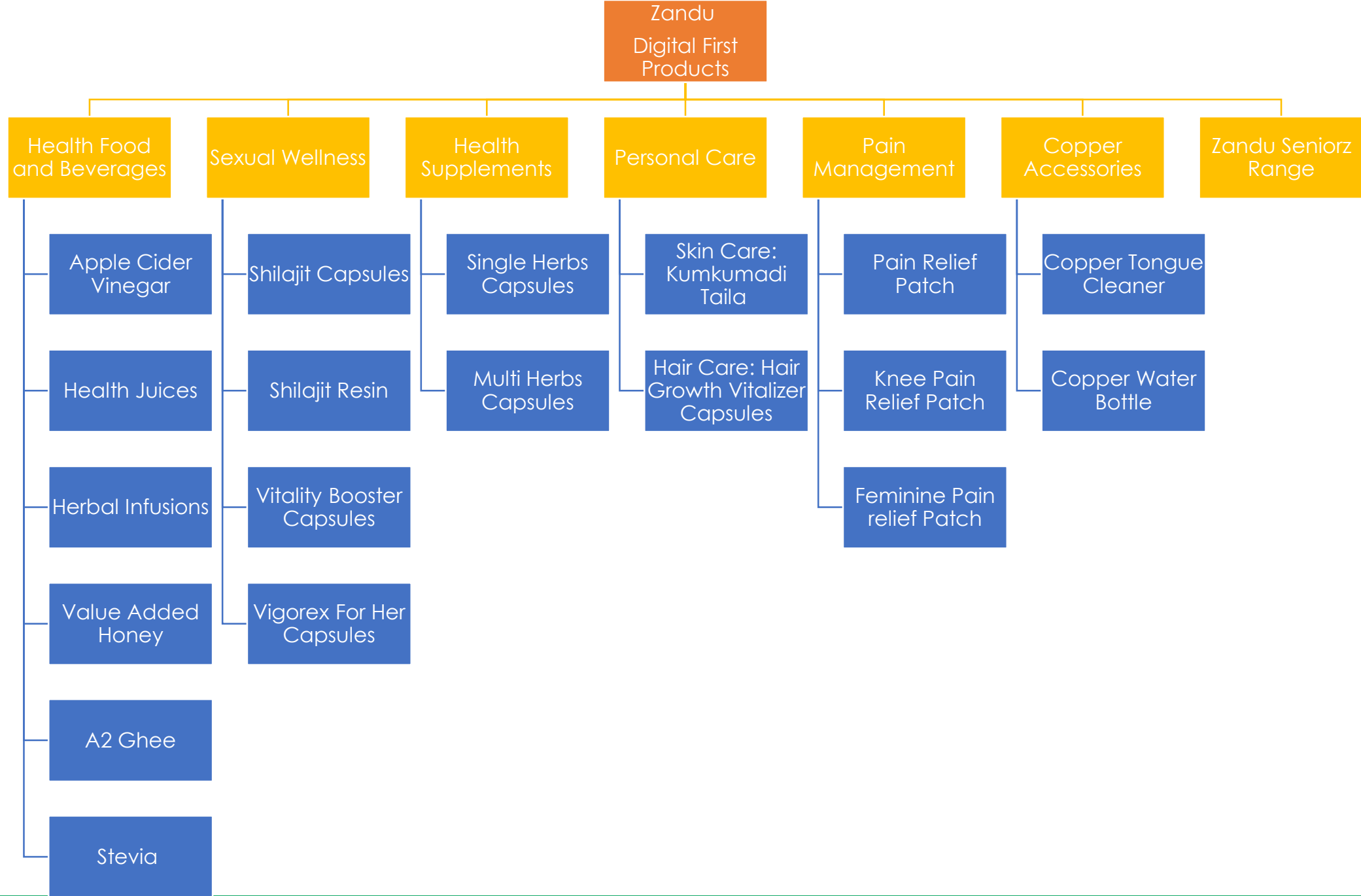




DIGITAL FIRST PRODUCTS







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

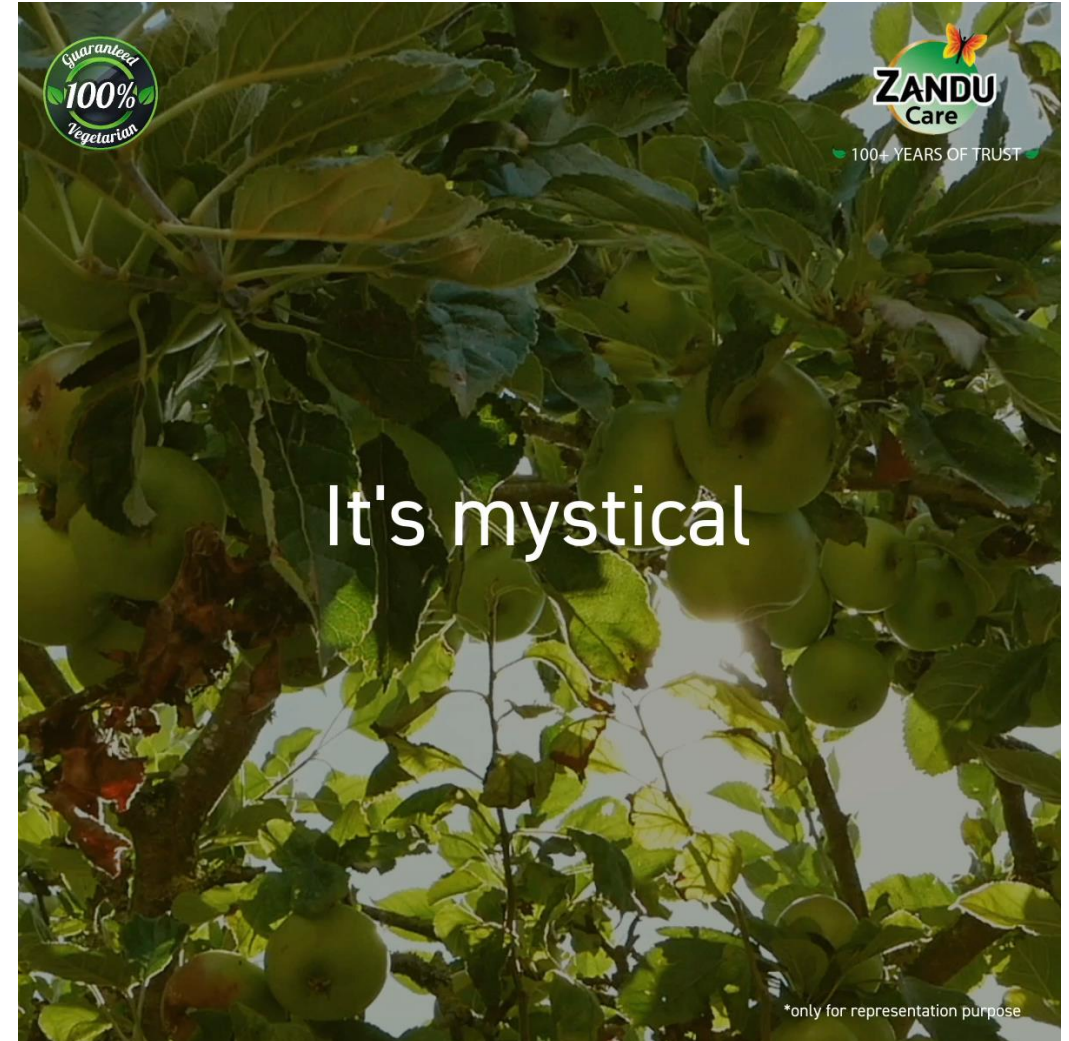
Digital Assests - Thumbnails



Digital Assets - Banner



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



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

PROPOSITION

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

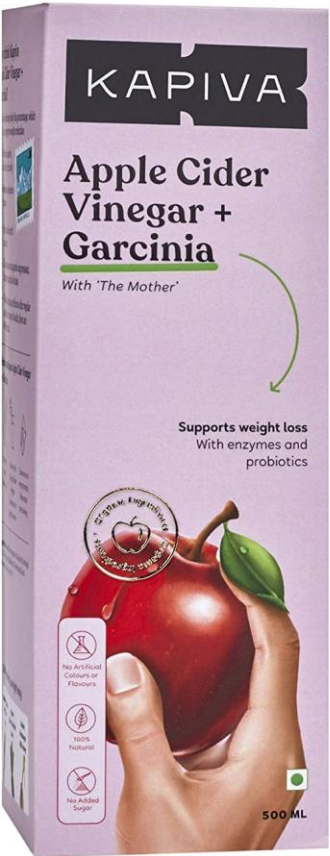
PACKSHOT



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

A clear glass bottle of ZANDU Organic Apple Cider Vinegar with a green cap. The label features the ZANDU logo and text: 'Organic Apple Cider Vinegar with GARCINIA', 'AIDS IN WEIGHT MANAGEMENT NATURALLY', and 'MADE FROM 100% ORGANIC HIMALAYAN APPLES'. The bottle is set against a background of a lush green valley with mountains in the distance.

100% VEG

Ingredients

ZANDU

Garcinia

Apple

Green tea

Musta

Tvak

A clear glass bottle of ZANDU Organic Apple Cider Vinegar with a green cap. The label features the ZANDU logo and text: 'Organic Apple Cider Vinegar with GARCINIA', 'AIDS IN WEIGHT MANAGEMENT NATURALLY', and 'MADE FROM 100% ORGANIC HIMALAYAN APPLES'. The bottle is set against a background of a lush green valley with mountains in the distance.

100% VEG

Benefits

ZANDU

Aids in weight management naturally

Helps prevent further weight gain

Improves digestion

A smiling woman in a red tank top holding a bottle of ZANDU Organic Apple Cider Vinegar and a white and black scale. She is standing in front of a background of a lush green valley with mountains in the distance.

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

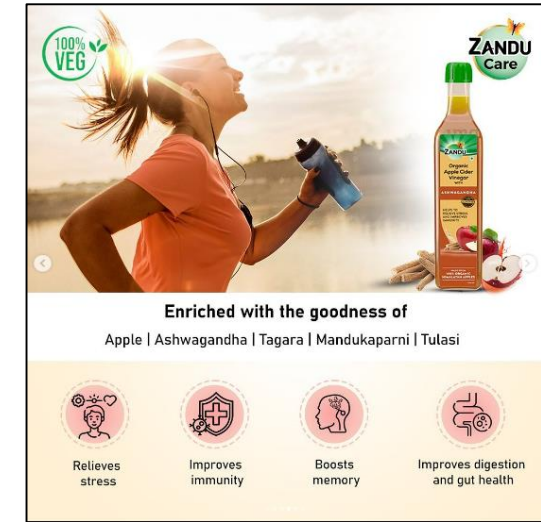
**Apple Cider Vinegar
with Garcinia**

2x Mother of Vinegar

100% Organic Himalayan Apples

Images are for representation purposes only

Digital Assets - Carousel



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: Mastblend 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: Mastblend Industries

PACK & PRICING

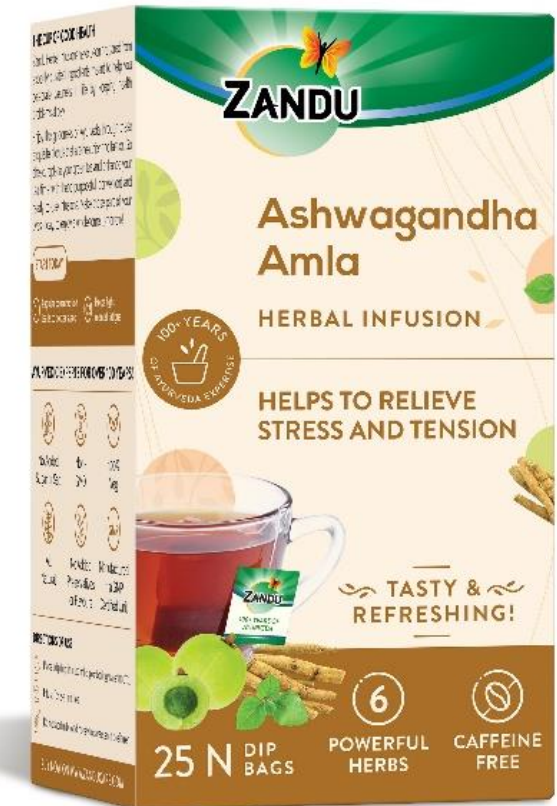
- 25 Tb in 1 Monocarton
- MRP: Rs. 249 for 25 Teabag

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
- 1st Green Tea Variant with zero bitterness
- Ayurvedic herbs include Cinnamon, licorice, green tea
- 3P Formulation + 3P Packaging: Mastblends 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



Digital Assests - Thumbnails



MADE FROM PURE EXTRACTS OF

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

Image is for representation purpose only



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

Image is for representation purpose only

Digital Assessts - 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 Assessts - Thumbnails





MADE FROM PURE EXTRACTS OF



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



HERBAL INFUSION

HELPS TO MAINTAIN GUT HEALTH

TASTY & REFRESHING!

5 N DIP BAGS

POWERFUL HERBS

CAFFEINE FREE



Image is for representation purpose only





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



HERBAL INFUSION

HELPS TO MAINTAIN GUT HEALTH

TASTY & REFRESHING!

5 N DIP BAGS

POWERFUL HERBS

CAFFEINE FREE



Image is for representation purpose only





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



HERBAL INFUSION

HELPS TO MAINTAIN GUT HEALTH

TASTY & REFRESHING!

5 N DIP BAGS

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

Ashwagandha Amla

HERBAL INFUSION

HELPS TO RELIEVE STRESS AND TENSION

TASTY & REFRESHING!

6 DIP BAGS

POWERFUL HERBS

CAFFEINE FREE

100-YEAR TRADITION

100% PURE VEG

100% PURE VEG

100% PURE VEG

100% PURE VEG

100% PURE VEG

Image is for representation purpose only

100% VEG

ZANDU

RELIEVES STRESS

IMPROVES MENTAL PERFORMANCE

ENHANCES IMMUNITY

RESTORES STRENGTH

Ashwagandha Amla

HERBAL INFUSION

HELPS TO RELIEVE STRESS AND TENSION

TASTY & REFRESHING!

6 DIP BAGS

POWERFUL HERBS

CAFFEINE FREE

100-YEAR TRADITION

100% PURE VEG

100% PURE VEG

100% PURE VEG

100% PURE VEG

100% PURE VEG

Image is for representation purpose only

100% VEG

ZANDU

100% Pure Veg

Caffeine-free

Non-GMO

No Preservatives

No Added Flavours

No Artificial Colours

Ashwagandha Amla

HERBAL INFUSION

HELPS TO RELIEVE STRESS AND TENSION

TASTY & REFRESHING!

6 DIP BAGS

POWERFUL HERBS

CAFFEINE FREE

100-YEAR TRADITION

100% PURE VEG

100% PURE VEG

100% PURE VEG

100% PURE VEG

100% PURE VEG

Image is for representation purpose only

Digital Assets - Thumbnails



MADE FROM PURE EXTRACTS OF

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



Image is for representation purpose only



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



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 SOOTHEN
RESPIRATORY TRACT
TASTY & SOOTHING

Tulsi Cinnamon
HERBAL INFUSION
HELPS TO SOOTHEN
RESPIRATORY TRACT
TASTY & SOOTHING

Ginger Celery
HERBAL INFUSION
HELPS TO SOOTHEN
RESPIRATORY TRACT
TASTY & SOOTHING

Ashwagandha Amli
HERBAL INFUSION
HELPS TO SOOTHEN
RESPIRATORY TRACT
TASTY & SOOTHING

Cleanse & Detox
HERBAL INFUSION
HELPS TO IMPROVE
BOTH GUTS
TASTY & SOOTHING

Cinnamon Licorice
HERBAL INFUSION
HELPS TO SOOTHEN
RESPIRATORY TRACT
TASTY & SOOTHING

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

Log on to
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





Amla Juice

Lauki Juice

Arjuna Bark Extract



Seriously Healthy! Surprisingly Tasty!!



Benefits of
ZANDU HEART CARE JUICE





Helps Maintain
Healthy Heart Function



Useful in
Relieving Stress



Possess Cardio
Protective Property



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







Lemon Juice



Apple Cider Vinegar



Honey



Ginger juice





Seriously Healthy! Surprisingly Tasty!!





Benefits of
ZANDU LEAN & SLIM JUICE





Helps Maintain
Healthy Weight



Boosts
Metabolism



Helps Maintain
Healthy Lipid Levels





HOW TO USE
ZANDU LEAN & SLIM JUICE





Shake the bottle well
before use



Take 30 ml
(approximately 3 tablespoons)
of Zandu Lean & Slim Juice in
a glass of water



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

Assets - Thumbnails





Apple



Mango



Shilajit



Red Grape





Seriously healthy! Surprisingly tasty!!



Benefits of
VITALITI BOOSTER JUICE





Scientifically proven to
Improve vigour and vitality



Helps to boost
strength and Stamina



Helps to
reduce Stress



Why
VITALITI BOOSTER JUICE?





100+ YEARS
Ayurveda Expertise



Pasteurized



Made with
natural ingredients



Tasty ayurvedic
wellness juice



Scientifically proven
to Improve vigour and Vitality



No added
salt or sugar



No added
artificial flavour & color

Assets - Thumbnails









Along with 5 ayurvedic ingredients



Benefits of
ZANDU BONE CARE JUICE





Useful in maintaining bone health



Rejuvenator



Strength promoter



Why
ZANDU BONE CARE JUICE?





Ayurveda Expertise



Made with natural ingredients



Pasteurized



Tasty ayurvedic wellness juice



No added salt or sugar

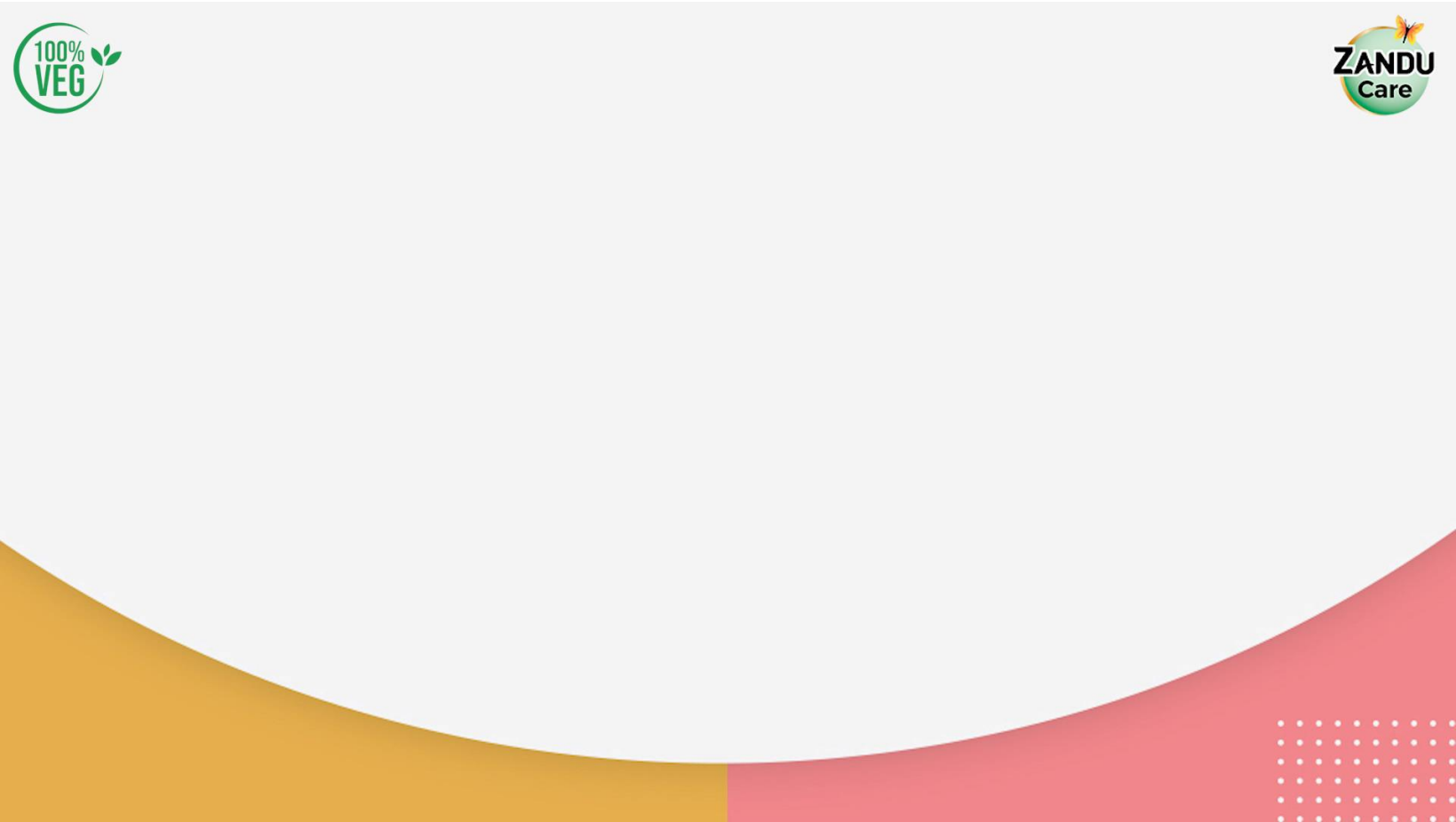


A natural ayurvedic rejuvenator



No added artificial flavour & color

Digital Assets – Banner & YT Video



Carousels



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



PACK AND PRICE

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



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.



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



A banner advertisement for ZANDU Pure Honey. It features four jars of honey with different flavors: Ginger, Fruits & Herbs, Clove, and Tulsi & Yashtimadhu. The jars are arranged on a light brown background with various natural ingredients like ginger, cloves, and herbs scattered around. A small bowl of honey with a honey dipper is also visible. The text 'Honey enriched with goodness of Ayurveda' is written in a cursive font. Below it, the text 'Made from Natural Ingredients' and 'No Added Sugar & Preservatives' are displayed. The hashtag #MoreThanJustHoney is at the bottom right. The ZANDU Care logo is in the top right corner, and a '100% VEG' logo is in the top left corner.

100% VEG

ZANDU Care

*Honey enriched with
goodness of Ayurveda*

Made from Natural Ingredients

No Added Sugar & Preservatives

#MoreThanJustHoney

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



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



Possess
anti-inflammatory property



Helps to
boost immunity



Natural
detoxifier



Aids in Digestion



Soothes
Sore Throat





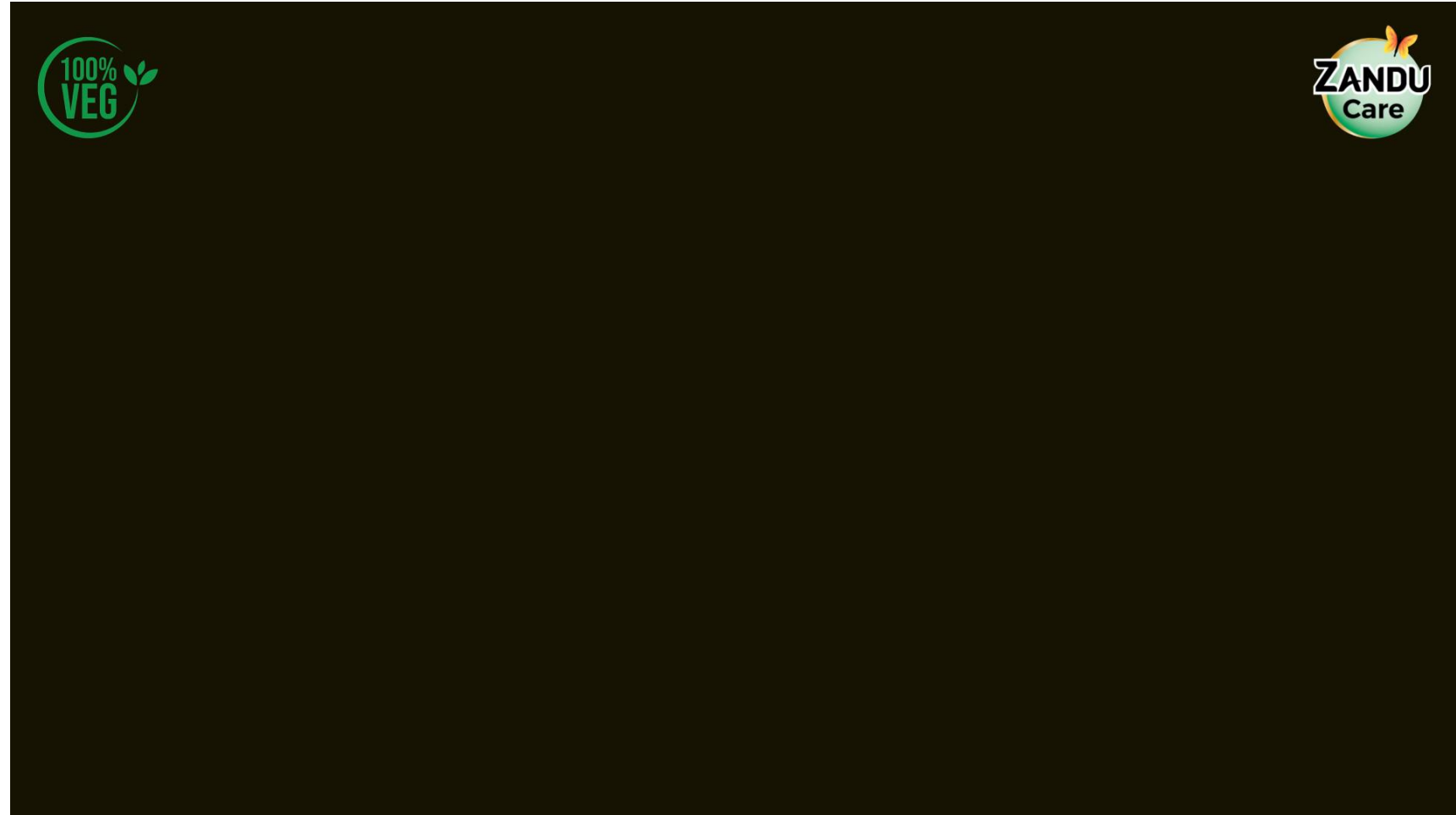
Ingredients



Honey

Ginger

Digital Assets – Banner & YT Video



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
DABUR	3123404	34%
Apis	2659800	29%
Saffola	1351500	15%
The Honey Shop	432922	5%
24 Mantra Organic	353430	4%

VALUE ADDED HONEY*

Brands	Monthly Revenue	Market Share
Saffola	1834047	27%
INDIGENOUS HONEY	1604285	24%
DADEV	1333392	20%
The Honey Shop	454665	7%
DABUR	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"> • Helps to boost immunity • Soothes sore throat 	650g	650
	Zandu Pure Honey with Clove	Honey, Clove	<ul style="list-style-type: none"> • Helps to boost immunity • Provides relief in sore throat, cough and cold 	650g	650
	Zandu Pure Honey with Fruits & Herbs	Honey, Lemon Juice, Saffron, Amla Extract, Yashtimadhu Extract, Ashwagandha Extract	<ul style="list-style-type: none"> • Helps to boost immunity • Helps to maintain healthy respiratory function 	650g	700
	Zandu Pure Honey with Tulsi & Yashtimadhu	Honey, Liquorice (Yashtimadhu), Tulsi	<ul style="list-style-type: none"> • Helps to boost Immunity • Good for respiratory health 	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
Reduced material 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.



Digital Assets



Banner

Guaranteed 100% Vegetarian

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

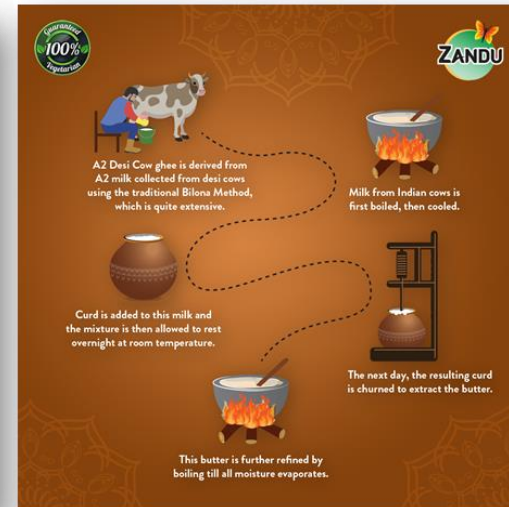
A2 DESI COW GHEE

The traditional bilona method
Handcrafted with curd

A2

The banner features a brown background with a faint illustration of cows in a field. In the foreground, a hand holds a golden spoon with a dollop of ghee, next to a jar of Zandu A2 Desi Cow Ghee and a bowl of golden dallop sweets. The jar label includes the Zandu logo, a cow illustration, and text describing the product and its traditional bilona method.

Thumbnails



Teasers



Launch Video



*Image is for representation purpose only



Static Post



Recipe Video



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 Muh Meetha Naturally!

ZANDU

Stevia (Meethi Tulsi)

100% NATURAL SOURCE

100 TABLETS

ZANDU

Stevia (Meethi Tulsi)

100% NATURAL SOURCE

ZERO CALORIE PER SERVE

DIABETIC FRIENDLY

The banner features a light green background with faint leaf patterns. In the top left corner is a circular seal with the text 'Guaranteed 100% Vegetarian'. The top right corner displays the 'ZANDU' logo with a butterfly. The central text is arranged in a hierarchy: 'Zandu Stevia (Meethi Tulsi)' in a dark green serif font, followed by '100% NATURAL SOURCE' and 'ZERO CALORIE PER SERVE' in large, bold, green sans-serif fonts. Below this is the tagline 'Kariye Muh Meetha Naturally!' in a brown script font, accompanied by a small red swoosh. The bottom section shows a product shot of a Zandu Stevia box, a white cup of orange-colored tea, and two glasses of iced tea with lemon and mint. The box and glasses also feature the Zandu logo and product details.

100% NATURAL SOURCE
ZERO CALORIE PER SERVE

Kariye Muh Meetha Naturally!

Stevia (Meethi Tulsi)

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

Why Zandu Stevia (Meethi Tulsi) Table Top Sweetener?

Made from Natural Stevia Leaf Extract

LOW GI

No Added Glycemic Load

0% Zero Calorie per serve

Diabetic Friendly

Stevia (Meethi Tulsi)

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



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

Thumbnails- Stevia Tablets



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

Why Zandu Stevia (Meethi Tulsi) Tablets?

Made from Natural Stevia Leaf Extract

LOW GI
No Added Glycemic Load

0%
Zero Calorie per serve

Diabetic Friendly

ZANDU Stevia (Meethi Tulsi)
100% NATURAL SOURCE
• 100 TABLETS •
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



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

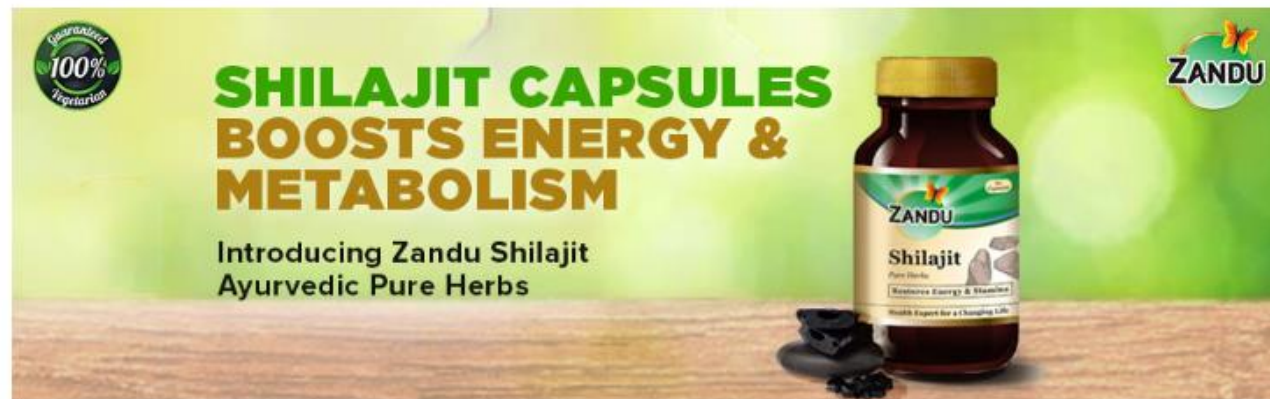
PRICE & PLACE

- 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:

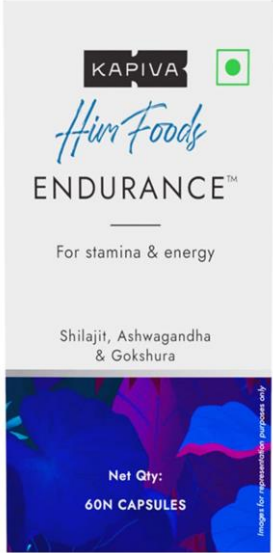
- Boosts Energy & Stamina
- Lowers Stress & Anxiety
- Improves Performance





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



A composite image for Man Matters Perform. On the left is a brown glass jar with a white cap and label for 'man matters performance matters PERFORM VITALITY TABLETS'. The label lists ingredients: L-Arginine, Ashwagandha, Safed Musli, Gokshura, and Ginseng. On the right is a photograph of a smiling couple in a bed. A dark purple banner at the bottom contains the text 'Explore the Power of Man Matters Vitality Tablets' in white.

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





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

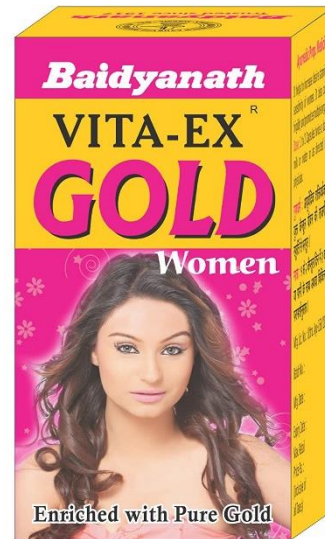
Benefits:

- 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	Heathy 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
Manjhistha	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

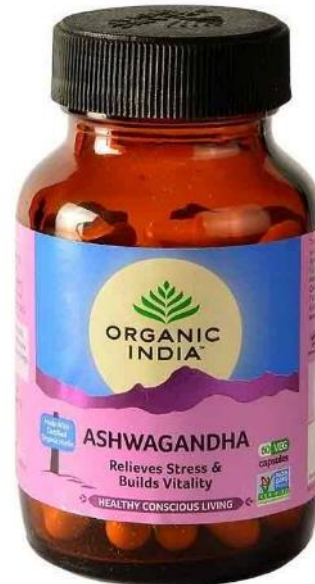


12 products - Single Herbs

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
Product (Key Ingredients)	Gandhpura Oil, Menthol, Camphor, Eucalyptus Oil	Gandhpura Oil, Menthol, Camphor, Eucalyptus Oil	Menthol, Eucalyptus Oil
Pack	10 patches in SPC	5 patches in SPC	10 patches in SPC
Proposition	<ul style="list-style-type: none"> Instant Relief from muscular pain & joint pain Sustained medicine release for 12 hours Non-messy & Non-greasy 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. 	<ul style="list-style-type: none"> Instant Relief from knee pain & joint muscular pain Sustained medicine release for 12 hours Non-messy & Non-greasy 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. 	<ul style="list-style-type: none"> PAIN RELIEF: 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. NATURAL: 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.
Price (MRP)	500	500	498
MRP/Unit	50	100	49.8

Zandu Ayurvedic Pain Relief Patch (Banner):



*Ayurvedic, Asardar
and Long lasting*



Pain Relief Patch (Thumbnails):



Zandu Ayurvedic Knee Pain Relief Patch (Banner):



*Ayurvedic, Asardar
and Long lasting*



Knee Pain Relief Patch (Thumbnails):



Ayurvedic, Asardar & Long lasting

INGREDIENTS

Boswellia Serrata

Karpura

Peppermint Satva

Katuvera

Gandharpura Patra Taila

Eucalyptus Oil

Sore Shoulder

Knee

Stiffness

Elbow Ache

Osteoarthritis

Stiff Neck

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?

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.*



100+ YEARS OF TRUST



Feminine Pain Relief Patch (Thumbnails):



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

**AYURVEDIC
FEMININE PAIN RELIEF PATCH**
PROVIDES RELIEF FROM ABDOMINAL CRAMPS
PAIN RELIEF UPTO 8 HOURS

AYURVEDA

PAIN RELIEF
UPTO 8 HOURS

INGREDIENTS

Gandharpa Patra Taila

Karpura

Peppermint Satva

Relief From Abdominal Cramps

**PAIN RELIEF
UPTO 8 HOURS**

Useful during
Adventure Activities

Useful during
Long Travels

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 Feminine Pain Relief Patch?

- 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
Overall Market Size		2,54,00,000

ZANDU KUMKUMADI TAILAM: COMPETITION



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

Zandu Ayurvedic Kumkumadi Tailam (Banner):



UNVEILING THE AYURVEDIC ANCIENT
SECRET FOR
FLAWLESS GLOWING SKIN



Kumkumadi Taila



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



Zandu Kumkumadi Tailam (Thumbnails):



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

Ingredients

Kesar

Yastimadhu

Neelkamal

Manjistha

Svet Chandan

+ 21 Others Herbs

To help fade dark circles, pigmentation, fine lines, wrinkles & acne

Why Zandu Ayurvedic Kumkumadi Taila?

Ayurveda Expertise

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

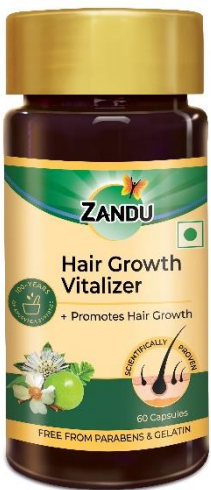
ZANDU HAIR GROWTH VITALIZER CAPSULES

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
Total Market Share	3623	551	28,61,138

ZANDU HAIR GROWTH VITALIZER: COMPETITION



	Oziva Hair Vitamins	Himalayan Organics Plant based Hair Vitamins	Man matters Hair Gummies
Product (Key Ingredients)			
Pack	60 Capsules in HDPE Jar	60 Capsules in PET Bottle	60 Capsules in SPC
Proposition	<ul style="list-style-type: none"> • 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 • Hair Vitamins for Hair Growth • Hair Fall Control 	<ul style="list-style-type: none"> • IMPROVES HAIR STRENGTH • HEALTHY HAIR ROOTS • MANAGES FOLLICLE SHRINKING • HAIR VITAMIN WITH BIOTIN • SAFE, GLUTEN-FREE CAPSULE 	<ul style="list-style-type: none"> • GIVES THE RIGHT NUTRITION • BIOTIN GUMMIES TO STRENGTHEN YOUR HAIR • 100% VEGETARIAN GUMMIES • Reduces hair fall • Improves hair texture • Boosts hair development process
Price (MRP)	899	975	850
MRP/Unit	14.98	16.25	14.17

Zandu Hair Growth Vitalizer (Banner):



The banner for Zandu Hair Growth Vitalizer features a central title "HAIR GROWTH VITALIZER" in a large, bold, dark green serif font, flanked by decorative scrollwork. Below the title is the subtitle "WITH UNIQUE BLEND OF AYURVEDIC HERBS" in a smaller, dark green serif font. To the left of the title is a circular seal with a microscope icon and the text "SCIENTIFICALLY PROVEN". To the right is a circular illustration of a hair follicle cross-section, showing the hair shaft emerging from the skin. Below the title and subtitle is a brown horizontal bar with the text "To promote hair growth" in white. On the far left is a product shot of a dark brown glass bottle with a gold cap and a label that reads "ZANDU Hair Growth Vitalizer". Above the bottle is a green circular seal with "Guaranteed 100% Vegetarian". The background is a light yellow with a subtle hexagonal pattern and various green icons like a heart, a leaf, and a molecule.

HAIR GROWTH VITALIZER

WITH UNIQUE BLEND OF AYURVEDIC HERBS

SCIENTIFICALLY PROVEN

To promote hair growth

ZANDU
Hair Growth Vitalizer
+ Promotes Hair Growth
60 Capsules
FREE FROM PARABENS

ZANDU Care

Hair Growth Vitalizer - Thumbnails



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

How to Consume

Take 1-2 capsules twice a day or as directed by the physician

Ingredients

Manjistha

Amalaki

Bhringraja

Nagkesar

Why Zandu Hair Growth Vitalizer?

100+ Years 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
Product (Key Ingredients)			
Pack	Pack of 2 in a Jute bag	Pack of 3	Pack of 1
Proposition	<ul style="list-style-type: none">• WIDER CLEANING EDGES• MADE OF PURE COPPER AND COMES WITH SPECIAL PACKAGING• THICK AND SAFE BLUNT EDGES TO AVOID CUTS• FLEXIBLE HANDLE• COMFORTABLE GRIP & RISK-FREE PURCHASE	<ul style="list-style-type: none">• 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.• This is ultra-smooth and easy to use, for a perfect hygiene formula.• Features: Super sturdy, comfortable, easy to use, smooth feel and durable	<ul style="list-style-type: none">• THICK & WIDE CLEANENING EDGE• STURDY BODY & ROUND HANDLES• COMFORTABLE HANDLES• IMPROVES SENSE OF TASTE
Price (MRP)	450	549	219
MRP/Unit	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



100+ YEARS OF TRUST

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
	Total Market Share	1,91,41,944

ZANDU COPPER WATER BOTTLE: COMPETITION



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

Zandu Copper Water Bottle (Banner):



100+ YEARS OF AYURVEDA EXPERTISE

ayurveda inspired

ZANDU

Zandu Copper Water Bottle

Good Health In Every Sip Of Water

Helps Improve Digestion

Boosts Immunity

Made From 100% Pure Copper

tamra Collection

COPPER WATER BOTTLE

Made from 100% Pure Copper

ayurveda inspired

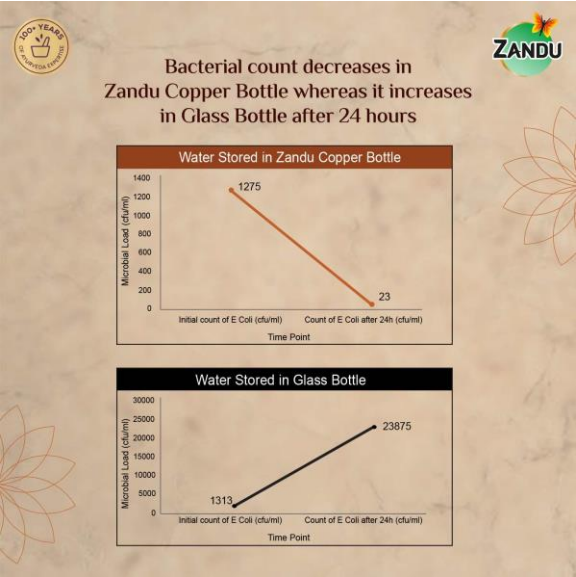
Ayurveda recommends water stored in Copper (Tamra) vessel for good health

Copper Water Bottle - Thumbnails



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

	V/S V/S	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

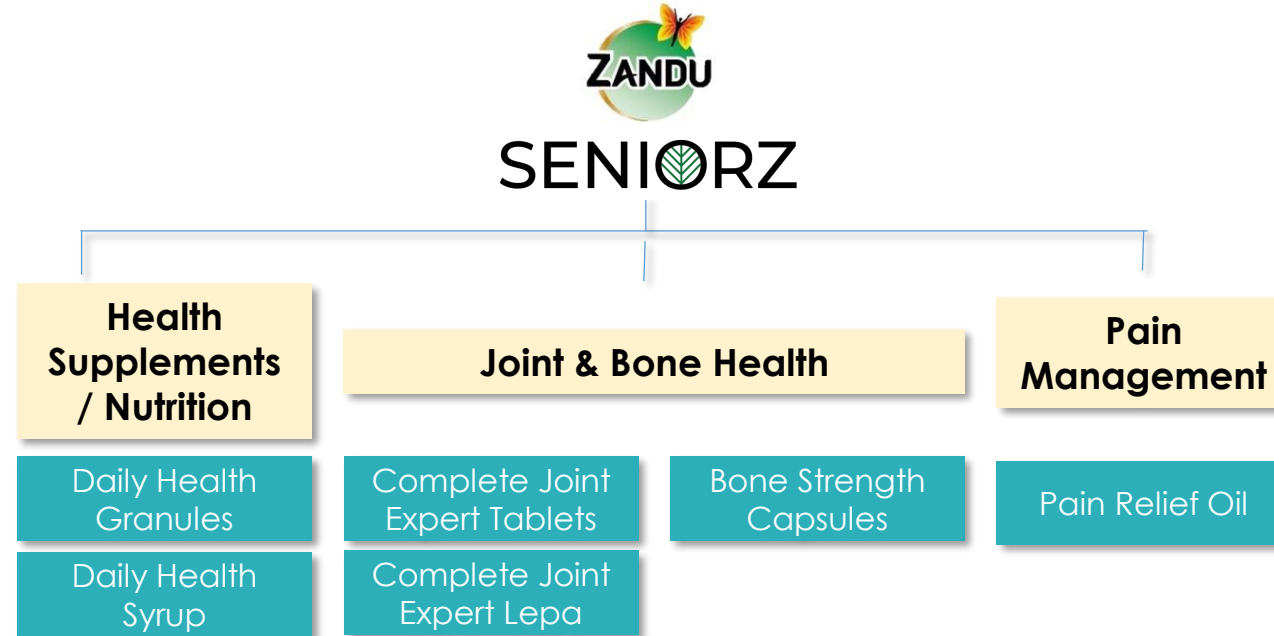


S. No.	Product Category	Product Name as per License	Key Ingredients	Key Benefits	SKU Size	MRP (Rs.)
1	Copper Accessories	Zandu Copper Bottle	100% Pure Copper	1. Maintain Digestive Health 2. Maintain Healthy Liver Function 3. Boosts immunity 4. Prevent bacterial infections	950ml	1199



SENIORZ

Range Information



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 **1st 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>Moong Dal</p> <p>Helps strengthen muscles.</p>	 <p>Palak</p> <p>Helps in the nourishment of the body.</p>	 <p>Brahmi</p> <p>Helps boost cognitive health.</p>
 <p>Triphala</p> <p>Triphala is a well-known Rasayana that helps improve digestion and maintain overall health.</p>	 <p>Dadima</p> <p>Rich in antioxidants helps improve strength and energy.</p>	 <p>Gajar</p> <p>Provides nutrition, good for eye health.</p>
 <p>Seb</p> <p>Antioxidant, helps provide nutrition and protect against chronic diseases.</p>	 <p>Ashwagandha</p> <p>Helps strengthen immunity & reduce stress.</p>	 <p>Kadali</p> <p>Provides energy & 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:

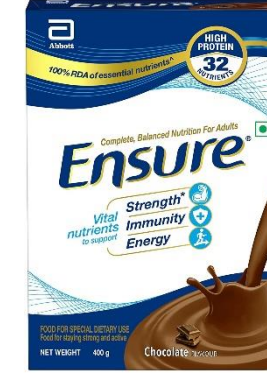
	Ashwagandha
Helps boost energy and strengthens immunity.	
	Amalaki
In Ayurveda, it is considered as Rasayana due to its ability to restore and rejuvenate overall health. It also helps in supporting eye and skin health.	
	Arjuna
Helps strengthen and support heart health.	
	Mandukaparni
In Ayurveda, it is considered as Medhya Rasayana- helpful in supporting cognitive health.	
	Sunthi
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



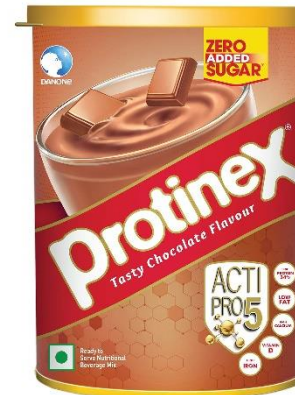
400g @ 625
ACP: 619 (1%)



400g @ 580
ACP: 570 (2%)



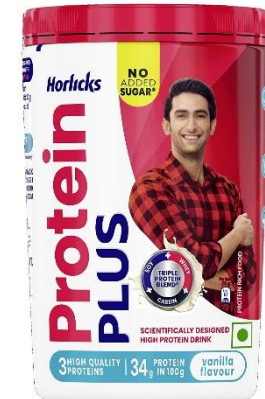
459g @ 298



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:**

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

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:**

	Menthol	Its counter-irritant property provides relief in muscular and joint pain.
	Winter Green Oil	With its anti-inflammatory and analgesic properties, helps reduce musculoskeletal pain.
	Sunthi	Helps prevent joint stiffness.
	Eucalyptus Oil & Clove Oil	Helps reduce pain, inflammation and improves joint mobility.

Joint & Bone Health: Surrogate Competition

Complete Joint Expert Tablets			
Brand	SKU Size (Tabs)	Price (Rs.)	Price/count
Zandu Seniorz CJE Tablets	60	349	5.8
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
Zandu Seniorz CJE Lepa	90	299	3.3
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

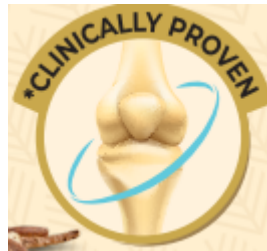
- Brand Name: Zandu Seniorz Bone Strength Tablet
- Enriched with Natural Calcium

PACK

- 60 Tablets

PROPOSITION

- For prevention and support of Osteoporosis, helps increase:
 - Bone Mineral Density(BMD), Calcium and Vitamin D3*
 - ***Clinically Proven**
 - 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
Zandu Seniorz	60	449	7.5
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 Zanocto	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
Zandu Seniorz	200	549	2.7
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, Jatiphal 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	CalC 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

