indian arrangement of medication was done & founded by the team of CureVeda so that they can be clubbed with the information to make synergistic equations which are better than what we find in the market. That is the point where the evolution of CureVeda was acknowledged.

### **Curved – An Indigenous Brand**

The exacting significance of CureVeda is "study of herbs," since antiquated Indian arrangement of wellbeing care concentrated on perspectives on the man and his ailment. It has been brought up that the positive wellbeing implies metabolically well-balanced individuals. CureVeda is likewise called the "science of life span" since it offers a total framework to live a long solid life. It offers projects to revive the body through diet and sustenance. It offers treatment strategies to fix numerous regular infections, for example, food sensitivities, which have scarcely any cutting edge medicines. Be that as it may, one ought to know that Herbal sustenance is not an "enchantment shot" framework yet requires the full

investment of the patient to succeed. It is an intuitive framework that is easy to understand and instructive.

## Market Overview

The year 2014 began another note for the universe of 'CureVeda' – the abbreviation for Indian frameworks of medication. This was the first occasion when that at an open stage, while tending to a **worldwide branding on the wildernesses of herbal food supplements via digital platforms of marketing by the Founder and CEO, Bhavna Anand Sharma.**

The Ayurveda showcase in India was esteemed at INR 300 billion out of 2018 and is required to arrive at INR 710.87 billion by 2024, extending at a compound yearly development rate (CAGR) of ~16.06%, during the estimate time frame (2019-2024).

As of late, as an all-encompassing mending framework, Ayurveda has seen development as herbal items and administrations. Rising mindfulness about the significance of a sound way of life, expanding inclination for synthetic-free common items, just as great government activities have prompted the development of the Ayurveda to advertise in India.

In 2018, around 75% of Indian family units utilized herbal items as against just 67% in 2015. Generally, makers have been utilizing home grown fixings in the creation of individual consideration items like moisturizers, oils, and shampoos. Players in the food handling industry are additionally utilizing natural fixings in assembling items like bundled juices and nourishing enhancements.

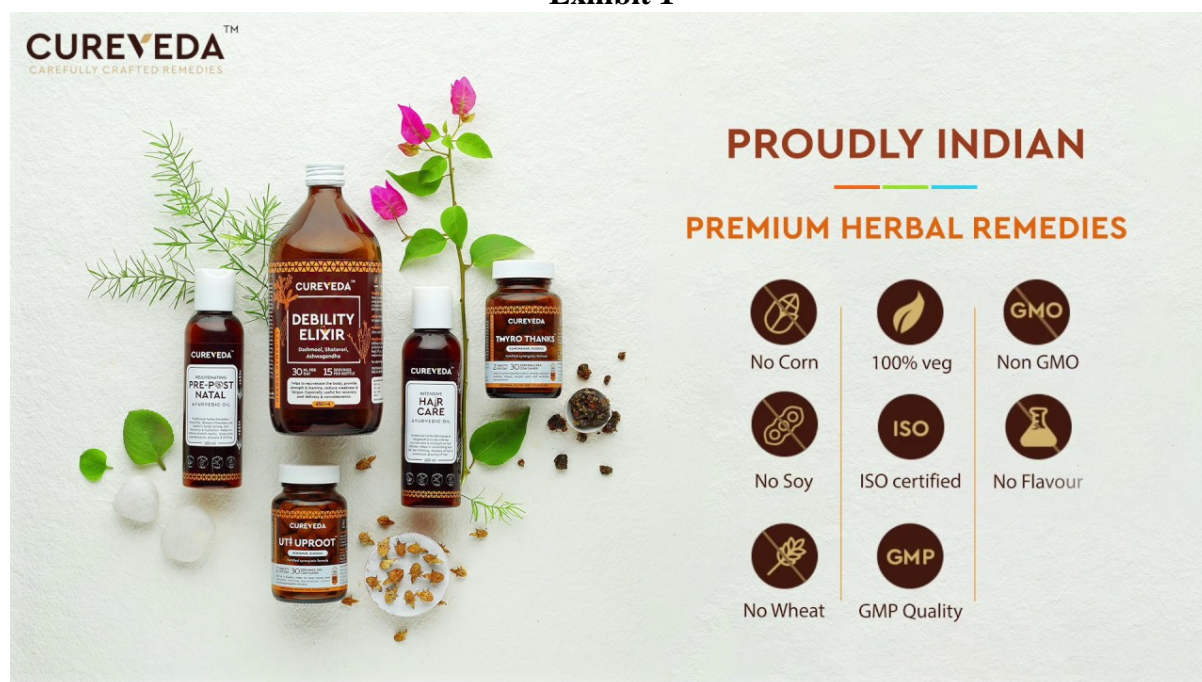
## The consolation of examination on Herbal basics.

Bhavna Anand Sharma, originator of CureVeda, a dietary enhancements organization, is one of only a handful, not many Indian ladies driving the charge in altering India's business world. CureVeda offers a scope of premium normal enhancements for afflictions, for example, thyroid and joint inflammation, alongside excellence and wellbeing supplements. Sharma's vision for CureVeda is straightforward: make an Indian brand that offers world-class home-grown enhancements.

The story of **CureVeda** is subtler than the study of medication since the study of medication is frequently casualty of factual control.

For a social affair of conventional medication specialists and experts, it was without a doubt sudden, coming as it did from a solid defender of Indian customs. For a considerable length of time victors of the framework have abstained from undertaking **rigorous clinical examination with contentions going from the way that CureVeda is a few years old, has been in dynamic use for quite a long time**, utilizes plans that are very much archived in the Herbal models and pharmacopeias and the professionals have a clinical degree. Being an equal arrangement to present-day medication, **the methodology all-around has been that there is no requirement for making examinations – and in particular with current medication.**

### Exhibit 1



Source.cureveda.com

India is in an interesting circumstance because each enlisted expert of the framework can utilize the therapeutics and medications to treat each sort of ailment. CureVeda plans to run into a large number of things. Most details contain a few plant-based, mineral, and metallic fixings yet the preparing into powders, glues, wines, jams, tablets, syrups, or oils requires information on the fixings just as of the handling. Albeit a few things are effectively recognizable, the greater part of them has Sanskrit names that are new to laypeople. Even though the medications are advertised all through India, there is a peculiarity about the medications produced in the southern and western conditions of India where the utilization of CureVeda is additionally increasingly across the board and satisfactory as seen in Exhibit 1. The individuals who have utilized it as a family convention and have inherent confidence in the framework. Newcomers are interested yet stay mindful despite a developing enthusiasm for discovering characteristic methods of mending and a shirking of solid, concoction prescription.

Without distributed clinical examination which has explored the security and adequacy of the herbal approaches in rewarding individuals, more extensive open stay unconvinced and uncertain. Regardless of whether verbalized or not, there is distrust about the method of activity of Herbal therapeutics and medications. In CureVeda more than medicine the accentuation is on keeping up a sound way of life as an antecedent to rewarding an ailment. This gets overwhelming for patients who have been acquainted with quick conclusions followed by a pill-popping routine which for the most part gives fast alleviation.

### Marketing Strategy

In on-going time, shoppers expanding worries for the reactions of items and medications had prompted an expansion in the interest for conventional elective items over the globe. Home-grown and Ayurveda are turning out to be consideration magnets for pulling in today youth as seen in Exhibit2

## Exhibit2



Source : Cureveda.com

For a time of around four or five years, specific research on herbs that are universally pertinent and part of the Indian arrangement of medication was done & founded by the team of CureVeda so that they can be clubbed with the information to make synergistic equations which are better than what we find in the market. That is the point where the evolution of CureVeda was acknowledged as seen in Exhibit 2

Conventional publicizing costs a great deal of cash, regardless of whether you produce a solid rate of profitability or not. If you don't get a lot of cash-flows, you just don't get much from the battle. Internet-based life, then again, costs far less and offers extra advantages other than income.

Concerning Internet promoting for CureVeda items, the work is quite often done by organizations. Online networking permits purchasers to engage all the while. At whatever point you post a report, exceptional deal, or other intriguing substance, it can be shared by hundreds or even a huge number of devotees. Every one of those beneficiaries would then be able to impart it to their systems, contacting a bigger crowd than a customary showcasing effort ever could.

She used an online entryway called Climic, which is a facility for integrative medication experts. She began with CureVeda as a private name and rebranded the gateway to [cureveda.com](https://cureveda.com/) <https://cureveda.com/> where around 5,000 specialists are enrolled. Clients can connect legitimately to specialists or through telephonic and site conference oversight by our inside group of specialists. Also, whole promoting and conveyance are right now computerized. Although that is going to change soon, She took a gander at advanced as a significant channel of deals. Furthermore, for a long arrangement, she will start to share the superb advantages of herbs and to spread information.

On the other hand, focusing on youth wellness products she started a social platform webpages where they can be engaged and derived the revenue from the social media platform. Engaging the youth has given her a chance to become the leading herbal supplements.





Source: <https://cureveda.com/shop/health-packages/cureveda-glow-grow-youth-complete-skin-hair-combo/>

CureVeda stands apart from organizations who are simply hoping to bring in cash. On the off chance updating on social channels normally, and post content that is fascinating and connecting with, internet-based life can be an amazingly powerful approach to fabricate a devoted client base.

Ensured about the CureVeda substance takes account in the intended interest group, request their criticism, and set aside the effort to react. If clients see that they care about what they need to state.

**The dilemma here is Will Bhawna be able to capture the young youth towards her products in the popular category of CUREVEDA - GLOW, GROW, AND YOUTH.**

These products come in powder forms and are being used by the young audiences in the form as Shakes or as Beverages. She has over 30.2K followers and is retailing 14 types of product categories to the urban population. Her Instagram followers have shared a very positive rating on her products. CureVeda products have shown tremendous healing properties and have captured the market, by storm. Her CureVeda remedies have received many likes from her customers on how to lead a stress-free, practice mindfulness and open up to a health -living nutritional lifestyle.

CureVeda is trying to have its customers focus on herbal medicine, food as medicine, and daily habits, by taking one's health into one's own hands. Her Tonic herbs are full of life-giving and life-building nutrients, building vitality and protection. They help the organ systems, they often time help to support the immune system and build deep energy.

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