



BUSINESS PLAN · INDIA

Wellness / Nutraceutical Product Brand

Safe, effective, quality wellness products with honest science and brand

WELLNESS

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Wellness / Nutraceutical Product Brand** in India — a D2C-first brand that develops & sells supplements, nutraceuticals, protein/health foods, Ayurvedic/herbal wellness products & functional nutrition, manufactured via contract manufacturers & sold through its website/app, marketplaces (Amazon/Flipkart), quick-commerce & retail. It earns branded product margins on India's booming health, nutrition & supplement demand, monetising brand, formulation, efficacy & repeat, on an asset-light (contract-manufactured) model — a brand-, CAC-LTV- & compliance-driven consumer-wellness business.

India's nutraceutical & wellness-products market is booming, driven by health & immunity awareness, fitness, preventive care, aspiration & the D2C/e-commerce boom, plus trust in Ayurveda/natural & growing supplement adoption. A brand can be asset-light (contract-manufactured), earning attractive branded margins, with the key levers being formulation/efficacy & quality, regulatory compliance (FSSAI/AYUSH), brand & differentiation, efficient acquisition (CAC) & repeat/LTV, and channel mix (D2C + marketplace + retail). It is CAC- & inventory-sensitive; success rests on product/efficacy, compliance, brand, unit economics & repeat.

This is a brand/startup with a blended equity/self-funded profile — funded by promoter & angel/self-funded equity for product, inventory & growth (DPIIT startup benefits). This plan models a brand raising **₹50 lakh** (₹18 lakh promoter + ₹32 lakh angel/self-funded + WC), targeting **₹1 crore** revenue in Year 1 and **₹3.5 crore** by Year 3. (*Wellness/nutraceutical brand; D2C, FSSAI/AYUSH-regulated, CAC-LTV- & margin-driven, contract-manufactured.*)

2. Business Description, Vision & Legal Structure

Concept: A D2C wellness/nutraceutical brand - supplements, health foods, Ayurvedic/functional products - efficacy, quality & brand, contract-manufactured, omni-channel.

Vision: To build a trusted, effective wellness-products brand in India.

Mission: Deliver safe, effective, quality wellness products with honest science & brand.

Legal structure options

- **Private Limited** — recommended (for brand, funding, IP & scale).
- **LLP / DPIIT Startup** — LLP for a lean start; DPIIT for benefits/funding.

Regulatory anchor: a wellness-products brand is a regulated consumer/nutraceutical business — **FSSAI** (nutraceuticals/health-supplements regulations), AYUSH/ASU-drug licence (Ayurvedic products), labelling & claims (no disease-cure claims; FSSAI/Legal-Metrology), Legal Metrology (packaged), GST, e-commerce/consumer-protection, DPDP (customer data), & honest advertising (ASCI). Formulation/efficacy/quality, FSSAI/AYUSH compliance, brand, CAC/repeat & channel mix determine success; asset-light (contract-manufactured) but CAC- & inventory-sensitive.

3. Promoter & Ownership

Led by a founder with wellness, brand/marketing, formulation or D2C experience. The team includes product/formulation & QC/compliance, performance-marketing/growth, supply chain/inventory (with contract manufacturers) & CX/retention. Product/efficacy, brand, compliance & unit economics are the differentiators; manufacturing is outsourced (asset-light). Ownership & stakes are editable inputs.

4. Market Analysis — India

India's nutraceutical, supplement & wellness-products market is booming, driven by health, immunity & fitness awareness, preventive care, aspiration, Ayurveda/natural trust, & the D2C/e-commerce & quick-commerce boom. Consumers seek effective, quality, trusted, differentiated products. The market rewards formulation/efficacy, compliance/quality, brand & differentiation, efficient acquisition & repeat, & channel mix; it is CAC-, compliance- & competition-sensitive, met with product/efficacy, brand, repeat & efficient growth.

Demand drivers

- **Health, immunity & fitness** awareness.
- **Preventive & functional** nutrition.
- **Ayurveda/natural** trust.
- **D2C/e-commerce & quick-commerce** boom.
- **Aspiration & premiumisation.**

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Nutraceuticals/wellness in India	Very large & growing
SAM	Category/niche & channels	Substantial
SOM (Yr 1-3)	Customers & repeat	Scaling

Target segments

- Fitness & sports nutrition.
- Immunity, preventive & general wellness.
- Ayurvedic/natural & women's/senior.
- D2C & marketplace consumers.

5. Competition & Competitive Advantage

Landscape: established nutra brands, D2C wellness brands, Ayurvedic majors (Dabur/Himalaya), pharma & imports. The brand competes on formulation/efficacy, quality/compliance, brand/differentiation, honest science & repeat.

The brand's edge

- **Formulation/efficacy & quality.**
- **FSSAI/AYUSH compliance & trust.**
- **Brand, science & differentiation.**
- **Efficient acquisition & repeat/LTV.**
- **Omni-channel & asset-light.**

6. Products & Revenue Model

Stream	Model	Basis
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D2C (own website/app)	Best margin + data	Owned/repeat
Marketplaces (Amazon/Flipkart)	Margin (net fees)	Reach
Quick-commerce & retail	Margin (net trade)	Availability
Subscriptions / replenishment	Recurring	Repeat/LTV
Bundles & new SKUs	Cross/up-sell	AOV/LTV

Branded nutraceuticals carry attractive gross margins (contract-manufactured); D2C is best margin & data-rich; marketplaces/quick-commerce add reach; subscriptions/replenishment drive repeat & LTV (nutra is naturally repeat-friendly). Contribution margin (price – COGS – shipping – CAC), repeat/LTV vs. CAC & channel mix drive economics — the decisive nutra-brand levers.

7. Go-to-Market — Marketing & Sales

- **Performance & content marketing** (efficient CAC, science/education).
- **Influencers, social & reviews.**
- **Marketplaces & quick-commerce.**
- **Subscriptions & repeat/CRM.**
- **Brand, efficacy & community.**

Sales approach

Acquire efficiently (performance + content + influencers + marketplaces) → win trust with efficacy, quality & honest science → drive repeat via subscriptions, results & CRM → lift AOV/LTV with bundles & new SKUs → scale on positive contribution & LTV:CAC. Product/efficacy, brand, repeat & unit economics build a scalable brand.

8. Operations Plan

- **Product & manufacturing:** formulation & QC, contract manufacturers (FSSAI/AYUSH/GMP-licensed), quality & testing, packaging.
- **Process:** formulate/develop → contract-manufacture & QC → inventory & listing → marketing & sale (D2C/marketplace/QC/retail) → fulfilment & CX → repeat/CRM.
- **Compliance & quality:** FSSAI/AYUSH licensing & labelling/claims, testing, batch traceability, honest science.
- **Tech & supply:** D2C platform, marketplace ops, inventory/3PL, CRM & analytics.
- **Asset-light:** manufacturing outsourced; focus on brand, product, compliance & growth.

Nutra-brand workflow

Stage	Activity	Metric
Develop	Formulate/QC/compliance	Efficacy/compliance
Make	Contract-manufacture	Cost/quality
Acquire	Marketing	CAC
Sell	D2C/marketplace/QC	AOV/contribution

Retain	Subscribe/repeat	LTV/repeat
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9. Regulatory, Licences & Compliance (India)

- **Food/nutra & AYUSH:** FSSAI (nutraceuticals/health-supplements regulations); AYUSH/ASU-drug licence (Ayurvedic); GMP (via contract manufacturer).
- **Labelling & claims:** FSSAI/Legal-Metrology labelling; no disease-cure claims; honest advertising (ASCI).
- **Business & tax:** Pvt Ltd; DPIIT; GST; PAN/TAN; Udyam; import (IEC) if importing.
- **E-commerce & data:** e-commerce/consumer-protection; DPDP (customer data); marketplace terms; trademark/IP.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Founder(s)	2	2	2
Marketing & growth	2	5	9
Product, QC & compliance	1	3	5
Supply chain, ops & CX	2	4	7
Tech, data & admin	1	2	3
Total	8	16	26

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-3	Formulation, FSSAI/AYUSH, contract manufacturer, brand, D2C, launch
PMF	Month 3-8	Product-market fit; repeat & unit economics validated
Traction	Month 8-12	Efficient acquisition & repeat; ₹1cr revenue
Scale	Year 2	Marketplaces/QC, subscriptions, new SKUs
Grow	Year 3	₹3.5cr revenue; strong repeat/LTV

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Nutra brand; attractive branded margins, CAC- & inventory-intensive, contract-manufactured.

12.1 Project cost & means of finance

Capital requirement	₹
Product development, FSSAI/AYUSH & branding	9,00,000

Opening inventory (contract-manufactured)	16,00,000
D2C platform, tech & setup	5,00,000
Marketing launch & runway	14,00,000
Working-capital buffer	6,00,000
Total project cost	50,00,000
Promoter contribution	18,00,000
Angel/self-funded + WC	32,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
D2C (own website/app)	45,00,000	1,00,00,000	1,60,00,000
Marketplaces & quick-commerce	45,00,000	85,00,000	1,50,00,000
Subscriptions & retail	10,00,000	25,00,000	40,00,000
Total revenue	1,00,00,000	2,10,00,000	3,50,00,000
COGS (product + shipping)	42,00,000	88,00,000	1,44,00,000
Marketing & acquisition (CAC)	32,00,000	60,00,000	95,00,000
Salaries & team	14,00,000	28,00,000	45,00,000
Platform, ops & overheads	10,00,000	20,00,000	33,00,000
Interest/other	1,00,000	1,50,000	2,00,000
Total expenses	99,00,000	1,97,50,000	3,19,00,000
Net profit (before tax)	1,00,000	12,50,000	31,00,000
Net margin	1.0%	6.0%	8.9%

12.3 Unit economics & break-even

- **Contribution margin:** price – COGS – shipping – CAC; must be positive & healthy per order; D2C & repeat improve it; nutra's natural repeat aids LTV.
- **Repeat/LTV vs. CAC:** LTV:CAC > 3 & strong repeat/subscription (replenishment) drive profitability; own-website & subscriptions lift margin.
- **Break-even:** Year 1 near break-even (investing in brand & acquisition); profitable from Year 2 on repeat, scale & channel mix.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	6,00,000	4,60,000	4,30,000	4,40,000
Collections	18,00,000	23,00,000	28,00,000	31,00,000
COGS, marketing & operating	19,40,000	23,30,000	27,90,000	30,60,000

Closing balance	4,60,000	4,30,000	4,40,000	4,80,000
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Nutra ties up cash in inventory & marketing ahead of sales; marketplace/QC payouts lag (7-15 days); D2C & subscriptions are quicker. Positive contribution margin, repeat/LTV, inventory turns & the buffer manage cash; scale spend only on proven unit economics; over-ordering inventory or over-spending CAC are the main risks.

12.5 Key Performance Indicators to Monitor

- **Economics:** contribution margin; CAC; AOV; LTV; LTV:CAC.
- **Repeat:** repeat rate; subscription %; retention.
- **Channel:** D2C vs. marketplace mix & margin.
- **Ops/compliance:** inventory turns; RTO/returns; FSSAI/AYUSH & claims compliance.

13. Funding Requirement & Investability

Total ask: **₹32 lakh angel/self-funded + WC** against ₹18 lakh promoter contribution — equity/self-funded for product, inventory & growth (DPIIT startup benefits; WC/inventory finance as sales prove). Investability rests on positive contribution margin, LTV:CAC, repeat & compliance/quality — Year-2 profit ~₹12.5 lakh & growing. Asset-light (contract-manufactured) with attractive margins & strong repeat is attractive once unit economics prove out; scale funding follows.

13.1 Funding utilisation

Use of funds	₹	% of total
Opening inventory (contract-manufactured)	16,00,000	32%
Marketing launch & runway	14,00,000	28%
Product development, FSSAI/AYUSH & branding	9,00,000	18%
Working-capital buffer	6,00,000	12%
D2C platform, tech & setup	5,00,000	10%
Total	50,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
High CAC / poor unit economics	D2C & repeat/subscription; content/organic; discipline; scale only on positive CM
Compliance / claims (FSSAI/AYUSH/ASCI)	Licensing, honest labelling & claims, testing, legal review
Product quality / efficacy / safety	GMP contract manufacturers, QC, testing, batch traceability
Inventory & RTO/returns	Demand planning; turns; RTO reduction; contract-manufacturing flexibility
Competition & commoditisation	Efficacy, brand, science & community; differentiation

15. SWOT Analysis

Strengths Booming nutra/wellness demand; asset-light (contract-manufactured); attractive margins; natural repeat/LTV; omni-channel.	Weaknesses CAC- & inventory-intensive; compliance-/claims-critical; competition; unit-economics-dependent; funding to scale.
Opportunities Health/immunity/fitness growth; Ayurveda/natural; subscriptions; marketplaces/QC; new SKUs; exports.	Threats CAC inflation; incumbents & competition; regulatory/claims tightening; funding cycles.

16. Recommended AiSevak Tools for This Business

This wellness-products brand would use AiSevak's Wellness vertical tools in delivery:

- **Brand ops:** D2C-store, marketplace/QC-ops, CAC-LTV/contribution-margin and CRM/subscription/retention tools.
- **Compliance:** FSSAI-nutraceutical & AYUSH/ASU-licensing, labelling/claims (ASCI), trademark/IP and DPDP tools (with Legal & Finance verticals).
- **Practice:** Business Plan, contribution-margin/unit-economics and Break-even tools to model the brand.

17. Key Assumptions & Notes

- Wellness/nutraceutical D2C brand; supplements/health-foods/Ayurvedic; contract-manufactured (asset-light); D2C + marketplace + QC + retail.
- Contribution margin, LTV:CAC, repeat/subscription (nutra is repeat-friendly) & compliance decisive; Year 1 invests, profitable from Year 2.
- Equity/self-funded + WC (DPIIT); FSSAI (nutraceutical regs) + AYUSH/ASU (Ayurvedic), labelling/claims (no disease-cure; ASCI), GST, DPDP, trademark.
- Product/efficacy, brand, repeat & unit economics drive economics; figures illustrative, exclude GST.

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