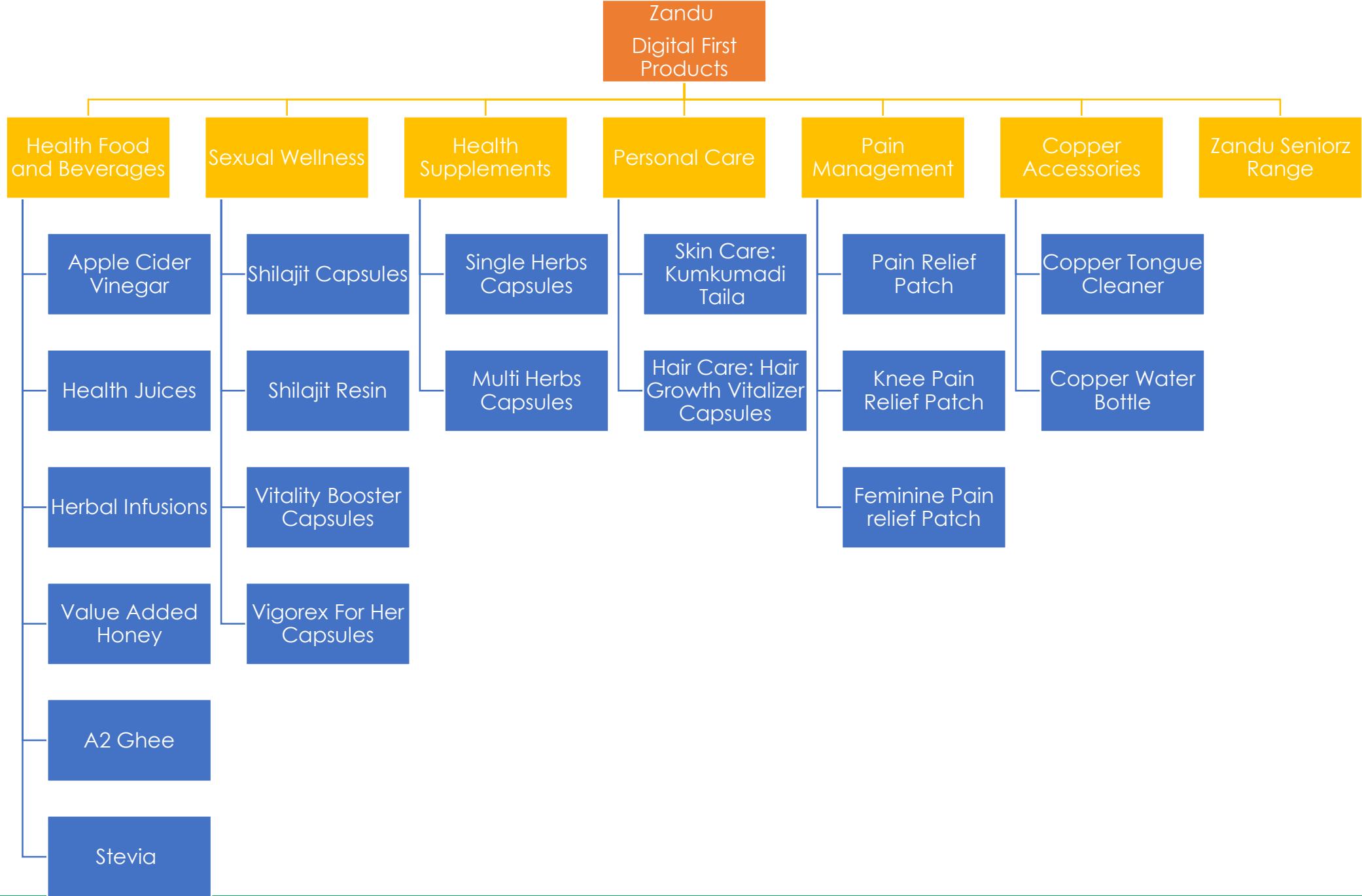




# DIGITAL FIRST PRODUCTS







# HEALTH FOOD AND BEVERAGES



# Zandu Organic Apple Cider Vinegar



# Zandu Organic Apple Cider Vinegar

## PRODUCT

- Manufactured with cold presses juices of 100% organic Himalayan Apple
- Raw, unfiltered, unpasteurized with 2X mother of Vinegar
- 3P Formulation + Packaging: Unati Co-op

## PACK & PRICE

- 500 ml Glass bottle/PET Bottle
- INR 549 for 500 ml

## PROPOSITION

### Benefits:

- Helps in weight management
- Helps to boost metabolism
- Helps to improve digestion and gut health
- Useful for promoting healthy skin
- Helps in detoxification

## PACKSHOTS



# Zandu Organic Apple Cider Vinegar Competitor



750 ml for Rs 599

Revenue – 16,03,331 per month



500 ml for Rs 499

Revenue – 6,46,876 per month



500 ml for Rs 640

Revenue – 2,74,800 per month

# Digital Assessts - Thumbnails



# Digital Assets - Banner



100% VEG

ZANDU Care

NATURE'S  
MYSTICAL SECRETS,  
UNVEILED WITH  
AYURVEDA

made with  
**100% Organic**  
Himalayan Apples

Log on to  
[www.zanducare.com](http://www.zanducare.com)

ZANDU  
Organic  
Apple  
Cider  
Vinegar

WITH THE MOTHER

RAW, UNPASTEURIZED,  
UNFILTERED

100% ORGANIC  
HIMALAYAN APPLES



Organic  
100%  
Vegetarian

NATURE'S  
MYSTICAL SECRETS,  
UNVEILED WITH  
AYURVEDA

made with  
**100% Organic**  
Himalayan Apples

ZANDU Care

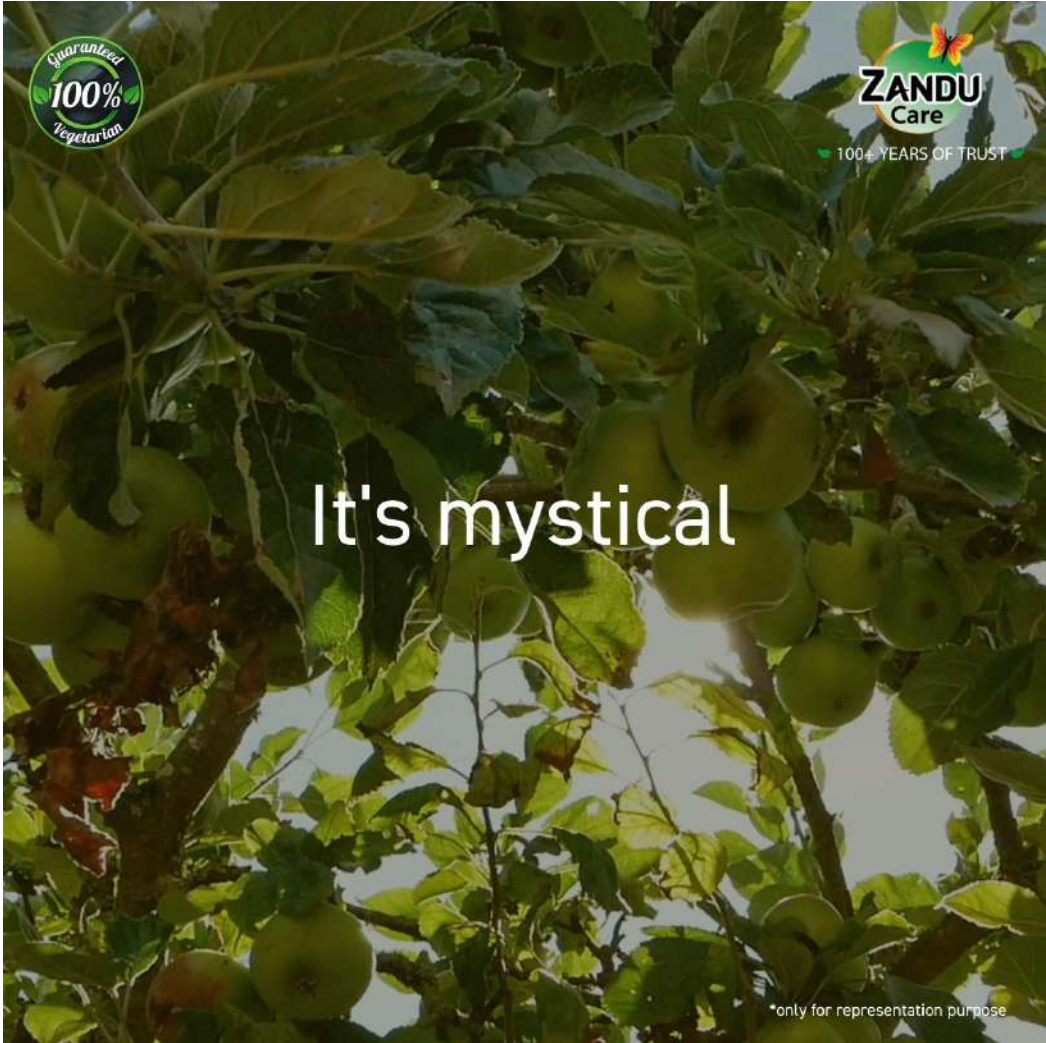
100+ YEARS OF TRUST

ZANDU  
Organic  
Apple  
Cider  
Vinegar

WITH THE MOTHER

RAW, UNPASTEURIZED,  
UNFILTERED

# Social Media Videos



# Zandu Value Added Apple Cider Vinegar



# Zandu Organic Apple Cider Vinegar with Ashwagandha

## PRODUCT

- Manufactured with 100% organic Himalayan Apple along with 5 Potent Herbs Including Ashwagandha, Brahmi
- Raw, unfiltered, unpasteurized with 2X mother of Vinegar
- 3P Formulation + Packaging: Unati Co-op

## PACK & PRICING

- 500 ml Glass bottle/PET Bottle
- INR 649 for 500 ml

## PROPOSITION

### Benefits:

- Helps to relieve stress
- Boosts memory and mental health
- Helps to improve sleep quality

## PACKSHOT



# Zandu Organic Apple Cider Vinegar with Garcinia

## PRODUCT

- Manufactured with 100% organic Himalayan Apple along with 4 Potent Herbs Including Garcinia, Musta, Green tea
- Raw, unfiltered, Unpasteurized with 2X mother of Vinegar
- 3P Formulation + Packaging: Unati Co-op

## PACK & PRICING

- 500 ml Glass bottle/PET Bottle
- INR 649 for 500 ml

## PROPOSITION

### Benefits:

- Aids in weight management naturally
- Helps prevent further weight gain
- Improves digestion

## PACKSHOT



# Zandu Organic Apple Cider Vinegar with Saffron

## PRODUCT

- Manufactured with 100% organic Himalayan Apple along with 5 Potent Herbs Including Saffron, Haridra
- Raw, unfiltered, unpasteurized with 2X mother of Vinegar
- 3P Formulation + Packaging: Unati Co-op

## PACK & PRICING

- 500 ml Glass bottle/PET Bottle
- INR 649 for 500 ml

## PROPOSITION

### Benefits:

- Maintains glowing and flawless skin
- Useful in reducing acne and spots
- helps rejuvenate dull skin

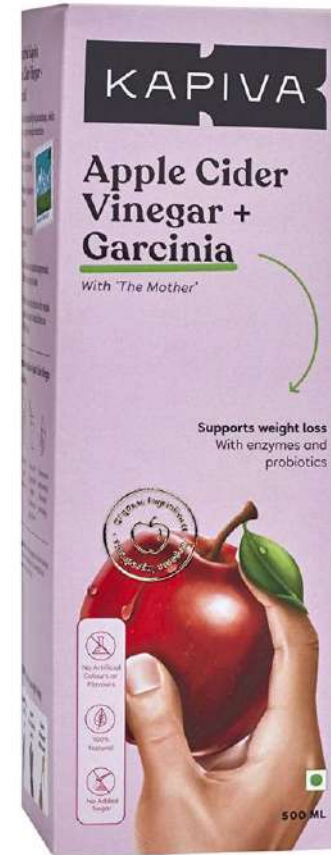
## PACKSHOT



# Zandu Organic Apple Cider Vinegar Competitor



500 ml for Rs 649  
 Revenue – 82,950 per month



500 ml for Rs 599  
 Revenue – 60,331 per month

# Digital Assets - Thumbnails

**100% VEG**

## Organic Apple Cider Vinegar with Garcinia

**ZANDU**

- 2X Mother of Vinegar
- Enhanced with Garcinia
- 100% Organic Himalayan Apples
- 100+ years of Ayurveda Expertise

**100% VEG**

## Ingredients

**ZANDU**

- Apple
- Garcinia
- Green tea
- Musta
- Tvak

**100% VEG**

## Benefits

**ZANDU**

-  Aids in weight management naturally
-  Helps prevent further weight gain
-  Improves digestion

# Digital Assets - Banner



100% VEG

Boost your **Weight Management** Journey with the goodness of **Ayurveda**

**ZANDU**  
Organic Apple Cider Vinegar with **GARCINIA**  
AIDS IN WEIGHT MANAGEMENT NATURALLY  
100% ORGANIC HIMALAYAN APPLES

**ZANDU**  
Care

Apple Cider Vinegar with Garcinia

2x Mother of Vinegar

100% Organic Himalayan Apples

Images are for representation purposes only

The banner features a central image of a ZANDU Organic Apple Cider Vinegar bottle with a green cap, placed on a wooden surface next to several fresh apples. The background is a scenic view of snow-capped mountains under a clear blue sky. On the left side, there is a circular '100% VEG' logo. The text is arranged in a clean, modern layout, with the product name and benefits clearly visible. The ZANDU Care logo is repeated in the top right corner of the banner area.

# Digital Assets - Carousel

Keep every aspect of Your Health In Check

With Zandu Organic Apple Cider Vinegar Range

Enriched with the goodness of  
Apple | Garcinia | Green Tea | Tvak | Musta | Agnimanthra

- Aids in weight management
- Prevents weight gain
- Improves digestion
- Detoxifies the body

Enriched with the goodness of  
Apple | Ashwagandha | Tagara | Mandukaparni | Tulasi

- Relieves stress
- Improves immunity
- Boosts memory
- Improves digestion and gut health

Enriched with the goodness of  
Apple | Saffron | Lodhra | Manjishta | Shveta Sariva | Haridra

- Helps maintain flawless skin
- Reduces acne and spots
- Rejuvenates dull skin
- Improves digestion and gut health

Take a step towards a healthier life with [zanducare.com](http://zanducare.com)

# Summary



Category	Product Name	License	Key Ingredients	Key Benefits	SKU	MRP
Apple Cider Vinegar	Organic Apple Cider Vinegar	Ayush	100% organic Apples	Everyday weight management companion, antioxidants, improves metabolism	500 ml	549
	Organic Apple Cider Vinegar with Garcinia	Ayush	Apple, Garcinia, Musta, Green tea	Aids in weight management naturally, Improves digestion	500 ml	649
	Organic Apple Cider Vinegar with Ashwagandha	Ayush	Apple, Ashwagandha, Tulasi, Tagara	Helps to relieve Stress, Boosts memory and mental health	500 ml	649
	Organic Apple Cider Vinegar with Saffron	Ayush	Apple, Saffron, Haridra, Lodhra	Maintains glowing and flawless skin, useful in reducing acne and spots	500 ml	649

## Zandu Herbal Infusions (Herbal Tea)



# Zandu Tulsi Ginger Mint Herbal Infusion

## PRODUCT

- Manufactured with pure blend of ayurvedic herbs
- No added Caffeine, Zero Bitterness
- Ayurvedic herbs include – Tulsi, Ginger, Peppermint
- In-house Formulation + 3P  
Packaging: Mastblends Industries

## PACK & PRICING

- 25 Tb in 1 Monocarton
- MRP: Rs. 249 for 25 Teabag

## PROPOSITION

### Benefits:

- Helps maintain respiratory wellness
- Provides relief from cough & cold
- Helps soothe nasal and throat irritation

## PACKSHOT



# Zandu Ginger Celery Herbal Infusion

## PRODUCT

- Manufactured with pure blend of ayurvedic herbs
  - No added Caffeine, Zero Bitterness
  - Ayurvedic herbs include ginger, celery, lavang, maricha
  - In-house Formulation + 3P
- Packaging: Mastblend Industries

## PACK & PRICING

- 25 Tb in 1 Monocarton
- MRP: Rs. 249 for 25 Teabag

## PROPOSITION

### Benefits:

- Maintains gut health
- Helps improve digestion
- Reduces heartburn bloating, nausea and stomach cramps

## PACKSHOT



# Zandu Ashwagandha Amla Herbal Infusion

## PRODUCT

- Manufactured with pure blend of ayurvedic herbs
- No added Caffeine, Zero Bitterness
- Ayurvedic herbs include Ashwagandha, Amla, Yasti
- In-house Formulation + 3P Packaging: Mastblends Industries

## PACK & PRICING

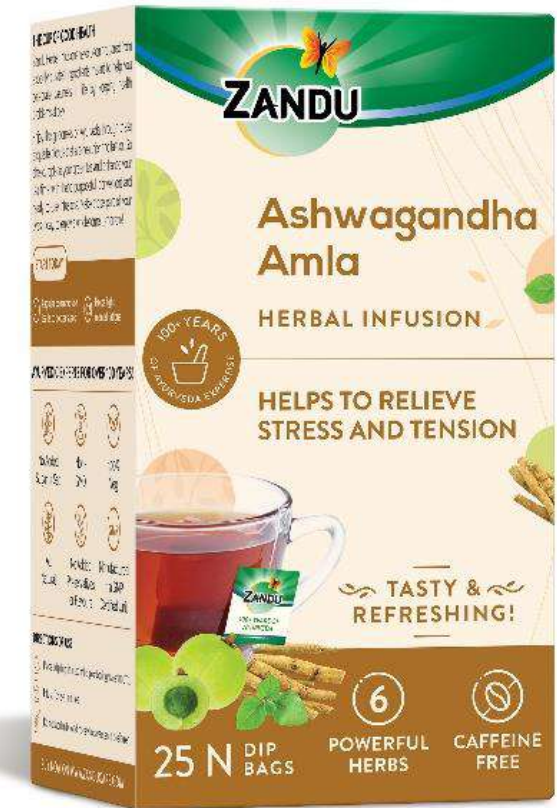
- 25 Tb in 1 Monocarton
- MRP: Rs. 249 for 25 Teabag

## PROPOSITION

### Benefits:

- Helps to relieve stress and tension
- Regular consumption leads to better sleep
- Helps fight mental fatigue

## PACKSHOT



# Zandu Tulsi Cinnamon Herbal Infusion (Kadha)

## PRODUCT

- Manufactured with pure blend of ayurvedic herbs
- No added Caffeine, Zero Bitterness
- Ayurvedic herbs include tulsi, cinnamon, sunthi
- Packaging: Mastblend Industries

## PACK & PRICING

- 25 Tb in 1 Monocarton
- MRP: Rs. 249 for 25 Teabag

## PROPOSITION

### Benefits:

- Boosts immunity naturally
- Useful in relieving cold & cough
- Antioxidant
- Anti-inflammatory

## PACKSHOT



# Zandu Cinnamon Licorice Herbal Infusion

## PRODUCT

- Manufactured with pure blend of ayurvedic herbs
- 1<sup>st</sup> Green Tea Variant with zero bitterness
- Ayurvedic herbs include Cinnamon, licorice, green tea
- 3P Formulation + 3P Packaging: Mastblend Industries

## PACK & PRICING

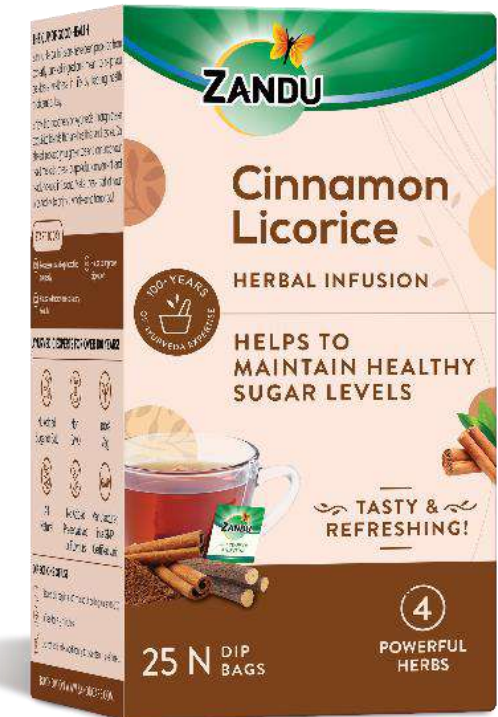
- 25 Tb in 1 Monocarton
- MRP: Rs. 299 for 25 Teabag

## PROPOSITION

### Benefits:

- Helps to maintain healthy sugar levels
- Possesses Cardio Protective Property
- Helps to improve respiratory health
- Helps to Improve digestion

## PACKSHOT



# Zandu Cleanse and Detox Herbal Infusion

## PRODUCT

- Manufactured with pure blend of ayurvedic herbs
- Zero Caffeine & zero bitterness
- Ayurvedic herbs include amla, yasti, haldi
- In-house Formulation + 3P  
Packaging: Mastblend Industries

## PACK & PRICING

- 25 Tb in 1 Monocarton
- MRP: Rs. 249 for 25 Teabag

## PROPOSITION

### Benefits:

- Helps in glowing skin
- Maintain healthy liver and kidney function
- Helps in body detoxification
- Improve overall health

## PACKSHOT



# Zandu Herbal Tea Competitor



15 Tb for Rs 175

Revenue – 1,30,345 per month



36 Tb for Rs 330

Revenue – 61,480 per month



25Tb for Rs 168

Revenue – 3,40,875 per month

# Digital Assests - Thumbnails



### HOW TO BREW

#### Zandu Tulsi Ginger Mint Ayurvedic Infusion

- Place 1 dip bag in 100 ml cup of boiling water (100°C)
- Infuse for 2-3 minutes
- Do not add milk. Add honey to sweeten if preferred

### MADE FROM PURE EXTRACTS OF

- Tulsi
- Sunthi
- Maricha
- Pippali
- Pudina
- Suksmaila
- Yasti
- Tvak
- Jatiphala

# Digital Assests - Thumbnails

**MADE FROM PURE EXTRACTS OF**

- ✓ Cinnamon
- ✓ Licorice
- ✓ Peppermint
- ✓ Green Tea

**ZANDU**  
100% Vegetarian

**ZANDU**  
Cinnamon Licorice  
HERBAL INFUSION  
HELPS TO MAINTAIN HEALTHY SUGAR LEVELS  
TASTY & REFRESHING!  
25 N DIP BAGS  
4 POWERFUL HERBS

Image is for representation purpose only

**ZANDU**  
100% Vegetarian

**ZANDU**  
Cinnamon Licorice  
HERBAL INFUSION  
HELPS TO MAINTAIN HEALTHY SUGAR LEVELS  
TASTY & REFRESHING!  
25 N DIP BAGS  
4 POWERFUL HERBS

**MAINTAINS HEALTHY SUGAR LEVEL**

**BOOSTS METABOLISM**

**IMPROVES DIGESTION**

**POSSESSES CARDIO PROTECTIVE PROPERTY**

**IMPROVES RESPIRATORY HEALTH**

Image is for representation purpose only

**WHY**  
Zandu Cinnamon Licorice Herbal Infusion?

- 100% Pure Veg
- Non-GMO
- No Preservatives
- No Added Flavours
- No Artificial Colours

**ZANDU**  
100% Vegetarian

**ZANDU**  
Cinnamon Licorice  
HERBAL INFUSION  
HELPS TO MAINTAIN HEALTHY SUGAR LEVELS  
TASTY & REFRESHING!  
25 N DIP BAGS  
4 POWERFUL HERBS

Image is for representation purpose only

# Digital Assests - Thumbnails



**MADE FROM PURE EXTRACTS OF**

- ✓ Punarnava
- ✓ Haridra
- ✓ Yasti
- ✓ Tulasi
- ✓ Pippali
- ✓ Amalaki
- ✓ Tamalaki
- ✓ Kasni Extract

Image is for representation purpose only

**MAINTAINS HEALTHY LIVER & KIDNEY FUNCTION**

**HELPS IN GLOWING SKIN**

**HELPS IN BODY DETOXIFICATION**

**IMPROVES OVERALL HEALTH**

Image is for representation purpose only

**WHY Zandu Cleanse & Detox Herbal Infusion?**

- 100% Pure Veg
- Caffeine-free
- Non-GMO
- No Preservatives & Flavours
- No Artificial Colours

Image is for representation purpose only

# Digital Assests - Thumbnails



**100% Vegetarian**

**ZANDU**

## MADE FROM PURE EXTRACTS OF

- ✓ Svetajiraka
- ✓ Sunthi
- ✓ Maricha
- ✓ Pippali
- ✓ Lavanga
- ✓ Ajamoda/Celery
- ✓ Pudina

**ZANDU**  
Ginger Celery  
HERBAL INFUSION

HELPS TO MAINTAIN GUT HEALTH

TASTY & REFRESHING!

5 N DIP BAGS | 7 POWERFUL HERBS | CAFFEINE FREE

Image is for representation purpose only

**100% Vegetarian**

**ZANDU**

- SUPPORTS GUT HEALTH & AIDS IN DIGESTION
- REDUCES SYMPTOMS OF INDIGESTION
- IMPROVES APPETITE
- AIDS IN METABOLISM AND DETOXIFICATION

**ZANDU**  
Ginger Celery  
HERBAL INFUSION

HELPS TO MAINTAIN GUT HEALTH

TASTY & REFRESHING!

25 N DIP BAGS | 7 POWERFUL HERBS | CAFFEINE FREE

Image is for representation purpose only

**100% Vegetarian**

**ZANDU**

- 100% Pure Veg
- Caffeine-free
- Non-GMO
- No Preservatives
- No Added Flavours
- No Artificial Colours

**ZANDU**  
Ginger Celery  
HERBAL INFUSION

HELPS TO MAINTAIN GUT HEALTH

TASTY & REFRESHING!

5 N DIP BAGS | 7 POWERFUL HERBS | CAFFEINE FREE

Image is for representation purpose only

# Digital Assests - Thumbnails



**100% VEG**

**ZANDU**

## MADE FROM PURE EXTRACTS OF

- ✓ Ashwagandha
- ✓ Amalaki
- ✓ Mandukaparni
- ✓ Yashti
- ✓ Tulsi
- ✓ Jatiphala

**ZANDU**  
Ashwagandha Amla  
HERBAL INFUSION

HELPS TO RELIEVE STRESS AND TENSION

TASTY & REFRESHING!

6 POWERFUL HERBS  
CAFFEINE FREE

5 N DIP BAGS

Image is for representation purpose only

**100% VEG**

**ZANDU**

RELIEVES STRESS

IMPROVES MENTAL PERFORMANCE

ENHANCES IMMUNITY

RESTORES STRENGTH

**ZANDU**  
Ashwagandha Amla  
HERBAL INFUSION

HELPS TO RELIEVE STRESS AND TENSION

TASTY & REFRESHING!

6 POWERFUL HERBS  
CAFFEINE FREE

5 N DIP BAGS

Image is for representation purpose only

**100% VEG**

**ZANDU**

100% Pure Veg

Caffeine-free

Non-GMO

No Preservatives

No Added Flavours

No Artificial Colours

**ZANDU**  
Ashwagandha Amla  
HERBAL INFUSION

HELPS TO RELIEVE STRESS AND TENSION

TASTY & REFRESHING!

6 POWERFUL HERBS  
CAFFEINE FREE

5 N DIP BAGS

Image is for representation purpose only

# Digital Assets - Thumbnails

**MADE FROM PURE EXTRACTS OF**

- ✓ Cinnamon
- ✓ Licorice
- ✓ Peppermint
- ✓ Green Tea

**ZANDU**  
Cinnamon Licorice  
HERBAL INFUSION  
HELPS TO MAINTAIN HEALTHY SUGAR LEVELS  
TASTY & REFRESHING!  
25 N DIP BAGS  
4 POWERFUL HERBS

100% Vegetarian

Image is for representation purpose only

**ZANDU**

- MAINTAINS HEALTHY SUGAR LEVEL
- BOOSTS METABOLISM
- IMPROVES DIGESTION
- POSSESSES CARDIO PROTECTIVE PROPERTY
- IMPROVES RESPIRATORY HEALTH

**ZANDU**  
Cinnamon Licorice  
HERBAL INFUSION  
HELPS TO MAINTAIN HEALTHY SUGAR LEVELS  
TASTY & REFRESHING!  
25 N DIP BAGS  
4 POWERFUL HERBS

100% Vegetarian

Image is for representation purpose only

**WHY**  
Zandu Cinnamon Licorice Herbal Infusion?

- 100% Pure Veg
- Non-GMO
- No Preservatives
- No Added Flavours
- No Artificial Colours

**ZANDU**  
Cinnamon Licorice  
HERBAL INFUSION  
HELPS TO MAINTAIN HEALTHY SUGAR LEVELS  
TASTY & REFRESHING!  
25 N DIP BAGS  
4 POWERFUL HERBS

100% Vegetarian

Image is for representation purpose only

# Digital Assets: Banner and YT Video



**100% VEG** **ZANDU Care**

**TRY NEW**  
**ZANDU AYURVEDIC INFUSIONS**  
**SIPPA CUPPA GOOD HEALTH**

**Tulsi Ginger Mint**  
HERBAL INFUSION  
HELPS TO IMPROVE  
RESPIRATORY HEALTH  
FOR TASTY & HEALTHY LIFESTYLE

**Tulsi Cinnamon**  
HERBAL INFUSION  
HELPS TO IMPROVE  
DIGESTIVE HEALTH  
FOR TASTY & HEALTHY LIFESTYLE

**Ginger Celery**  
HERBAL INFUSION  
HELPS TO IMPROVE  
DIGESTIVE HEALTH  
FOR TASTY & HEALTHY LIFESTYLE

**Ashwagandha Amli**  
HERBAL INFUSION  
HELPS TO IMPROVE  
DIGESTIVE HEALTH  
FOR TASTY & HEALTHY LIFESTYLE

**Cleanse & Detox**  
HERBAL INFUSION  
HELPS TO IMPROVE  
DIGESTIVE HEALTH  
FOR TASTY & HEALTHY LIFESTYLE

**Cinnamon Licorice**  
HERBAL INFUSION  
HELPS TO IMPROVE  
DIGESTIVE HEALTH  
FOR TASTY & HEALTHY LIFESTYLE

Zero Bitterness Caffeine-free 100% Natural No added Salt & Sugar

Log on to  
[www.zanducare.com](http://www.zanducare.com)



# Summary



Category	Product Name	License	Key Ingredients	Key Benefits	SKU	MRP
Herbal Tea	Zandu Tulsi Ginger Mint	Ayush	Tulsi, Sunthi, Marica, Pippali, Tvak, Pudina, Suksmaila, Yasti, Jatiphala, Peppermint	Helps maintain respiratory wellness, Provides relief from cough & cold	25 Tb	249
	Zandu Ginger Celery	Ayush	Svetajiraka, Bid Lavan, Sunthi, Marica, Pippali, Lavanga, Ajamoda, Pudina,	Maintains gut health, Improves digestion	25 Tb	249
	Zandu Ashwagandha Amla	Ayush	Ashwagandha, Mandukparni, Amalaki, Yasti, Tulsi, Jaiphal	Helps to relieve stress and tension, helps fight mental fatigue	25 Tb	249
	Zandu Cinnamon Licorice	Ayush	Cinnamon, Licorice, Peppermint, Green tea	Helps to maintain healthy sugar levels, Possesses Cardio Protective Property	25 Tb	299
	Zandu Cleanse and Detox	Ayush	Amla, Yastimadhu, Haldi, Punarnava, Tulasi, Pippali, Bhuiamlaki	Helps in glowing skin, Maintain healthy liver and kidney function	25 Tb	299

# Zandu Wellness Juices



# Zandu Detox Juice

## PRODUCT

- Functional in nature and Tasty
- Focused on a key modern life issue
- Ayurvedic herbs include amla and wheatgrass
- 3P Formulation + 3P Packaging: Unati Co-op

## PACK

- 500 ml in PET Bottle
- MRP: Rs. 599 for 500 ml

## PROPOSITION

### Benefits:

- Useful in detoxification
- Useful in blood purification
- Delays ageing process
- Promotes skin, hair and bone health
- Boosts immunity
- Boosts energy

## PACKSHOT



# Zandu Lean & Slim Juice

## PRODUCT

- Functional in nature and Tasty
- Focused on a key modern life issue
- Ayurvedic herbs include Acv, Honey
- 3P Formulation + 3P Packaging: Unati Co-op

## PACK

- 500 ml in PET Bottle
- MRP: Rs. 599 for 500 ml

## PROPOSITION

### Benefits:

- Maintains healthy weight.
- Maintains healthy lipid levels
- Maintains healthy blood sugar levels
- Improves skin health
- Boosts metabolism
- Improves digestion

## PACKSHOTS



# Zandu Heart Care Juice

## PRODUCT

- Functional in nature and Tasty
- Focused on a key modern life issue
- Ayurvedic herbs include Lauki, Alma, Arjuna
- 3P Formulation + 3P Packaging: Unati Co-op

## PACK

- 500 ml in PET Bottle
- MRP: Rs. 599 for 500 ml

## PROPOSITION

### Benefits:

- Improves heart health
- Strengthens heart muscles
- Maintains healthy blood lipid levels
- Possesses cardio protective property
- Enriched with natural Vitamin C & antioxidant, helps to boost immunity
- Useful in relieving stress

## PACKSHOTS



# Zandu Vitaliti Booster Juice

## PRODUCT

- Functional in nature and Tasty
- Focused on a key modern life issue
- Ayurvedic herbs include Mango, Pomegranate, Shilajit
- In-house Formulation + 3P Packaging: Unati Co-op

## PACK

- 500 ml in PET Bottle
- MRP: Rs. 599 for 500 ml

## PROPOSITION

### Benefits:

- Scientifically proven to Improve Vigor and Vitality
- Helps to boost strength and Stamina
- Helps to boost strength and Stamina

## PACKSHOTS



# Zandu Bone Care Juice

## PRODUCT

- Functional in nature and Tasty
- Focused on a key modern life issue
- Ayurvedic herbs include Lauki, Alma, Arjuna
- 3P Formulation + 3P Packaging: Unati Co-op

## PACK

- 500 ml in PET Bottle
- MRP: Rs. 599 for 500 ml

## PROPOSITION

### Benefits:

- Useful in maintaining bone health
- Rejuvenator
- Strength promotor

## PACKSHOTS



# Zandu Wellness Juices Competitor



1 Ltr for Rs. 449-599

Revenue – 95,14,805 per month



500 ml for Rs 250

Revenue – 11,01,349 per month



1 Ltrs for Rs 280

Revenue – 5,70,002 per month

# Assets - Thumbnails



# Assets - Thumbnails



**Guaranteed 100% Vegetarian**

**ZANDU**

Amla Juice

Lauki Juice

Arjuna Bark Extract

**HEART CARE JUICE**  
WITH LAUKI & AMLA

*Seriously Healthy! Surprisingly Tasty!!*

**Guaranteed 100% Vegetarian**

**ZANDU**

**Benefits of ZANDU HEART CARE JUICE**

**HEART CARE JUICE**  
WITH LAUKI & AMLA

HELPS MAINTAIN HEALTHY HEART FUNCTION

USEFUL IN RELIEVING STRESS

POSSESS CARDIO PROTECTIVE PROPERTY

**Guaranteed 100% Vegetarian**

**ZANDU**

**HOW TO USE ZANDU HEART CARE JUICE**

Shake the bottle well before use

Take 30 ml (approximately 3 tablespoons) of Zandu Heart Care Juice in a glass of water

Consume it 1-2 times a day or as directed by the physician

# Assets - Thumbnails



# Assets - Thumbnails



**Apple**

**Mango**

**Shilajit**

**Red Grape**

**ZANDU**

**VITALITI BOOSTER JUICE**

*Seriously healthy! Surprisingly tasty!!*

**Benefits of VITALITI BOOSTER JUICE**

**ZANDU**

**Scientifically proven to Improve vigour and vitality**

**Helps to boost strength and Stamina**

**Helps to reduce Stress**

**Why VITALITI BOOSTER JUICE?**

**ZANDU**

**100+ YEARS**

**Ayurveda Expertise**

**Made with natural ingredients**

**Pasteurized**

**Tasty ayurvedic wellness juice**

**No added salt or sugar**

**Scientifically proven to Improve vigour and Vitality**

**No added artificial flavour & color**

# Assets - Thumbnails



**100% Vegetarian**

**ZANDU**

**Apple**

**Mango**

**Amla**

**BONE CARE JUICE**  
WITH SEYA & AHALAKI  
USEFUL IN MAINTAINING BONE HEALTH  
REJUVENATOR | STRENGTH PROMOTER  
VEGETARIAN | MADE FROM NATURAL INGREDIENTS | 500 ml

*Along with 5 ayurvedic ingredients*

**100% Vegetarian**

**ZANDU**

**Benefits of ZANDU BONE CARE JUICE**

**Useful in maintaining bone health**

**Rejuvenator**

**Strength promoter**

**BONE CARE JUICE**  
WITH SEYA & AHALAKI  
USEFUL IN MAINTAINING BONE HEALTH  
REJUVENATOR | STRENGTH PROMOTER  
VEGETARIAN | MADE FROM NATURAL INGREDIENTS | 500 ml

**100% Vegetarian**

**ZANDU**

**Why ZANDU BONE CARE JUICE?**

**100+ YEARS**  
Ayurveda Expertise

**Made with natural ingredients**

**Pasteurized**

**Tasty ayurvedic wellness juice**

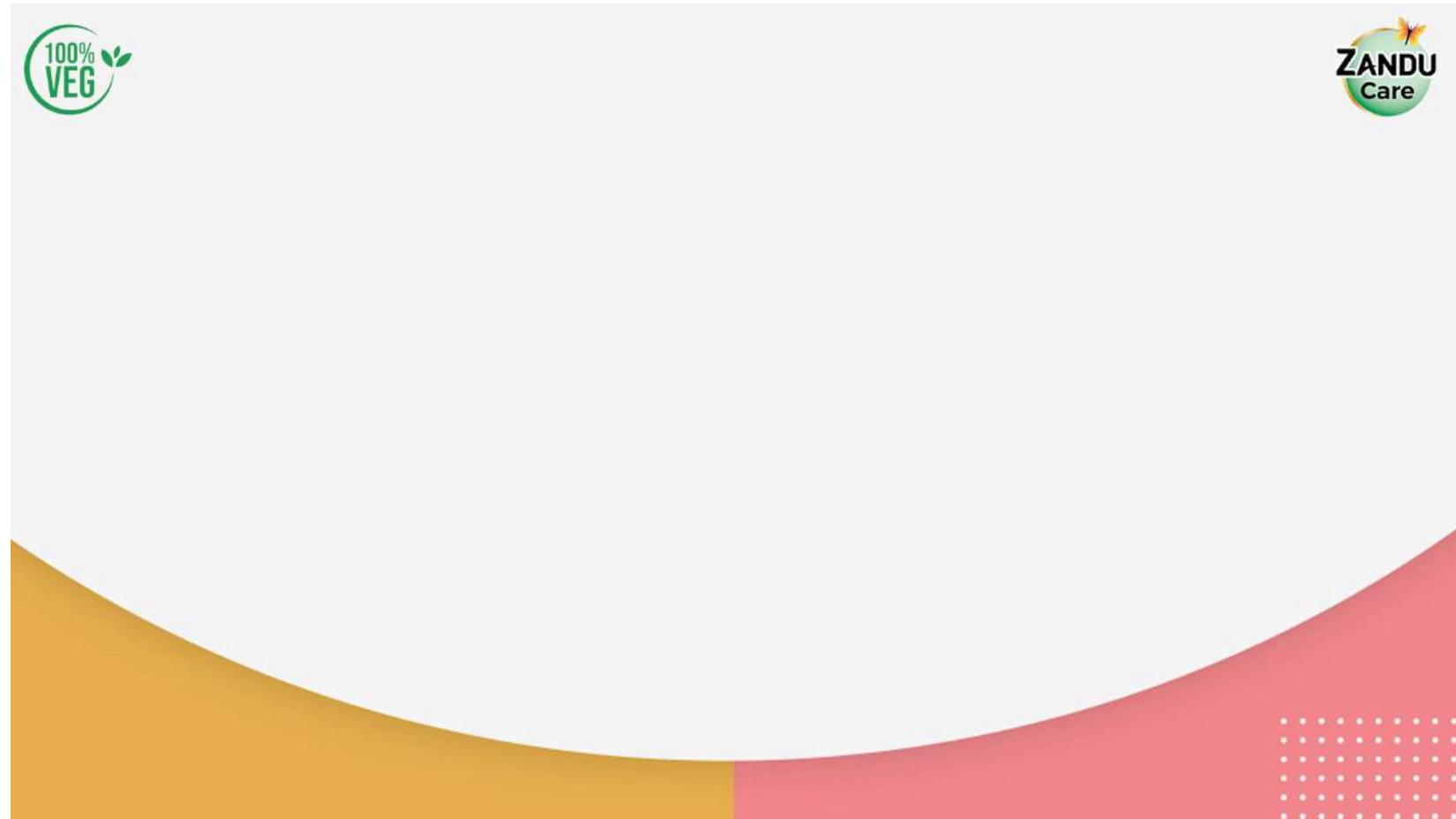
**No added salt or sugar**

**A natural ayurvedic rejuvenator**

**No added artificial flavour & color**

**BONE CARE JUICE**  
WITH SEYA & AHALAKI  
USEFUL IN MAINTAINING BONE HEALTH  
REJUVENATOR | STRENGTH PROMOTER  
VEGETARIAN | MADE FROM NATURAL INGREDIENTS | 500 ml

# Digital Assets – Banner & YT Video



# Carousels



ZANDU Range of Wellness Juices  
CAN HELP YOU STAY HEALTHY NATURALLY

ZANDU Care

WORRIED ABOUT WEIGHT?

**HELPS MAINTAIN A HEALTHY WEIGHT**

ZANDU Care

POOR OVERALL WELL-BEING?

**HELPS DETOXYFIFY BODY FOR GOOD HEALTH**

ZANDU Care

UNHEALTHY HEART?

**SUPPORTS HEART HEALTH**

ZANDU Care

Get your health drink at  
[Zanducare.com](http://Zanducare.com)

ZANDU Care

# Summary



Category	Product Name	License	Key Ingredients	Key Benefits	SKU	MRP
Wellness Juices	Detox Juice	Ayush	Wheatgrass and Amla	Useful in detoxification, Useful in blood purification, Delays ageing process	500 ml	599
	Lean & Slim Juice	Ayush	Ginger juice, Lemon Juice, Apple Cider Vinegar, with Honey	Maintains healthy weight, Maintains healthy lipid levels	500 ml	599
	Heart Care Juice	Ayush	Lauki Juice, Arjuna Bark Extract, Amla Juice	Improves heart health, Strengthens heart muscles, Maintains healthy blood lipid levels	500 ml	599
	Bone Care Juice	Ayush	Amla, Apple, Mango, Shigru, Ashwagandha	Useful in maintaining bone health, Strength promoter	500 ml	599
	Vitaliti Booster Juice	Ayush	Shilajit, Apple, Mango, Ashwagandha Satavari	Scientifically proven to improve vigour and vitality	500 ml	599

# Zandu Honey Enriched with Ayurvedic Herbs



# Zandu Honey Enriched with Ayurvedic Herbs

## PRODUCT

- Brand Name: Zandu Pure Honey
- In-house formulation
- 3P Manufacturing
- No. of Variants: 4
  - Honey with Ginger
  - Honey with Clove
  - Honey with Fruits & Herbs
  - Honey with Tulsi & Yashtimadhu
- Made from 100% Pure Honey | 100% Vegetarian | Made from Natural Ingredients | No Added Sugar and Preservatives
- License: FSSAI



## PROPOSITION

The herbs and ingredients kept in your **mom's closet are all so powerful and have ageless health benefits**. Honey being one of them, when blended with these rich ingredients is a definite go-to for different health benefits.

### Zandu Honey enriched with the goodness of Ayurveda

Blends carefully curated for your holistic wellness and lifestyle needs.

Curated by Zandu with over 100 years of Ayurvedic Legacy for modern-day health needs.

## PACK AND PRICE

- 650g glass bottle in an Airflex Pouch
- Master Carton Specifications: 12 units in 1



**SIGNODE SOLUTION & BENEFITS:**

- Signode recommend to use Airflex Pouch for a bottle packaging
- **Benefits of Signode Solution:**  
Better Cushioning  
Reduces transit damage



*Inspired by Mother's Wisdom,  
Dripping with good health.*



**100% VEG**

**ZANDU Care**

*Honey enriched with  
goodness of Ayurveda*

Made from Natural Ingredients

No Added Sugar & Preservatives

#MoreThanJustHoney

**ZANDU Care**

# Thumbnails- Honey with Clove



### Why Zandu Pure Honey with Clove?

- Made from NMR Tested Honey
- 100% Vegetarian
- Made from Natural Ingredients
- No Added Sugar and Preservatives

### Benefits

- Useful in cough and cold
- Helps to boost immunity
- Rich in Antioxidants
- Maintains digestive health

### Ingredients

Honey

Clove

# Thumbnails- Honey with Fruits & Herbs



### Why Zandu Pure Honey with Fruits & Herbs?

- Made from NMR Tasted Honey
- 100% Vegetarian
- Made from Natural Ingredients
- No Added Sugar and Preservatives

### Benefits

- Helps to boost immunity
- Helps in detoxification & improves gut health
- Helps to calm & relieve stress
- Possess anti-inflammatory & anti-oxidant properties
- Natural energy booster

### Ingredients

- Saffron
- Honey
- Amla
- Lemon Juice
- Ashwagandha
- Yashtimadhu

# Thumbnails- Honey with Ginger



### Why Zandu Pure Honey with Ginger?

- Made from NMR Tested Honey
- 100% Vegetarian
- Made from Natural Ingredients
- No Added Sugar and Preservatives

### Benefits

- Helps to boost immunity
- Natural detoxifier
- Soothes Sore Throat
- Possess anti-inflammatory property
- Aids in Digestion

### Ingredients

Honey

Ginger

# Digital Assets – Banner & YT Video



100% VEG

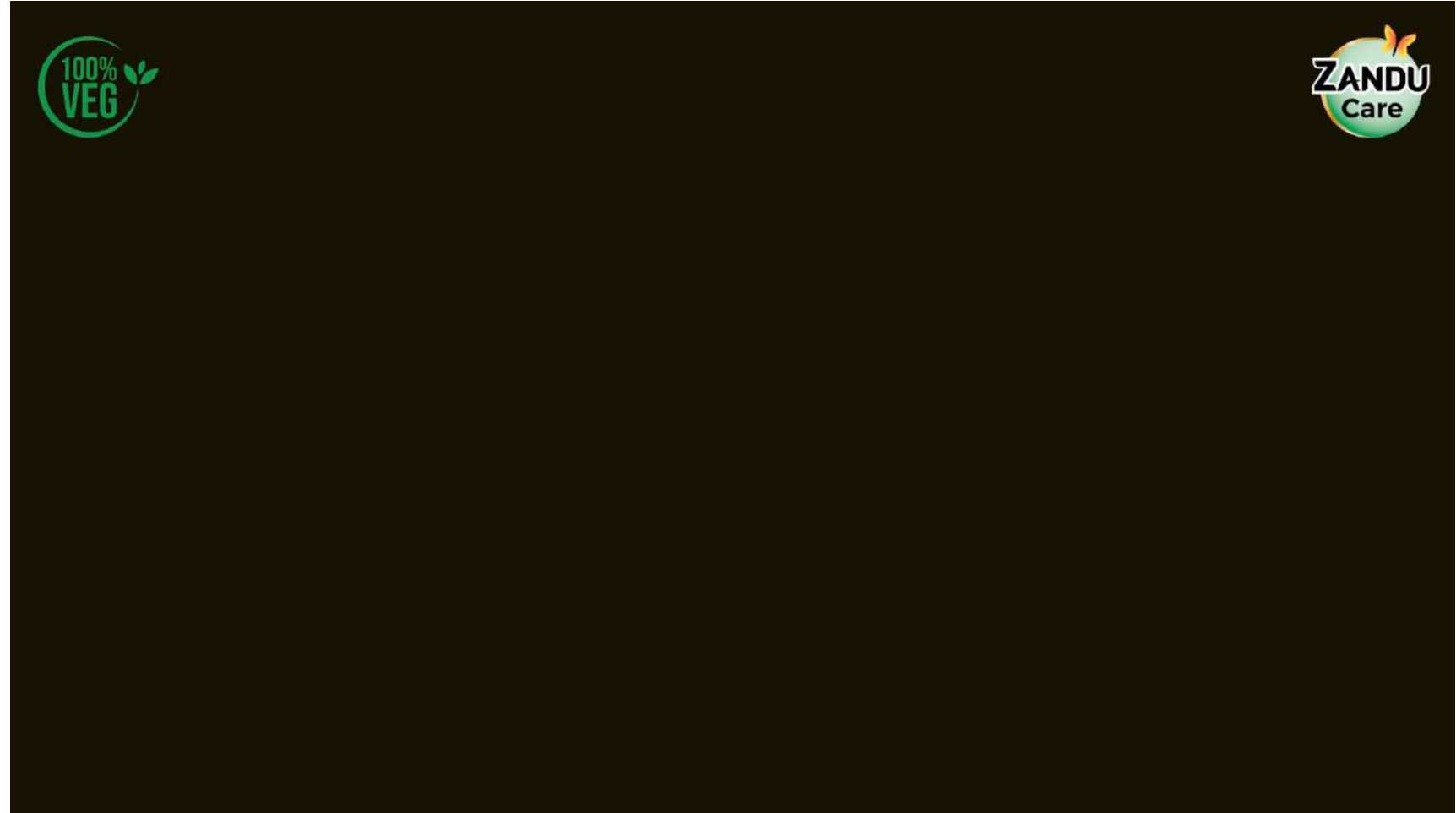
ZANDU Care

*Honey enriched with goodness of Ayurveda*

Made from  
100% Pure Honey

#MoreThanJustHoney

Log on to  
[www.zanducare.com](http://www.zanducare.com)

The banner is set against a light beige, textured background. It features four glass jars of honey with woven burlap covers over their lids. The jars are arranged in a 2x2 grid. The top-left jar is labeled 'Fruits & Herbs', the top-right 'Clove', the bottom-left 'Ginger', and the bottom-right 'Aloe & Yashwantha'. The jars are surrounded by various natural elements: a green leaf, a yellow lemon slice, a purple flower, and a small bowl of honey with a wooden dipper. The text is centered and uses a mix of fonts, including a cursive script for the main headline and a clean sans-serif for the product details and call to action.

# Category and Competition

- India's Honey market peaked in 2020, with a total valuation of Rs. 19.2 billion.
- Facing strong tailwinds due to its huge therapeutic properties, the honey market is expected to grow at a CAGR of 10% between 2021 and 2026 to reach Rs. 30.6 billion by 2026, according to Expert Market Research. **Source:** *Economic Times, December 2021.*
- Due to its much-touted, immunity-boosting properties demand is on the rise for raw, unpasteurized, and wild honey, which has a bouquet of flavors and is responsibly sourced. **Source:** *The Hindu, January 2021.*
- Health and wellness are at top of consumers' minds. It is a conundrum for brands as sugar reduction can be perceived as a compromise in taste and indulgence.
- Therefore, brands need to showcase the importance of adding permissibility to their healthy offerings. Natural sweeteners like jaggery and honey are familiar and known to have holistic health and wellness benefits.
- With these two factors in mind – offering modern and healthy twists to festive foods – consumers can enthusiastically look forward to festive celebrations this year and beyond. **Source:** *Mintel Blog, TRADITION DOMINATES THE FESTIVE FOOD MARKET BUT MODERN APPROACHES ARE GAINING POPULARITY, JUNE 2022.*

Brands	Monthly Revenue	Market Share
<b>DABUR</b>	3123404	34%
<b>Apis</b>	2659800	29%
<b>Saffola</b>	1351500	15%
<b>The Honey Shop</b>	432922	5%
<b>24 Mantra Organic</b>	353430	4%

VALUE ADDED HONEY\*

Brands	Monthly Revenue	Market Share
<b>Saffola</b>	1834047	27%
<b>INDIGENOUS HONEY</b>	1604285	24%
<b>DADEV</b>	1333392	20%
<b>The Honey Shop</b>	454665	7%
<b>DABUR</b>	326310	5%

FOREST HONEY\*\*

**\*Source:** Helium Tool Data, October 2022.

# Summary



Product Category	Product Name as per License	Key Ingredients	Key Benefits	SKU Size	MRP (Rs.)
Honey enriched with Ayurvedic Herbs	Zandu Pure Honey with Ginger	Honey, Ginger	<ul style="list-style-type: none"> <li>• Helps to boost immunity</li> <li>• Soothes sore throat</li> </ul>	650g	650
	Zandu Pure Honey with Clove	Honey, Clove	<ul style="list-style-type: none"> <li>• Helps to boost immunity</li> <li>• Provides relief in sore throat, cough and cold</li> </ul>	650g	650
	Zandu Pure Honey with Fruits & Herbs	Honey, Lemon Juice, Saffron, Amla Extract, Yashtimadhu Extract, Ashwagandha Extract	<ul style="list-style-type: none"> <li>• Helps to boost immunity</li> <li>• Helps to maintain healthy respiratory function</li> </ul>	650g	700
	Zandu Pure Honey with Tulsi & Yashtimadhu	Honey, Liquorice (Yashtimadhu), Tulsi	<ul style="list-style-type: none"> <li>• Helps to boost Immunity</li> <li>• Good for respiratory health</li> </ul>	650g	649



# Zandu A2 Desi Cow Ghee



# Zandu A2 Desi Cow Ghee

## PRODUCT

- Brand Name: Zandu A2 Desi Cow Ghee
- 3P Manufacturing
- No. of Variants: 1
- Made with Traditional Bilona Method
- Handcrafted with Curd | Made from A2 Certified Milk | Curated by Zandu with over 110 years of established Ayurvedic Legacy for modern-day health needs
- License: FSSAI



## PACK

- 500g glass bottle in an Airflex Pouch
- Master Carton Specifications: 16 units in 1



**SIGNODE SOLUTION & BENEFITS:**

- Signode recommend to use Airflex Pouch for a bottle packaging
- **Benefits of Signode Solution:**  
Better Cushioning  
Reduction in transit damage



## PROPOSITION

### Proposition:

Handcrafted with curd, and made with the traditional Bilona Method. This ghee is 100% Rich, Authentic and Pure is made with A2 Certified Milk and has a plethora of health benefits:

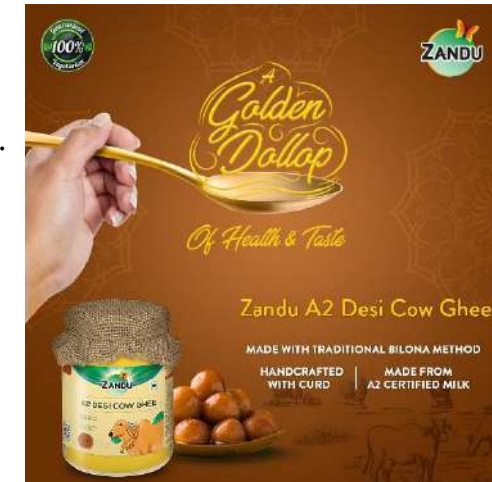
- Enriched with memory boosting properties- Scientifically Tested.
- Helps in building bone strength and stamina.
- Helps in the nourishment of the skin.
- Enhances physical and mental well-being.
- Good for eye health

### Zandu A2 Desi Cow Ghee- A Golden Dollop of Health and Taste.

Carefully curated for your holistic wellness and lifestyle needs.

Curated by Zandu with over 100 years of Ayurvedic Legacy for modern-day health needs.

Each batch of Zandu A2 Desi Cow Ghee passes FSSAI quality parameter tests.



Banner



**Guaranteed 100% Vegetarian**

**ZANDU**

## Zandu A2 Desi Cow Ghee

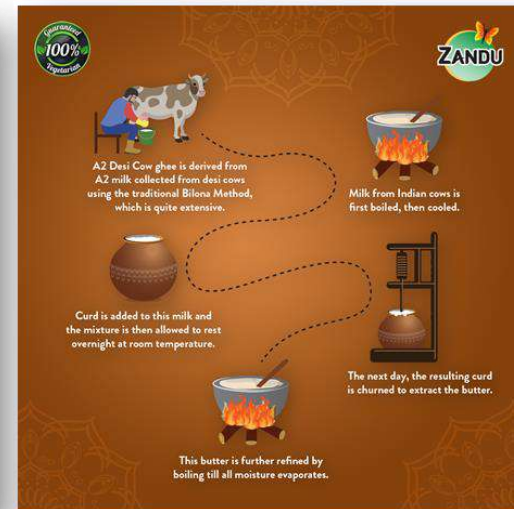
MADE WITH TRADITIONAL BILONA METHOD  
HANDCRAFTED WITH CURD | MADE FROM A2 CERTIFIED MILK

*A Golden Dallop*  
*Of Health & Taste*

**ZANDU**  
A2 DESI COW GHEE

The banner features a brown background with a faint illustration of a cow in a field. On the left, a hand holds a golden spoon with a dollop of ghee. In the center is a jar of Zandu A2 Desi Cow Ghee with a burlap cover. On the right is a golden bowl filled with golden-brown laddoos. A circular seal in the top left corner reads 'Guaranteed 100% Vegetarian'. The Zandu logo is in the top right. The main title 'Zandu A2 Desi Cow Ghee' is in large yellow font, followed by 'MADE WITH TRADITIONAL BILONA METHOD' and 'HANDCRAFTED WITH CURD | MADE FROM A2 CERTIFIED MILK' in white. The phrase 'A Golden Dallop Of Health & Taste' is written in a golden script font.

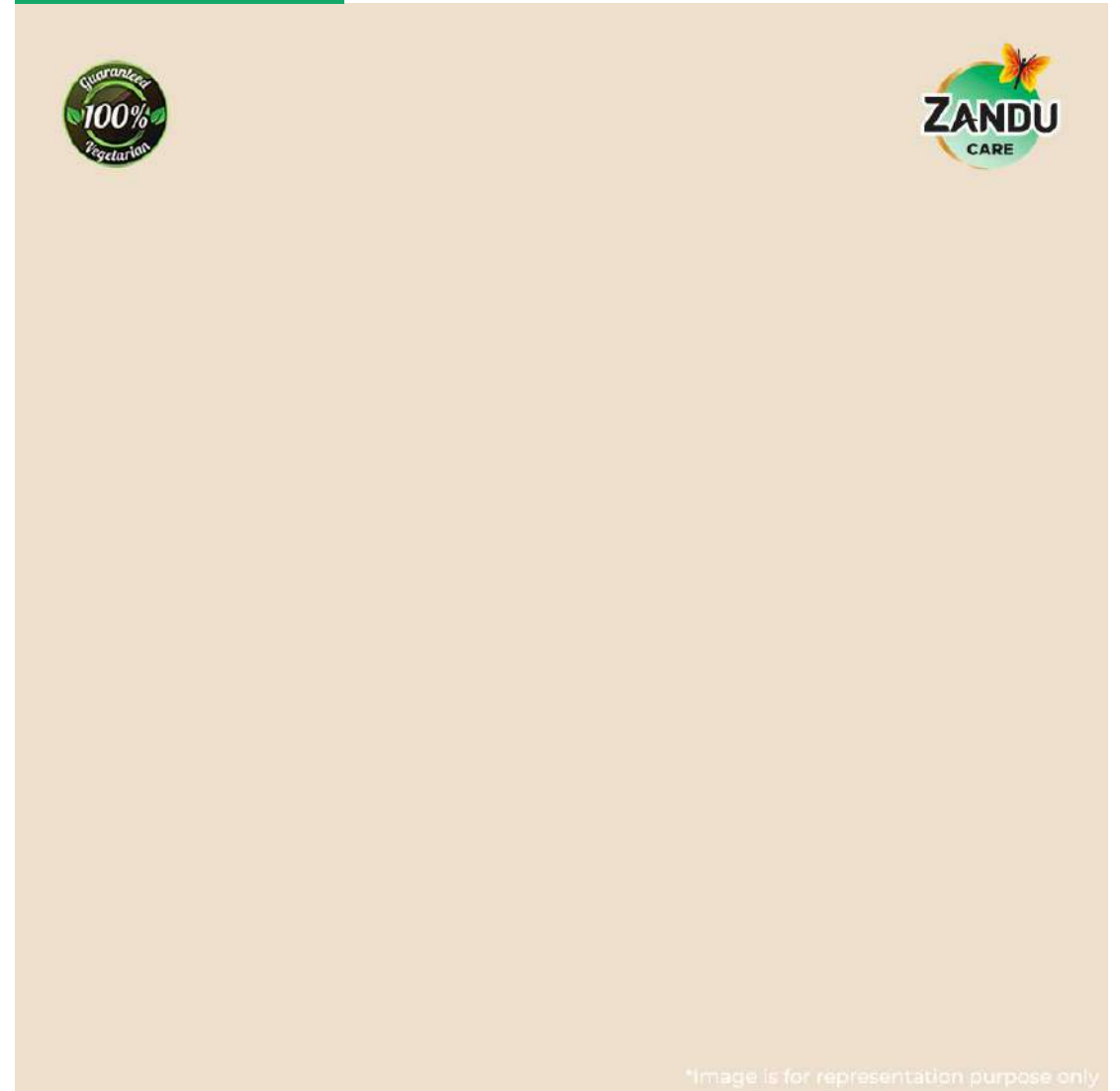
# Thumbnails



## Teasers



## Launch Video



Static Post



100% Vegetarian

ZANDU CARE

Healthy 2 Eat  
Easy 2 Digest

ZANDU  
A2 DESI COW GHEE

THE TRADITIONAL  
BUTTER METHOD  
HANDCRAFTED  
MILK CURD

MADE FROM A2 MILK

VITAMINS C ANTI-OXIDANTS

OMEGA-3 FATTY ACIDS

#AGoldenDollopOfGoodness

Recipe Video



100% Vegetarian

ZANDU CARE

# Summary



Product Category	Product Name as per License	Key Ingredients	Key Benefits	SKU Size	MRP (Rs.)
Ghee	Zandu A2 Desi Cow Ghee	Milk Fat (99.7%)	Helps in building bone strength & improves stamina Helps in skin nourishment Enhances physical and mental well-being Good for eye health Helps in physical and mental well-being	500ml	1999

# Category Mapping and Competition

- Ghee is a \$500-million industry in India. While there is no data available on the market size for A2 cow ghee, which is a sub-category, industry experts peg it at roughly ₹200 crore at present.
- This ghee is made solely from the milk of desi cows with traditional bilona method; It is believed that the milk of Desi cow has more A2 protein.
- While in India, the benefits of Desi cow milk and its ghee has always been known, A2 milk was originally popularized in Australia, New Zealand, China, the United States, and the United Kingdom by A2 Milk Company.

S. No.	Brand	Monthly Revenue (Rs.)
1.	Anveshan	4,947,142
2.	GirOrganic	2,346,975
3.	VEDIC GHEE	1,353,645
4.	DIVYA KAMDHENU	1,246,579
5.	Gavyamart	927,639

Source: Helium Tool Data, October 2022



Anveshan A2 Desi Cow Ghee  
1L: Rs. 2449 @ 21% discount



GirOrganic A2 Pure Ghee  
500ml: Rs. 1800 @ 26% discount



Vedic A2 Gir Cow Cultured Ghee  
500ml: Rs. 1099 @ 9% discount

# Zandu Stevia (Meethi Tulsi)



**100% NATURAL** SOURCE  
**ZERO CALORIE** PER SERVE



*Kariye Muh Meetha  
Naturally!*



# About the Product

- Stevia is a naturally sourced, zero-calorie sweetener that has been used as a natural sugar substitute and flavoring ingredient for hundreds of years. The stevia plant is native to South America and was first consumed there over 200 years ago when the indigenous people used leaves of the plant to sweeten beverages or chewed them for their sweet taste. The plant leaves often referred to as 'Meethi Tulsi' in India.
- Steviol glycosides extracted from the leaves are 300 to 350 times sweeter than sugar. Being naturally sweet it is an easy, healthy and safe alternative to sugar! Steviol Glycosides is approved in more than 150 countries globally.
- Zandu Stevia (Meethi Tulsi) tablets are formulated from natural Stevia extract and do not add calories or Glycemic load (GL) when consumed. This makes it ideal for everyone including people combating lifestyle disorders like Diabetes, Hypertension, and Obesity. A healthy alternative to sugar, making it suitable for calorie conscious and fitness lifestyle oriented people.

# Zandu Stevia Tablets and Table-Top Sweetener

## PRODUCT

- Brand Name: Zandu Stevia (Meethi Tulsi)
- 3P Manufacturing
- Format: Powder and Tablets
- 100% Natural Source | Low-Calorie Sweetener | Diabetic Friendly | Healthy Alternative to Sugar and Artificial Sweeteners
- License: FSSAI



## PACK

- Powder: 100g PET Jar
- Master Carton Specifications: 120 units in 1
- Tablets: 100N
- Master Carton Specifications: 180 units in 1

## PROPOSITION

### Proposition:

With Zandu Stevia (Meethi Tulsi) you can have the same sweetness in your favorite delicacies without those extra calories and any compromise on the taste.

- 100% Natural Source
- Low-Calorie Sweetener
- Diabetic Friendly
- Healthy Alternative to Sugar and Artificial Sweeteners

### Zandu Stevia (Meethi Tulsi)- Kariye Muh Meetha Naturally!

Carefully developed for your holistic wellness and lifestyle needs.

From the house of Zandu with over 100 years of Ayurvedic Legacy for modern-day health needs.



## Banner



**Guaranteed 100% Vegetarian**

**ZANDU**

**Zandu Stevia (Meethi Tulsi)**

**100% NATURAL SOURCE**

**ZERO CALORIE PER SERVE**

*Kariye Mub Meetha Naturally!*

**ZANDU**

**Stevia (Meethi Tulsi)**

100% NATURAL SOURCE

100 TABLETS

ZERO CALORIE PER SERVE

DIABETIC FRIENDLY

The banner features a central image of a Zandu Stevia (Meethi Tulsi) product box, a white cup of tea, and two glasses of iced beverages with lemon and mint. The background is a light green gradient with faint leaf patterns. The Zandu logo is present in the top right corner of the banner.

**100% NATURAL SOURCE**  
**ZERO CALORIE PER SERVE**

**Kariye Muh Meetha Naturally!**

**Stevia (Meethi Tuli)**

- 100% NATURAL SOURCE
- 0% ZERO CALORIE PER SERVE
- DIABETIC FRIENDLY

**Why Zandu Stevia (Meethi Tuli) Table Top Sweetener?**

**Made from Natural Stevia Leaf Extract**

**No Added Glycemic Load**

**0% Zero Calorie per serve**

**Diabetic Friendly**

**Our Daily Average Sugar Intake**

7:30 AM: 1 Cup Tea/ Coffee/ Milk **Sugar 1tsp**

8:30 AM: Cornflakes with Milk **Sugar 0tsp**

11:30 AM: Packaged Juice **Sugar 0tsp**

1:00 PM: Lunch & small sweet **Sugar 0tsp**

4:00 PM: Coffee/ Tea with Cookies **Sugar 1tsp**

8:00 PM: Home Cooked Dinner & Icecream **Sugar 0tsp**

10:00 PM: Milk **Sugar 1tsp**

**Actual Sugar Intake = 3tsp**  
**Hidden Sugar Intake = 4tsp**  
**Total Sugar Intake = 7tsp**

**HOW TO CONSUME?**

- Can be used for a wide variety of preparations like: Hot & Cold Beverages, Sweets, Desserts and Cakes
- 1g of Zandu Stevia Table Top Sweetener is equivalent to 2 teaspoon (approx. 10g) of sugar.

Image is for representation purpose only

**100% NATURAL SOURCE**  
**ZERO CALORIE PER SERVE**

**ZANDU Stevia (Meethi Tulsii)**

*Kariye Mub Meetha Naturally!*

100% NATURAL SOURCE  
ZERO CALORIE PER SERVE  
DIABETIC FRIENDLY

**Why Zandu Stevia (Meethi Tulsii) Tablets?**

**Made from Natural Stevia Leaf Extract**

**LOW GI**  
No Added Glycemic Load

**0% Zero Calorie per serve**

**Diabetic Friendly**

**HOW TO CONSUME?**

- Add 1 or 2 Zandu Stevia tablets to sweeten a cup of hot or cold beverage
- One Zandu Stevia Tablet is equivalent to 1 teaspoon (approx 5g) of sugar in sweetness.

Image is for representation purpose only

**Our Daily Average Sugar Intake**

**Actual Sugar Intake = 3tsp**  
**Hidden Sugar Intake = 4tsp**  
**Total Sugar Intake = 7tsp**

# Stevia- Category Mapping and Competition

- The world is struggling with diabetes: At last count, India had over 7 crore diabetic people, second only to China's 11 crore.
- Add to that the new class of health-conscious people emerging out of every stratum of society. Artificial sweeteners — like aspartame, sucralose, and saccharin (85% of the global sugar substitute pie) — are being questioned for possible traces of carcinogenicity.

## Powder

S. No.	Brand	Monthly Revenue (Rs.)
1.	So Sweet	1,416,290
2.	Equal	54,042
3.	CEROVIA	39,070
4.	GAIA	27,960
5.	Steviocal	21,600

## Tablets

S. No.	Brand	Monthly Revenue (Rs.)
1.	So sweet	918,843
2.	ZINDAGI	642,532
3.	Magic Leaf	403,954
4.	ZEVIC	307,779
5.	BLISS OF EARTH	216,603

Source: Helium Tool Data, October 2022

# Summary



Product Category	Product Name as per License	Key Ingredients	Key Claims	SKU Size	MRP (Rs.)
Low Calorie Natural Sweetener	Zandu Stevia (Meethi Tulsi) Powder	Natural Stevia Leaf Extract	100% Natural Source- Made from Natural Stevia Leaf Extract Zero Calorie per serve No Added Glycemic Load Diabetic Friendly Healthy Alternative to Sugar	100g	299
	Zandu Stevia (Meethi Tulsi) Tablets	Natural Stevia Leaf Extract	100% Natural Source- Made from Natural Stevia Leaf Extract Zero Calorie per serve No Added Glycemic Load Diabetic Friendly	100N	199



# SEXUAL WELLNESS



# ZANDU SHILAJIT CAPSULES

## PRODUCT

- Classical Ayurvedic Medicine
- 60 capsules SKU

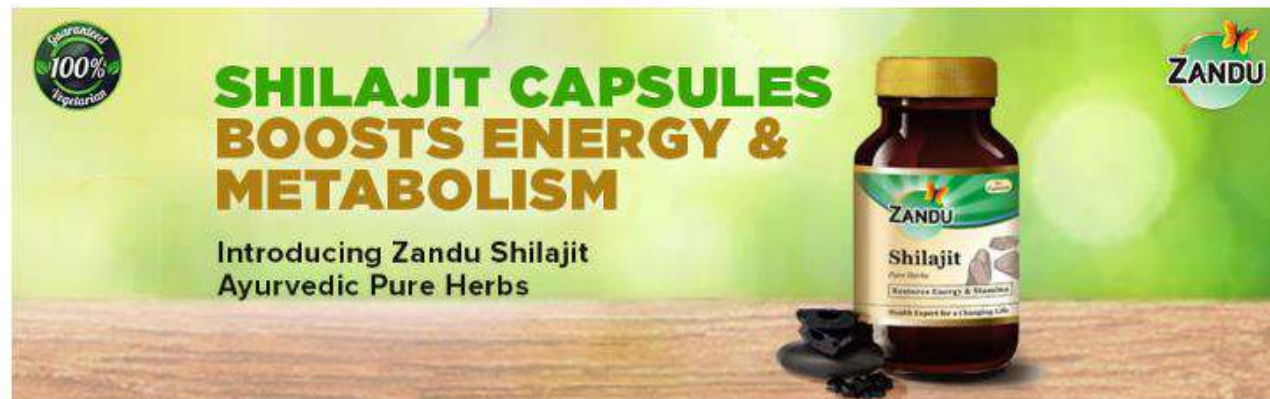
## PRICE & PLACE

- MRP: 499
- Available on e-commerce and Modern Trade

## PROPOSITION

### Benefits:

- Boosts Energy & Metabolism
- Improves Vitality & Vigour
  
- 100% veg, no artificial colours and preservatives, made at a WHO GMP certified plant



# SHILAJIT CAPSULES - COMPETITION

Brand	Dabur	Upakarma	Zandu
MRP and SKU	550 - 100 caps	949 - 90 caps	499 - 60 caps
U.S.P. (after discount)	3.9 / unit	5.2 / unit	4.2 / unit
Claims	Strength & Stamina	Immunity & Stamina	Energy & Metabolism



# ZANDU VITALITY BOOSTER

## PRODUCT

- Proprietary Ayurvedic Medicine
- Formulation made of 10 powerful herbs
- 60 capsules SKU

## PRICE & PLACE

- MRP: 1200
- Available on e-commerce

## PROPOSITION

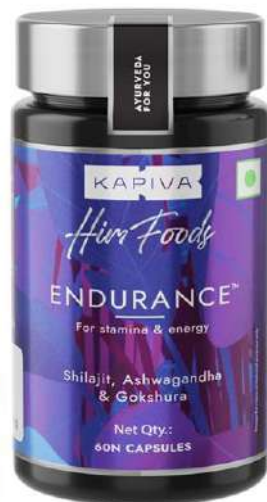
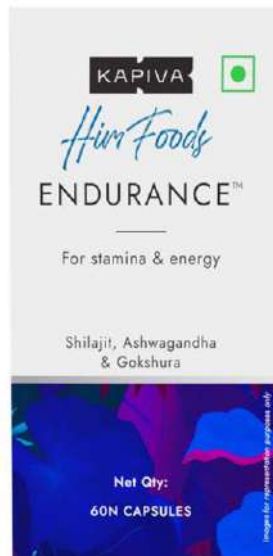
### Benefits:

- Boosts Energy & Stamina
- Lowers Stress & Anxiety
- Improves Performance



# VITALITY BOOSTER CAPSULES - COMPETITION

Brand	Kapiva - Endurance	Man Matters - Perform	Zandu
MRP and SKU	799 - 60 caps	699 - 60 caps	1200 - 60 caps
U.S.P. (after discount)	9.2 / unit	9.9 / unit	9.6 / unit
Claims	Stamina & Energy	Vitality	Daily Energizer



# ZANDU SHILAJIT RESIN

## PRODUCT

- Classical Ayurvedic Product
- Shilajit in pure / exudate form – 20G SKU

## PRICE & PLACE

- MRP: 1499
- Available on e-commerce

## PROPOSITION

### Benefits:

- Improves Strength, Stamina, Vitality



100% Pure

ZANDU

Zandu Shilajit

Shilajit

HIMALAYAN SHILAJIT

Make your story more fulfilling

Improves Strength, Stamina, Vitality

## SHILAJIT RESIN - COMPETITION

Brand	Kapiva	Upakarma	Zandu
MRP and SKU	1499 - 20G	1450 - 15G	1499 - 20G
U.S.P. (after discount)	49 / G	54 / G	46 / G
Claims	Strength, Stamina, Power	Healthy Body and Mind	Strength, Stamina, Vitality



# ZANDU VIGOREX FOR HER

## PRODUCT

- Proprietary formulation made of 12 herbs including Ashwagandha, Soya, Satavari, Safed Musali.
- 60 capsules SKU

## PRICE & PLACE

- MRP: 499
- Available on e-commerce

## PROPOSITION

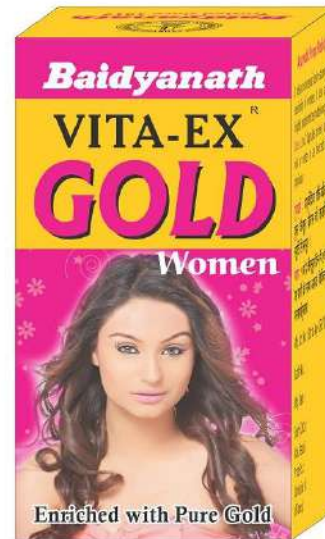
### Benefits:

- Daily Energizer,
- Uplifts Mood
- Improves Vigour & Vitality
- Improves Physical Performance



## VIGOREX FOR HER CAPSULES - COMPETITION

Brand	Baidyanath Vita Ex Gold	Himalayan Organics	Zandu
MRP and SKU	470 - 20 capsules	795 - 60 capsules	499 - 60 capsules
U.S.P. (after discount)	16.0 / unit	8.0 / unit	6.7 / unit
Claims	Vitality, Stamina & Vigour	Energy & Metabolism Booster	Daily Energizer, Improves Physical Performance



# Summary

Category	Product Name	Key Ingredients	Key Benefits	SKU	MRP
Sexual Wellness	Shilajit Capsules	Shilajit	Boosts Energy and Metabolism	60N	499
	Vitality Booster Capsules	Ashwagandha, Shilajit, Gokshur	Daily Energizer, Boosts Energy and Stamina	60N	1200
	Shilajit Resin	Shilajit	Improves Strength, Stamina, Vitality	20G	1499
	Vigorex For Her Capsules	Ashwagandha, Soya, Satavari, Safed Musali	Daily Energizer, Uplifts Mood	60N	499



# **HERBAL SUPPLEMENTS: SINGLE AND MULTI HERBS**



# ZANDU PURE HERBS RANGE

## PRODUCT

- Pure Herbs range consists of 15 SKUs catering to multiple need gaps and benefits, bringing the ancient tradition of Ayurveda, in modern and convenient formats
- Generic Ayurvedic License
- 60 capsules SKU (except Triphala – 90 caps SKU)

## PRICE & PLACE

- MRP : 250 (all SKUs), except Triphala 299, Shilajit 499
- Offered across e-commerce platforms and Modern Trade



Herb	Primary Benefit
Shilajit	Restores Energy and Stamina
Ashwagandha	Reduces Stress
Methi	Healthy Sugar Level
Karela	Healthy Sugar Level
Triphala	Gut Health
Punarnava	Maintains Kidney Function
Neem	Body Detox
Kalamegha	Good For Liver Health
Giloy	Protects Against Infections
Brahmi	Good for Mental Agility
Arjuna	Healthy Heart
Sallaki	Good for Joint Health
Shatavari	Good for Women's Health
Amlaki	Guaranteed* Immunity Builder
Haridra	Anti Allergic

# ZANDU PURE HERBS RANGE

## PROPOSITION

- Pure Herbs range offerings aim to offer health benefits in modern convenient forms
- individual benefit led communication per SKU
- 100% veg, no artificial colours and preservatives, made at a WHO GMP certified plant

**With Zandu Pure Herbs Range**  
Experience Nature's herbs  
in modern convenient forms  
For all your health & wellness needs

**ASHWAGANDHA CAPSULES**  
**ADAPTOGENIC-STRESS BUSTER ;**  
**IMMUNITY BOOSTER**

Introducing Zandu Ashwagandha  
Ayurvedic Pure Herbs.

100% Vegetarian  
Zero Side Effects

**Get a great gut-feeling naturally!**

70% of health issues are linked to gut health. Get better gut health and immunity with the all new Zandu Triphala Capsules.

100% Vegetarian  
Zero Side Effects

Revised creatives under development with updated claims

## PURE HERBS RANGE - COMPETITION



Market Leader

27 products - Pure Herbs

MRP: Rs. 150 – 180

60 tabs SKU

Himalaya Pure Herbs		
Herb	MRP	Primary Benefit
Amlaki	180	Immunity Wellness
Arjuna	180	Cardiac Wellness
Ashwagandha	165	General Wellness
Brahmi	165	Mind Wellness
Giloy	150	Immunity Wellness
Haridra	175	Skin Wellness
Karela	165	Metabolic Wellness
Meshashringi	165	Metabolic Wellness
Methi	152	Metabolic Wellness
Neem	165	Skin Wellness
Punarnava	165	Urinary Wellness
Sallaki	165	Bone and Joint Wellness
Shatavari	165	Women's Wellness
Tagara	180	Sleep Wellness
Tulasi	150	Respiratory Wellness
Vrikshamla	180	Weight Wellness
Gokshura	180	Men's Wellness
Hajdod	180	Bone & Joint Wellness
Kapikachhu	180	Men's Wellness
Lasuna	180	Cardiac Wellness
Manjihista	165	Skin Wellness
Shigru	165	Bone & Joint Wellness
Trikatu	165	Digestive Wellness
Triphala	165	Bowel Wellness
Vasaka	165	Respiratory Wellness
Yashtimadhu	165	Gastric Wellness



## PURE HERBS RANGE - COMPETITION



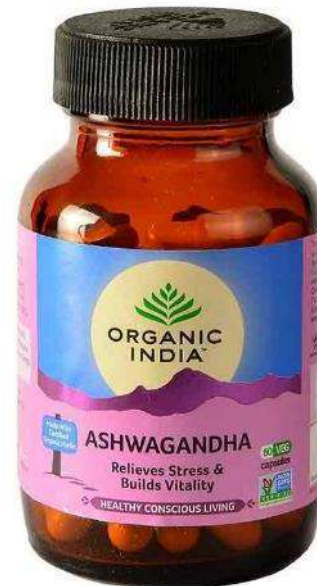
→ HEALTHY CONSCIOUS LIVING ←

12 products - Single Herbs

MRP: Rs. 205 - 495

60 caps SKU

Organic India - Single Herb		
Herb	MRP & SKU	Primary Benefit
Amla	60 caps @ 205	Vit C and Axitoxin Boost
Ashwagandha	60 caps @ 205	Relieves Stress and Builds Vitality
Brahmi	60 caps @ 205	Mental Fitness
Cinnamon	60 caps @ 205	Healthy Carbohydrate Metabolism
Flaxseed	60 caps @ 495	Omega-3 Heart Health
Giloy	60 caps @ 205	Immune Support
Kalmegh	60 caps @ 225	Respiratory and Immune System
Moringa	60 caps @ 205	Essential Nutrition
Neem	60 caps @ 205	Blood Purifier
Shatavari	60 caps @ 205	Women's Health
Triphala	60 caps @ 205	Digestion and colon Cleanse
Tulsi	60 caps @ 205	Anti-Stress, Anti ageing



## PURE HERBS RANGE - COMPETITION



Launched in 2020

7 products in Pure Herbs

MRP: Rs. 150 – 175

60 tabs & 80 tabs SKU



# ZANDU LEAN & SLIM CAPSULES

## PRODUCT

- Proprietary formulation made of 6 herbs including Garcinia, Vidanga, Mesasringi, Trikatu.
- 60 capsules SKU

## PRICE & PLACE

- MRP: 499
- Available on e-commerce

## PROPOSITION

### Benefits:

- Helps Lose Weight Naturally
- Boosts Metabolism



# SLIMMING CAPSULES - COMPETITION

Brand	Himalaya Ayurslim	Kapiva Get Slim	Zandu
MRP and SKU	260 - 60 capsules	499 – 60 capsules	499 – 60 capsules
U.S.P. (after discount)	4.2 / unit	7.0 / unit	5.2 / unit
Claims	Weight Loss	Weight Management	Weight Loss



# Summary

Product Category	Product Name	Key Ingredients	Key Benefits	SKU Size	MRP (Rs.)
Herbal Supplements	Ashwagandha Capsules	Ashwagandha	Reduces Stress	60N	250
	Methi Capsules	Methi	Healthy Sugar Level	60N	250
	Karela Capsules	Karela	Healthy Sugar Level	60N	250
	Lean & Slim Capsules	Garcinia, Trikatu, Mesasringi	Weight Loss	60N	499
	Triphala Capsules	Triphala	Gut Health	90N	299
	Punarnava Capsules	Punarnava	Maintains Kidney Function	60N	250
	Neem Capsules	Neem	Body Detox	60N	250
	Kalamegha Capsules	Kalamegha	Good For Liver Health	60N	250
	Giloy Capsules	Giloy	Protects Against Infections	60N	250
	Brahmi Capsules	Brahmi	Good for Mental Agility	60N	250
	Arjuna Capsules	Arjuna	Healthy Heart	60N	250
	Sallaki Capsules	Sallaki	Good for Joint Health	60N	250
	Shatavari Capsules	Shatavari	Good for Women's Health	60N	250
	Amlaki Capsules	Amla	Guaranteed* Immunity Builder	60N	250
Haridra Capsules	Turmeric	Anti Allergic	60N	250	



# **PAIN MANAGEMENT**



# ZANDU Ayurvedic Pain Relief Patch – 3 SKU's

## PRODUCT

### 3 SKU's of Pain Patch:

- Zandu Ayurvedic Pain Relief Patch
- Zandu Ayurvedic Knee Pain Relief Patch
- Zandu Ayurvedic Feminine Pain Relief Patch
- All are Ayurvedic Licenses

## PROPOSITION

### Proposition:

- Long Lasting Pain Relief upto 8 hours
- Provides Instant Relief from:
  - Sore Shoulder
  - Osteoarthritis
  - Back Pain
  - Joint & Muscular Pain

## PRICE

- **PAIN PATCH:** MRP – 249/- for 5 patches
- **KNEE PATCH:** MRP – 499/- for 5 patches
- **FEMININE PATCH:** MRP – 299/- for 5 patches

## PACK

- Pack of 5 patches per pouch



## Helium Sales

S. No.	Brand	Amazon Market Share (Rs.)
1.	Viopatch	11,56,250
2.	Nua	4,57,240
3.	Sirona	2,01,388
4.	Hansaplast	21,620
Grand Total		18,36,498

Amazon Category Size: 44.31 lakh

# ZANDU Ayurvedic Pain/Knee/Feminine Relief Patch: COMPETITION



	Viopatch Herbal Pain Relief Patch	Viopatch Herbal Knee Pain Relief Patch	Sirona Feminine Pain Relief Patch
<b>Product (Key Ingredients)</b>	Gandhpura Oil, Menthol, Camphor, Eucalyptus Oil	Gandhpura Oil, Menthol, Camphor, Eucalyptus Oil	Menthol, Eucalyptus Oil
<b>Pack</b>	10 patches in SPC	5 patches in SPC	10 patches in SPC
<b>Proposition</b>	<ul style="list-style-type: none"> <li>Instant Relief from muscular pain &amp; joint pain</li> <li>Sustained medicine release for 12 hours</li> <li>Non-messy &amp; Non-greasy</li> <li>Unlike common sprays/creams/ointments, it does not require re-application after every 3-4 hours and delivers the drug at a controlled rate for 12 hours.</li> </ul>	<ul style="list-style-type: none"> <li>Instant Relief from knee pain &amp; joint muscular pain</li> <li>Sustained medicine release for 12 hours</li> <li>Non-messy &amp; Non-greasy</li> <li>Unlike common sprays/creams/ointments, it does not require re-application after every 3-4 hours and delivers the drug at a controlled rate for 12 hours.</li> </ul>	<ul style="list-style-type: none"> <li><b>PAIN RELIEF:</b> Sirona Pain Relief Patches are designed to provide immediate and lasting relief from period cramps. The herbal formula provides pain relief to the muscles and joints of the abdomen, back and legs.</li> <li><b>NATURAL:</b> The patches contain the natural goodness of Menthol and Eucalyptus oil which are known to ease pain, inflammation and gastrointestinal difficulties. Apply on affected areas to experience a calming effect.</li> </ul>
<b>Price (MRP)</b>	500	500	498
<b>MRP/Unit</b>	50	100	49.8

# Zandu Ayurvedic Pain Relief Patch (Banner):



*Ayurvedic, Asardar  
and Long lasting*



# Pain Relief Patch (Thumbnails):

**100%**

ZANDU

**LONG LASTING PAIN RELIEF**

**PAIN RELIEF**

*Ayurvedic, Asardar & Long lasting*

**100%**

ZANDU

**INGREDIENTS**

Peppermint Satva

Karpura

Gandharpura Patra Taila

**100%**

ZANDU

**LONG LASTING PAIN RELIEF**

Joint Pain

Strains

Sore Shoulder

Elbow Ache

Osteoarthritis

Stiff Neck

Sprains

**100%**

ZANDU

**Why Zandu Ayurvedic Pain Patch?**

- Provides Long Lasting Pain Relief
- 100% Natural
- Non Messy
- Non Smelly
- Made from Ayurvedic Ingredients

**100%**

ZANDU

**HOW TO USE**

- Dry the application area completely & take the patch out
- Peel off the protective liner from the middle
- Apply the patch uniformly on the pain affected area

# Zandu Ayurvedic Knee Pain Relief Patch (Banner):



*Ayurvedic, Asardar  
and Long lasting*



# Knee Pain Relief Patch (Thumbnails):

**ZANDU**

**PAIN RELIEF UPTO 8 HOURS**

**AYURVEDIC KNEE PAIN RELIEF PATCH**

**AYURVEDA**

*Ayurvedic, Asardar & Long lasting*

**INGREDIENTS**

- Boswellia Serrata
- Peppermint Satva
- Gandharpura Patra Taila
- Karpura
- Katuvira
- Eucalyptus Oil

**PAIN RELIEF UPTO 8 HOURS**

- Sore Shoulder
- Elbow Ache
- Stiff Neck
- Knee
- Stiffness
- Osteoarthritis
- Shoulder Pain

**HOW TO USE**

- Dry the application area completely & take the patch out
- Peel off the protective liner from the middle
- Apply the patch uniformly on the pain affected area

**Why Zandu Ayurvedic Knee Pain Patch?**

- 8 Pain Relief Upto 8 Hours
- 100% Natural
- Non Messy
- Non Smelly
- Made from Ayurvedic Ingredients

# Zandu Ayurvedic Feminine Pain Relief Patch (Banner):



*Helps tackle abdominal cramps.  
Effectively, Conveniently &  
Ayurvedically.*



A  
Y  
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PAIN RELIEF



100+ YEARS OF TRUST



# Feminine Pain Relief Patch (Thumbnails):

100%

ZANDU

*Helps tackle abdominal cramps. Effectively, Conveniently & Ayurvedically.*

ZANDU AYURVEDIC FEMININE PAIN RELIEF PATCH

PROVIDES RELIEF FROM ABDOMINAL CRAMPS

PAIN RELIEF UPTO 8 HOURS

AYURVEDA

PAIN RELIEF UPTO 8 HOURS

100%

ZANDU

**INGREDIENTS**

Gandharpura Patra Taila

ZANDU AYURVEDIC FEMININE PAIN RELIEF PATCH

PROVIDES RELIEF FROM ABDOMINAL CRAMPS

PAIN RELIEF UPTO 8 HOURS

Karpura

Peppermint Satva

100%

ZANDU

Relief From Abdominal Cramps

PAIN RELIEF UPTO 8 HOURS

Useful during Adventure Activities

Useful during Long Travels

100%

ZANDU

**HOW TO USE**

Dry the application area completely & take the patch out

Peel off the protective liner from the middle

Apply the patch uniformly on the pain affected area

100%

ZANDU

**Why Zandu Ayurvedic Feminine Pain Relief Patch?**

- 8 Pain Relief Upto 8 Hours
- 100% Natural
- Non Messy
- Non Smelly
- Made from Ayurvedic Ingredients

# Summary



S. No.	Product Category	Product Name as per License	Key Ingredients	Key Benefits	SKU Size	MRP (Rs.)
1	Pain Patch	Zandu Ayurvedic Pain Relief Patch	Gandhapura Patra Taila, Peppermint Satva, Karpura	1. Long lasting pain relief 2. Provides instant relief from Sore Shoulder, Osteoarthritis, Back Pain, Joint & Muscular Pain	5 Patches	249
		Zandu Ayurvedic Knee Pain Relief Patch	Gandhapura Patra Taila, Peppermint Satva, Karpura, Kunduru, Eucalyptus	1. Pain Relief upto 8 hours 2. Provides instant relief from Knee Pain & Stiffness, Pain & inflammation due to osteoarthritis, swelling	5 Patches	499
		Zandu Ayurvedic Feminine Pain Relief Patch	Peppermint Satva, Eucalyptus, Kunduru	1. Pain Relief upto 8 hours 2. Provides relief from abdominal cramps	5 Patches	299



# PERSONAL CARE



# ZANDU KUMKUMADI TAILAM

## PRODUCT

- Brand Name: Zandu Kumkumadi Tailam
- With the goodness of Saffron, Yastimadhu, Neelkamal.
- An Ayurvedic beauty elixir which makes skin glow like nature!
- Ayurvedic License

## PACK

- SKU: 30ml glass bottle in SPC
- Premium Packaging



## PROPOSITION

### Proposition:

- Scientifically Proven to
  - Help reduce acne, blemishes & pimples
  - Help reduce dark circles & pigmentation
  - Improve skin tone
- Useful in reducing tan & dullness
- Helps to improve skin glow
- Provides nourishment to the skin



## PRICE

- MRP: Rs 1599/-

## Helium Sales

S. No.	Brand	Market Share (Rs.)
1.	Kamdhenu	21,30,749
2.	Aurvedic	12,58,000
3.	The Tribe Concepts	11,09,889
4.	Ayuga	9,01,098
5.	Soulflower	8,94,682
<b>Overall Market Size</b>		<b>2,54,00,000</b>

# ZANDU KUMKUMADI TAILAM: COMPETITION



	Kama Ayurveda Kumkumadi Tailam	Soulflower Kumkumadi Night Beauty Elixir	Siddhayu Kumkumadi Tailam
<b>Product (Key Ingredients)</b>	Saffron, Sandalwood, Mulaithi, Manjistha	Saffron, Almond, Turmeric, Manjistha, Licorice	Kashmiri Saffron, A2 milk
<b>Pack</b>	3ml glass bottle in SPC	12 ml glass bottle in SPC	10 ml glass bottle in SPC
<b>Proposition</b>	<p><b><u>CLINICALLY TESTED**</u></b></p> <ul style="list-style-type: none"> <li>• Reduces pigmentation and wrinkles</li> <li>• Skin Brightening</li> <li>• Paraben free, cruelty free, Sulphate free</li> <li>• 100% Natural</li> <li>• Improves skin tone &amp; illuminates skin</li> <li>• 2.5 X improvement in Skin Brightening ** in just 4 weeks</li> <li>• 20% Reduction in Pigmentation in 28 days*</li> <li>• 15% reduction in Wrinkles, fine lines in 28 days*</li> </ul>	<p><b><u>CLINICALLY TESTED**</u></b></p> <ul style="list-style-type: none"> <li>▪ Brightens skin</li> <li>▪ Refines skin texture</li> <li>▪ Reduces blemishes</li> <li>▪ Rejuvenates skin</li> <li>▪ Makes skin glow</li> <li>▪ Reduces fine lines, wrinkles, acne &amp; pimples</li> <li>▪ Cleanses clogged pores</li> </ul>	<ul style="list-style-type: none"> <li>• AGEING GRACEFULLY</li> <li>• REDUCES FINE LINES AND PIGMENTATION</li> <li>• 100 % AYURVEDIC INGREDIENTS</li> <li>• Prevents over-stripping</li> </ul> <p>Softens the appearance of fine lines</p>
<b>Price (MRP)</b>	895	1000	990
<b>MRP/Unit</b>	298.34	83.34	99

# Zandu Ayurvedic Kumkumadi Tailam (Banner):



Guaranteed 100% Vegetarian

Kumkumadi Taila  
AYURVEDIC SKIN ELIXIR  
30 ml

GLOW LIKE NATURE

UNVEILING THE AYURVEDIC ANCIENT  
SECRET FOR  
FLAWLESS GLOWING SKIN

**Kumkumadi Taila**

SCIENTIFICALLY PROVEN

- To improve skin tone
- To reduce dark circles and pigmentation
- To reduce acne, blemishes and pimples



# Zandu Kumkumadi Tailam (Thumbnails):



**SCIENTIFICALLY PROVEN**

- To improve skin tone
- To reduce dark circles and pigmentation
- To reduce acne, blemishes and pimples

**Why Zandu Ayurvedic Kumkumadi Taila?**

- 100-YEAR Ayurveda Expertise
- Free from Sulphates, Parabens and Chemicals
- 100% Natural
- Made from 26 Ayurvedic Ingredients
- Cruelty Free

**Ingredients**

- Kesar
- Yastimadhu
- Neelkamal
- Manjistha
- Svet Chandan

+ 21 Others Herbs  
To help fade dark circles, pigmentation, fine lines, wrinkles & acne

**How to Apply**

- With the dropper, take 2-6 drops of Kumkumadi Taila on your palm.
- Apply all over face & spread it evenly in upward circular motion.
- Let it stay for 2-3 hours or overnight. Use daily for best results

# Summary



S. No.	Product Category	Product Name as per License	Key Ingredients	Key Benefits	SKU Size	MRP (Rs.)
1	Skin Care	Zandu Kumkumadi Taila	Kesar, Yastimadhu, Neelkamal, Manjistha, Svet Chandan	Scientifically Proven to: 1. Improves Skin Tone 2. Helps reduce dark circles & pigmentation 3. Helps to reduce acne, pimples & blemishes	30ml	1599

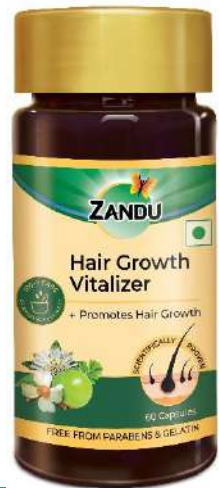
# ZANDU HAIR GROWTH VITALIZER CAPSULES

## PRODUCT

- Brand Name: Zandu Hair Growth Vitalizer
- Ingredients: Amlaki, Bhringraja, Sankhpushpi
- Ayurvedic License

## PACK

- 60 Caps in Amber PET Bottle



## PROPOSITION

Zandu **Hair Growth Vitalizer** as the name suggests is a herbomineral formulation, containing selected herbs useful for hair and scalp protection. Made entirely from natural herbs, these herbs work as 'Sanjeevani' for hair strands.

### Scientifically Proven to

- Promote Hair Growth
  - Useful in preventing hairfall
  - Helps to maintain healthy hair
  - Helps to provide nourishment to hair & scalp
  - Protects scalp from skin infection
  - Helps prevent premature greying

## PRICE

- MRP – 449/-

## Helium Sales

Brands	Sales Unit	AOV	Monthly Sales Revenue
Carbamide Forte	1466	539	7,90,174
Himalayan Organics	696	935	7,44,720
CSC	364	650	2,36,600
Traya	141	520	73,320
Inlife	166	441	57,074
<b>Total Market Share</b>	<b>3623</b>	<b>551</b>	<b>28,61,138</b>

# ZANDU HAIR GROWTH VITALIZER: COMPETITION



	Oziva Hair Vitamins	Himalayan Organics Plant based Hair Vitamins	Man matters Hair Gummies
<b>Product (Key Ingredients)</b>			
<b>Pack</b>	60 Capsules in HDPE Jar	60 Capsules in PET Bottle	60 Capsules in SPC
<b>Proposition</b>	<ul style="list-style-type: none"> <li>• Hair Vitamins for Healthier, Nourished Hair: OZiva Hair Vitamins with DHT Blocker and Omega-3 help to open up the hair follicles and promote hair growth by preventing dry and flaky scalp</li> <li>• Hair Vitamins for Hair Growth</li> <li>• Hair Fall Control</li> </ul>	<ul style="list-style-type: none"> <li>• IMPROVES HAIR STRENGTH</li> <li>• HEALTHY HAIR ROOTS</li> <li>• MANAGES FOLLICLE SHRINKING</li> <li>• HAIR VITAMIN WITH BIOTIN</li> <li>• SAFE, GLUTEN-FREE CAPSULE</li> </ul>	<ul style="list-style-type: none"> <li>• GIVES THE RIGHT NUTRITION</li> <li>• BIOTIN GUMMIES TO STRENGTHEN YOUR HAIR</li> <li>• 100% VEGETARIAN GUMMIES</li> <li>• Reduces hair fall</li> <li>• Improves hair texture</li> <li>• Boosts hair development process</li> </ul>
<b>Price (MRP)</b>	899	975	850
<b>MRP/Unit</b>	14.98	16.25	14.17

# Zandu Hair Growth Vitalizer (Banner):



The banner features a central product image of a Zandu Hair Growth Vitalizer bottle on the left. The bottle is dark brown with a gold cap and a label that includes the ZANDU logo, the product name, and the claim 'Promotes Hair Growth'. A circular seal on the bottle states '100% Vegetarian'. To the right of the bottle, the text 'HAIR GROWTH VITALIZER' is written in a large, bold, serif font, with 'WITH UNIQUE BLEND OF AYURVEDIC HERBS' in a smaller font below it. A circular seal with a microscope icon and the text 'SCIENTIFICALLY PROVEN' is positioned to the left of a brown banner that reads 'To promote hair growth'. On the right side of the banner, there is a circular illustration of a hair follicle cross-section, showing the hair shaft extending from the skin surface. The background is a light yellow-green with a hexagonal pattern and various scientific icons like a flask, a heart with a pulse line, and a DNA helix. The ZANDU Care logo is repeated in the top right corner of the banner area.

# Hair Growth Vitalizer - Thumbnails



**100% Pure** **ZANDU**

**SCIENTIFICALLY PROVEN** **To promote hair growth**

**Other Benefits**

- ✦ Useful in Preventing Hairfall
- ✦ Helps to Maintain Healthy Hair
- ✦ Helps to Provide Nourishment to Hair & Scalp
- ✦ Protects Scalp from Skin Infection

**100% Pure** **ZANDU**

**How to Consume**  
Take 1-2 capsules twice a day or as directed by the physician

**100% Pure** **ZANDU**

**Ingredients**

Manjistha Amalaki

Bhringraja Nagkesar

**100% Pure** **ZANDU**

**Why Zandu Hair Growth Vitalizer?**

Ayurveda Expertise

100% Ayurvedic & Vegetarian

Made at GMP Certified unit

Scientifically Proven basis studies

Free from Sulphates, Parabens & Chemicals

# Summary



S. No.	Product Category	Product Name as per License	Key Ingredients	Key Benefits	SKU Size	MRP (Rs.)
1	Hair Care	Zandu Hair Growth Vitalizer	Bhringraja, Amalaki, Manjistha, Nagkesar	Scientifically Proven to: 1. Promotes Hair Growth Others: 1. Useful in preventing hairfall 2. Helps prevent premature greying 3. Protects scalp from skin infection	60 Capsules	449



# **COPPER ACCESSORIES**



# ZANDU COPPER TONGUE CLEANER

## PRODUCT

- Brand Name: Zandu Copper Tongue Cleaner

## PACK

- Pack of 2pcs in a Jute Bag



## PROPOSITION

- **Made of pure copper 99.8%**, which will provide a lifetime's service of maintaining oral flora & fauna.
- Great Oral Health benefits according to contemporary needs
- Promotes overall oral and digestive health
- Enhances the sense of taste.

## PRICE

- MRP: Rs. 449 (Pack of 2)

# ZANDU COPPER TONGUE CLEANER: COMPETITION



	Kosha Ayurveda	Nurpi Copper Tongue Cleaner	GUBB Copper Tongue Cleaner
<b>Product (Key Ingredients)</b>			
<b>Pack</b>	Pack of 2 in a Jute bag	Pack of 3	Pack of 1
<b>Proposition</b>	<ul style="list-style-type: none"> <li>• WIDER CLEANING EDGES</li> <li>• MADE OF PURE COPPER AND COMES WITH SPECIAL PACKAGING</li> <li>• THICK AND SAFE BLUNT EDGES TO AVOID CUTS</li> <li>• FLEXIBLE HANDLE</li> <li>• COMFORTABLE GRIP &amp; RISK-FREE PURCHASE</li> </ul>	<ul style="list-style-type: none"> <li>• Travel-friendly and compact design, making it easy to carry around. You can just keep it at home or at work. It is a comfortable size for adults (men or women), kids.</li> <li>• This is ultra-smooth and easy to use, for a perfect hygiene formula.</li> <li>• Features: Super sturdy, comfortable, easy to use, smooth feel and durable</li> </ul>	<ul style="list-style-type: none"> <li>• THICK &amp; WIDE CLEANING EDGE</li> <li>• STURDY BODY &amp; ROUND HANDLES</li> <li>• COMFORTABLE HANDLES</li> <li>• IMPROVES SENSE OF TASTE</li> </ul>
<b>Price (MRP)</b>	450	549	219
<b>MRP/Unit</b>	225	183	219

# Zandu Copper Tongue Cleaner (Banner):



Also ensures your well-being,  
the Ayurvedic way

Zandu Copper Tongue Cleaner



Reduces bacterial load | Improve sense of taste | Eliminates bad breath

# Copper Tongue Cleaner - Thumbnails



# ZANDU COPPER WATER BOTTLE

## PRODUCT

- Brand Name: Zandu Copper Water Bottle

## PACK

- 950 ML in a SPC



## PROPOSITION

- **Made of 100% pure copper**, which provides maximum health benefits
- Maintains Digestive health
- Maintains healthy liver function
- Boost immunity
- Enhance cognitive function
- Delay ageing
- Prevent bacterial infections

## PRICE

- MRP: Rs. 1199 (950ml)

## Helium Sales

S. No.	Brand	Amazon Market Share (Rs.)
1.	Milton	75,06,198
2.	The Better Home	53,47,602
3.	KC	11,18,807
4.	Prestige	10,06,974
5.	Ayurveda Copper	6,85,560
	<b>Total Market Share</b>	<b>1,91,41,944</b>

# ZANDU COPPER WATER BOTTLE: COMPETITION



	Prestige	Milton	Sarveda
<b>Product (Key Ingredients)</b>			
<b>Pack</b>	950 ML	950 ML	1000 ML
<b>Proposition</b>	<ul style="list-style-type: none"> <li>• Made of Pure Copper</li> <li>• Leak proof</li> <li>• Glossy finish and ergonomic design</li> <li>• Silicone seal</li> </ul>	<ul style="list-style-type: none"> <li>• This Bottle is Made of pure copper, this is BPA free and made of high-quality food-grade material</li> <li>• Reduces weight, joint pain and improves digestion- water stored overnight in copper bottle helps in reducing weight, prevents obesity, reduces joint pain, maintains good digestion</li> <li>• The material of the bottle makes it non-toxic and completely safe to drink water in it</li> </ul>	<ul style="list-style-type: none"> <li>• IMPROVES THE DIGESTIVE SYSTEM</li> <li>• ANTI - INFLAMMATORY ACTION</li> <li>• MAINTENANCE OF A HEALTHY BODY WEIGH</li> <li>• DETOXIFICATION</li> <li>• DESIGNED FOR HEALTH CONSCIOUS PEOPLE</li> </ul>
<b>Price (MRP)</b>	1295	1065	1350
<b>MRP/Unit</b>	1.37	1.12	1.35

# Zandu Copper Water Bottle (Banner):



ayurveda inspired



## Zandu Copper Water Bottle

Good Health In Every Sip Of Water



Helps Improve Digestion



Boosts Immunity

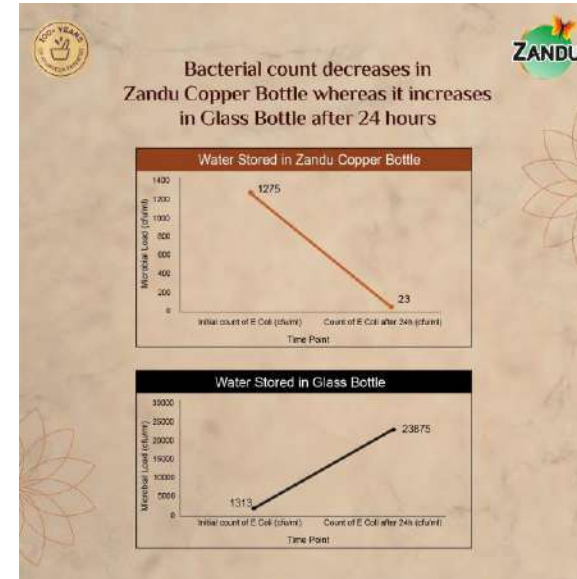
Made From 100% Pure Copper

# Copper Water Bottle - Thumbnails



### Why is Zandu Copper Water Bottle better than Glass or Plastic Bottles?

	V/S Glass Bottle	V/S Plastic Bottle	Zandu Copper Bottle	Glass Bottle	Plastic Bottle
Provides Multiple Health Benefits			✓	✗	✗
Reduces Bacterial Load			✓	✗	✗
BPA Free			✓	✗	✗
Non-Toxic			✓	✓	✗
Eco-friendly			✓	✓	✗



### Drinking water from Zandu Copper Bottle helps

- Maintain Digestive Health
- Maintain Healthy Liver Function
- Prevent Bacterial Infections
- Enhance Cognitive Function
- Delay Ageing
- Boost Immunity

### Cleaning Instructions

- Clean bottle from inside before use
- Mix vinegar & salt or lemon & salt with water and pour into bottle
- Close the lid and shake mixture thoroughly
- Pour this mixture out and rinse the bottle with water 2-3 times
- Do not use scrubs or soap water to clean the outer surface

### How to use?

Store water in Zandu Copper Bottle for **8 hours** or more & have this in the morning for maximum health benefits.

# Summary



S. No.	Product Category	Product Name as per License	Key Ingredients	Key Benefits	SKU Size	MRP (Rs.)
1	Copper Accessories	Zandu Copper Bottle	100% Pure Copper	<ol style="list-style-type: none"><li>1. Maintain Digestive Health</li><li>2. Maintain Healthy Liver Function</li><li>3. Boosts immunity</li><li>4. Prevent bacterial infections</li></ol>	950ml	1199

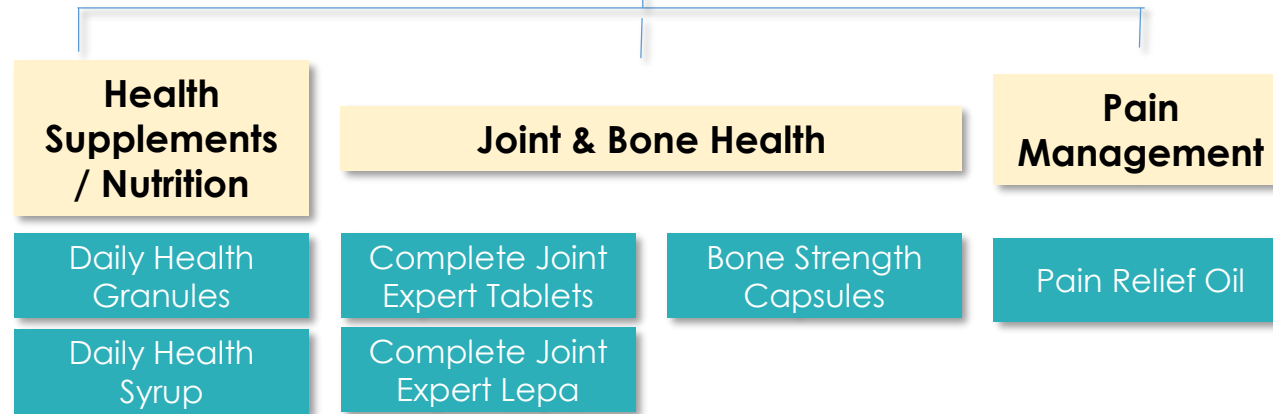


# SENIORZ

Range Information



# SENIORZ



# Senior Citizens in India: An Untapped Opportunity

- Seniors in India are fast evolving. With time, they are becoming more lifestyle conscious, and their needs are no longer basic and focused on survival. **Source:** *Financial Express, August 2022.*
- According to Census 2011, India has 104 million older people (60+years), constituting 8.6% of total population. Amongst the elderly (60+), females outnumber males. **Source:** *WHO, India.*



# Range Highlights



- India's **1<sup>st</sup> Ayurvedic Specialized Range** for Senior Citizens
- Developed with herbs certified by **Zandu Foundation for Healthcare**
  - **100% Ayurvedic, Natural & Vegetarian**
  - All the products are **Scientifically Tested**
    - **No Added Salt & Sugar**

# Health Supplements / Nutrition: Daily Health Booster Granules



## PRODUCT

- Brand Name: Zandu Seniorz Daily Health Booster Granules
- Enriched with Moong-protein, phytonutrients from natural sources
- Format: Granules (to be mixed with milk / water)

## PACK

- 500g Jar

## PROPOSITION

- With NutriPro Complex helps:
  - Boost Energy
  - Strengthen Immunity
  - Improve Digestion



## PRICE

- 500g- Rs. 899

# Health Supplements: Daily Health Booster Granules

## Feature:

Enriched with Moong-protein, phytonutrients from natural sources

## Benefits

With **NutriPro Complex** helps:

- Boost Energy
- Strengthen Immunity
- Improve Digestion

## • Ingredient Story:

 <p><b>Moong Dal</b></p>	 <p><b>Palak</b></p>	 <p><b>Brahmi</b></p>
<p>Helps strengthen muscles.</p>	<p>Helps in the nourishment of the body.</p>	<p>Helps boost cognitive health.</p>
 <p><b>Triphala</b></p>	 <p><b>Dadima</b></p>	 <p><b>Gajar</b></p>
<p>Triphala is a well-known Rasayana that helps improve digestion and maintain overall health.</p>	<p>Rich in antioxidants helps improve strength and energy.</p>	<p>Provides nutrition, good for eye health.</p>
 <p><b>Seb</b></p>	 <p><b>Ashwagandha</b></p>	 <p><b>Kadali</b></p>
<p>Antioxidant, helps provide nutrition and protect against chronic diseases.</p>	<p>Helps strengthen immunity &amp; reduce stress.</p>	<p>Provides energy &amp; strength.</p>

# Health Supplements / Nutrition: Daily Health Booster Syrup



## PRODUCT

- Brand Name: Zandu Seniorz Daily Health Booster Syrup
- Blend of 24 rich Ayurvedic Ingredients
- Format: Syrup (to be mixed with milk / water)

## PACK

- 450ml- Squeeze Bottle

## PROPOSITION

- 7 in 1 Benefits for:
  - Energy, Immunity, Digestion, Muscle Strength, Cognitive Health, Eye Health & Skin Health



## PRICE

- 450ml- Rs. 549

# Health Supplements / Nutrition: Daily Health Booster Syrup

## Features:

- Blend of 24 rich Ayurvedic Ingredients

## Benefits

- 7 in 1 Benefits for:
  - Energy
  - Immunity
  - Digestion
  - Muscle Strength
  - Cognitive Health
  - Eye Health
  - Skin Health

## • Ingredient Story:

	<b>Ashwagandha</b>
Helps boost energy and strengthens immunity.	
	<b>Amalaki</b>
In Ayurveda, it is considered as Rasayana due to its ability to restore and rejuvenate overall health. It also helps in supporting eye and skin health.	
	<b>Arjuna</b>
Helps strengthen and support heart health.	
	<b>Mandukaparni</b>
In Ayurveda, it is considered as Medhya Rasayana- helpful in supporting cognitive health.	
	<b>Sunthi</b>
It has anti-inflammatory & analgesic properties, useful in symptoms associated with osteoarthritis.	

# Health Supplements / Nutrition: Surrogate Competition

Daily Health Booster Granules and Syrup			
Brand	SKU Size (g)	Price (Rs.)	Price/g
Zandu Seniorz Granules	500	899	1.8
Zandu Seniorz Syrup	450ml	549	1.2
Ensure	400	₹ 625	1.6
Horlicks Lite	450	₹ 298	0.7
Horlicks Protein Plus	400	₹ 595	1.5
Protinex	400	₹ 595	1.5
Nutrela	500	₹ 550	1.1
Nestle Resource	400	₹ 949	2.4



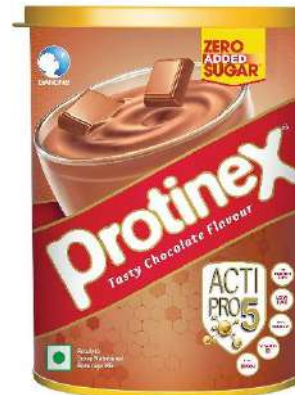
400g @ 625  
ACP: 619 (1%)



400g @ 580  
ACP: 570 (2%)



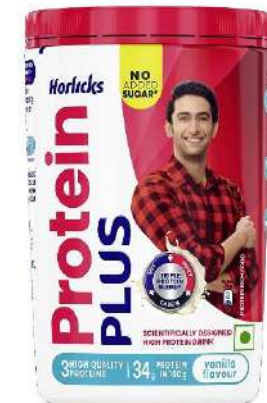
459g @ 298



400g @ 595  
ACP: 590 (1%)



400g @ 949  
ACP: 807 (15%)



400g @ 595  
ACP: 559 (6%)

# Joint & Bone Health: Complete Joint Expert Tablets



## PRODUCT

- Brand Name: Zandu Seniorz Complete Joint Expert Tablet

## PACK

- 60 Tablets

## PROPOSITION

- With Cartilage Protection Complex that helps:
  - Protect Inner Cushion Cartilage
  - Enhance Joint Mobility
  - Make Joints Stronger
  - Relieve Joint Pain



## PRICE

- 60 Tablets- Rs. 349

# Joint & Bone Health: Complete Joint Expert Tablets

- **Features:**

- Enriched with potent ingredients
- Specially coated for easy swallow by senior citizens



- **Benefits**

- With Cartilage Protection Complex that helps:
  - Protect Inner Cushion Cartilage
  - Enhance Joint Mobility
  - Make Joints Stronger
  - Relieve Joint Pain

- **Ingredient Story:**

 <p><b>Vetas</b></p>	<p>Its analgesic property helps in the management of osteoarthritis &amp; lower back pain.</p>
 <p><b>Jatiphala Ras with Kundru &amp; Haridra</b></p>	<p>Its analgesic &amp; anti-inflammatory properties help relieve joint pain &amp; stiffness. Promotes collagen production and supports bone health.</p>
 <p><b>Sunthi</b></p>	<p>Helps relieve muscle pain and enhance joint mobility.</p>

# Joint & Bone Health: Complete Joint Expert Lepa



## PRODUCT

- Brand Name: Zandu Seniorz Complete Joint Expert Lepa
- Blend of rich Ayurvedic oils & ingredients

## PACK

- 90g

## PROPOSITION

- With Inflam Relief Plus that help:
  - Relieve musculoskeletal and neuropathic pain
  - Improve joint flexibility
  - Reduces stiffness

## PRICE

- 90g- Rs. 299

# Joint & Bone Health: Complete Joint Expert Lepa

- **Features:**

- Blend of rich Ayurvedic oils & ingredients

- **Benefits:**

- With Inflamm Relief Plus that help:
  - Relieve musculoskeletal and neuropathic pain
  - Improve joint flexibility
  - Reduces stiffness
- For long-lasting relief from
  - Knee Pain
  - Back Pain
  - Neck Pain
  - Shoulder Pain
  - Wrist Pain
  - Elbow Pain

- **Ingredient Story:**



# Joint & Bone Health: Surrogate Competition

Complete Joint Expert Tablets			
Brand	SKU Size (Tabs)	Price (Rs.)	Price/count
<b>Zandu Seniorz CJE Tablets</b>	<b>60</b>	<b>349</b>	<b>5.8</b>
Himalaya (Hadjod)	60	₹ 200	3.3
Himalayan Organics Joint Support	120	₹ 1025	8.5
Carbamide Forte (NV)	90	₹ 895	9.9
True Basics (NV)	90	₹ 1,699	18.9
HK Vitals Healthy Joints (NV)	60	₹ 749	12.5



60T @ 200  
ACP: 144 (28%)



120T @ 1025  
ACP: 699 (32%)



60T @ 749  
ACP: 425 (43%)

Complete Joint Expert Lepa			
Brand	SKU Size (g)	Price (Rs.)	Price/g
<b>Zandu Seniorz CJE Lepa</b>	<b>90</b>	<b>299</b>	<b>3.3</b>
Moov	50	₹ 189	3.8
Dr. Ortho Ointment	30	₹ 78	2.6
Volini Gel	50	₹ 190	3.8
Iodex	40	₹ 140	3.5



50g @ 189  
ACP: 151 (20%)



30g @ 78



50g @ 190

# Joint & Bone Health: Bone Strength Tablet



## PRODUCT

- Brand Name: Zandu Seniorz Bone Strength Tablet
- Enriched with Natural Calcium

## PACK

- 60 Tablets

## PROPOSITION

- For prevention and support of Osteoporosis, helps increase:
  - Bone Mineral Density(BMD), Calcium and Vitamin D3\*
  - Bone Strengthening Collagen



## PRICE

- 60 Tablets- Rs. 449

# Joint & Bone Health: Bone Strength Tablet

- **Features:**

- Enriched with Natural Calcium
- Specially coated for easy swallow by senior citizens



- **Benefit:**

- For prevention and support of Osteoporosis, helps increase:
  - Bone Mineral Density(BMD), Calcium and Vitamin D3\*
- **\*Clinically Proven**
- Bone Strengthening Collagen
- Strengthens bone foundation by increasing collagen synthesis.
- Increases formation of osteoblast- the bone forming cells.

- **Ingredient Story:**



**Helps:**

- Build collagen and provides cushioning to your bones.
- Provide natural calcium to bones.
- In healing and protection of bones from fracture and dislocation.

# Pain Management

## Pain Relief Oil



### PRODUCT

- Brand Name: Zandu Seniorz Pain Relief Oil
- Enriched with blend of powerful blend of Mahanarayan and Mahamash Oils

### PACK

- 200 ml

### PROPOSITION

- Strong Analgesic and Anti-inflammatory action against
- 1. Osteoarthritis Pain
- 2. Muscular Pain

### PRICE

- 200ml- Rs. 549

# Pain Management: Pain Relief Oil



- **Features:**

- Enriched with blend of powerful blend of Mahanarayan and Mahamash Oils- Powerful blends of Ayurvedic Oils as prescribed in the ancient texts of Ayurveda.

- **Benefits:**

- With Dual Action Formula that has Strong Analgesic and Anti-inflammatory action against
  - Osteoarthritis Pain
  - Muscular Pain
- For long-lasting relief from
  - Knee Pain
  - Back Pain
  - Neck Pain
  - Shoulder Pain
  - Wrist Pain
  - Elbow Pain

- **Ingredient Story:**



# ZANDU SENIORZ PHASE 1 RANGE: COMPETITION

Bone Strength Tablets			
Brand	SKU Size (Tabs)	Price (Rs.)	Price/count
<b>Zandu Seniorz</b>	<b>60</b>	<b>449</b>	<b>7.5</b>
Himalaya Shallaki	60	₹ 180	3.0
HK Vitals	60	₹ 499	8.3
Siddhayu Calciativ	60	₹ 345	5.8
Nutrela (Patanjali)	30	₹ 250	8.3
Zandu Zanosto	10	₹ 50	5.0



60T @ 180  
ACP: 155 (14%)



60T @ 499  
ACP: 299 (40%)



60T @ 345  
ACP: 275 (20%)

Pain Relief Oil			
Brand	SKU Size (ml)	Price (Rs.)	Price/ml
<b>Zandu Seniorz</b>	<b>200</b>	<b>549</b>	<b>2.7</b>
Dr. Ortho Oil	120	295	2.5
Himalaya Pain Relief Oil	100	100	1.0
Blue Nectar Pain Relief Oil	100	545	5.5
Zandu Rhumasyll Maxx Oil	100	220	2.2
Zandu Ortho Vedic Oil	120	295	2.5
Baidyanath	100	170	1.7



120ml @ 295  
ACP: 256 (13%)



100ml @ 100  
ACP: 95 (5%)



100ml @ 545  
ACP: 425 (22%)

# Master- Category Snapshot- Health Supplements / Nutrition



Product Category	Product Name as per License	Key Ingredients	Key Benefits	Reason to Believe	SKU Size	MRP (Rs.)
Health Supplements	Daily Health Booster Syrup	Ashwagandha, Amalaki, Arjuna, Mandukaparni, Sunthi	Blend of 24 rich ingredients for: 1. Energy 2. Immunity 3. Digestion 4. Muscle Health 5. Cognitive Health 6. Eye Health 7. Skin Health	7 in 1 Benefits	450ml	549
	Daily Health Booster Granules	Moong Dal, Palak (Spinach), Brahmi, Triphala, Dadima (Pomegranate), Gajar (Carrot), Seb (Apple), Ashwagandha, Kadali (Banana)	Enriched with Moong-protein, phytonutrients from natural sources helps: 1. Boost Energy 2. Strengthen Immunity 3. Improve Digestion	NutriPro Complex	500g	899

# Master- Category Snapshot- Joint & Bone Care



Product Category	Product Name as per License	Key Ingredients	Key Benefits	Reason to Believe	SKU Size	MRP (Rs.)
Joint & Bone Care	Complete Joint Expert Kit (Tablets + Lepa)		Holistic Joint Care with Topical and Edible Product		60 Tablets+90 g	599
	Complete Joint Expert Tablets	Vetas (Willow Bark), Jatiphala Rasa with Kunduru (Boswellia) & Haridra, Sunthi	Rich potent ingredients that helps: 1. Protect inner cushion cartilage 2. Enhance joint mobility 3. Make joints stronger 4. Relieve joint pain	Cartilage Protection Complex	60 Tablets	349
	Complete Joint Expert Lepa	Menthol, Wintergreen Oil, Sunthi, Eucalyptus Oil, Clove oil	Blend of rich oils & ingredients help: 1. Relieves musculoskeletal and neuropathic pain 2. Improves joint flexibility 3. Reduces stiffness	Inflam Relief Plus	90 g	299
	BoneStrength Tablet	Hadjod, Mukta Shukti, Jatiphala Rasa	For Prevention and Support of Osteoporosis. Enriched with Natural Calcium, helps increase: 1. Bone Mineral Density (BMD), Calcium and Vitamin D3* *Clinically Proven 2. Bone strengthening collagen	CaIC Plus	60 Tablets	449

# Master- Category Snapshot- Pain Management



Product Category	Product Name as per License	Key Ingredients	Key Benefits	Reason to Believe	SKU Size	MRP (Rs.)
Pain Management	Pain Relief Oil	Mahanarayan Tail, Mahamash Tail, Sunthi Oleoresin	Strong Analgesic and Anti-inflammatory action against: 1. Osteoarthritis Pain 2. Muscular Pain	Dual Action Formula	200 ml	549



Thank You

