





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.

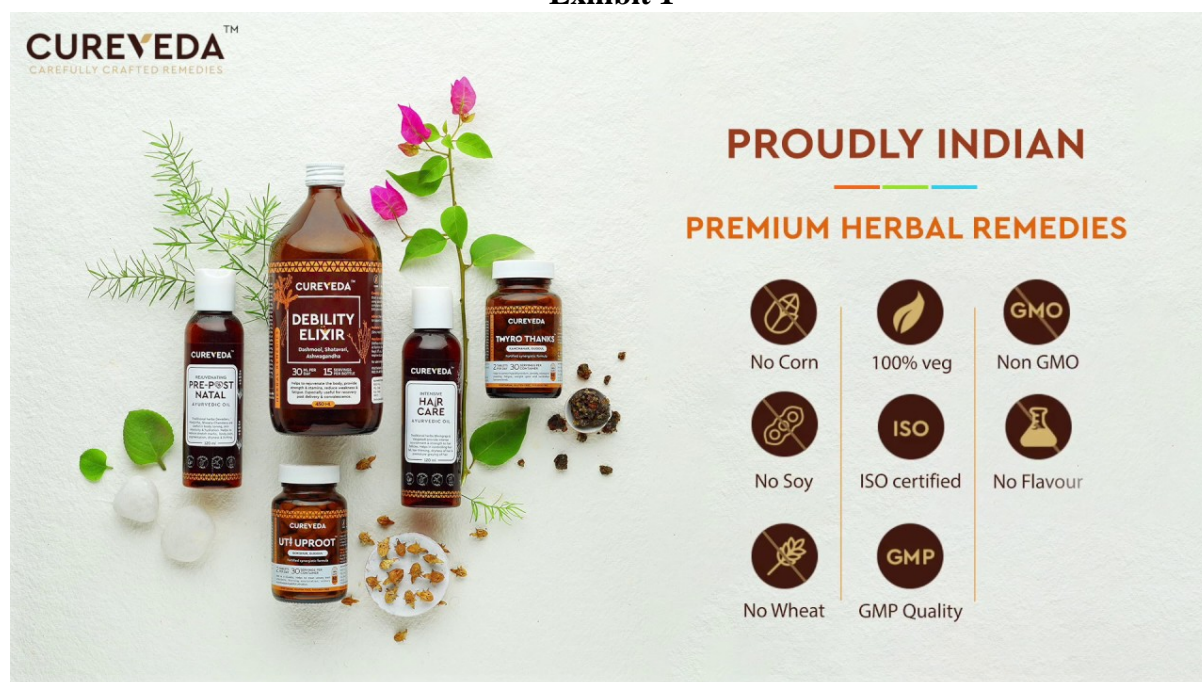
## The consolation of examination on Herbal basics.

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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