

HempVital

F R O M H E R B T O H A B I T

TEAM ANALYSERS



BRIJAL SINGH
Delhi University '26/27

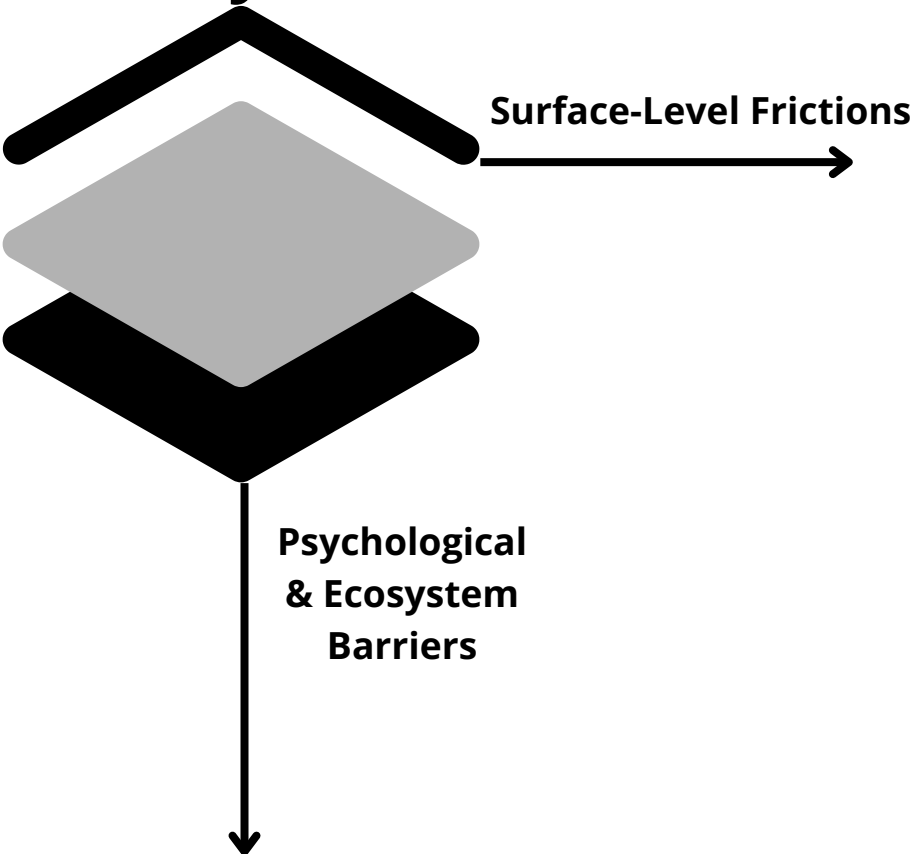


AKSHAT DHOTE
IIT-K, '27



DRUSHTI SURKAR
IIT-M, '27

Two-layer funnel



1. Trust Deficit in Green Extracts

- Hemp = **misunderstood**. No credible evangelists or authority voices.
- Solution: Leverage **endorsements**.

2. No Ritualization

- HempVital isn't linked to daily life like tea, protein, or vitamins.
- Solution: **Build daily-use rituals**.

3. Industry Void

- No ecosystem** → no clarity.
- Solution: Create partnerships + regulatory alignment.**

Public Perception Themese

Based on an analysis of over 100 real comments from Reddit, YouTube, and Quora regarding CBD and hemp usage in India.

Myth: “CBD is illegal or shady in India.”

Psychological Trigger: Fear of legal consequences and association with narcotics

Myth: “CBD will make me high or addicted.”

Psychological Trigger: Confusion between CBD and THC effects

These personas don't need different products— They need different frames, languages, and trust bridges.

Myth: “CBD is unregulated and potentially unsafe.”

Psychological Trigger: Concerns about product quality and lack of standardization,

1. Perception-Stigma Mismatch

- Hemp is battling **cultural & regulatory baggage**, not just brand confusion.

2. Premium in Commodity Channels

- Selling premium SKUs on Amazon/Flipkart ≠ **optimal price-to-channel match**.

3. Functional Product, Weak Story

- Messaging focuses on **ingredients, not outcomes** (e.g., “CBD oil” vs. “Sleep better”).

Survey Decoded

(based on interviews, customer surveys, research) -

DRIVE LINK

200+ Consumer Responses

Core Resistance	Info Gap (62.3%)
Largest Opportunity	Mid-Open Users (33.8%) → we're playing in the persuadable middle . This is not an awareness war. It's a reframing war .
Preferred SKUs	Skin, Protein, Oils (>80%)
Fear	Social Judgment > Legal Risk
Top Trust Triggers	Clinical > Cultural Certifications (FSSAI, AYUSH – 45.7%)
Top Wellness Concerns	Low energy (41.1%) High stress (40.6%)

Market Trends

India's Industrial Hemp Market -Valued at **USD 229.93 million in 2023**, projected to reach USD 1,602.62 million by 2032, growing at a **CAGR of 24.1%**

CBD Nutraceuticals Sector -Generated **USD 375.2 million** in 2024, expected to reach USD 996.3 million by 2030, with a **CAGR of 15.9%**

Hemp Protein Powder Market -Projected to grow at a **CAGR of 15.4%** in India, reaching significant market size by 2035

Regulatory Landscape

Legal Framework	Food Safety Regulations
Under the Narcotic Drugs and Psychotropic Substances (NDPS) Act, cultivation of industrial hemp is permitted for medical, scientific, industrial, and horticultural purposes, subject to state government regulations	The Food Safety and Standards Authority of India (FSSAI) has approved hemp seeds, oil, and flour as food products, provided they meet specified THC and CBD limits

Growth Drivers

Consumer Awareness **Sustainability** **Health Trends**

Challenges

Regulatory Complexity **Consumer Perception** **Market Accessibility**

Market Sizing

TAM
₹2.5 lakh crore

SAM
₹40,000 crore

SOM
₹150–250 crore

Direct Competitors – Hemp-First Startups

Brand	USP	Strengths	Threat Level
BOHECO	Medical + Research-backed CBD	Clinical trust, Ayurveda blend, early brand equity	High
India Hemp & Co	Fitness + Sustainability	Strong D2C + retail, Gen Z vibe, storytelling	High
Cannabliss	CBD as prescription therapy	Doctor-backed, therapeutic oils	High
The Hemp Chapter	Sleek, Insta-friendly formats	Sachets, bars, quick-commerce (Blinkit, Zepto)	Medium
Hemp Horizons	Clean-label + B2B supplier	Farmer tie-ups, good pricing, mass market	Medium
Ananta Hemp	Ayurvedic twist with hemp wellness	Fusion oils, powders, resonates with traditionalists	Medium

Indirect Competitors – Functional Wellness Brands

Brand	Format Innovation	Target Audience	Strength	Threat Level
Oziva	Plant powders, gummies	Women 25-40	Massive brand trust, stigma-free	High
Plix	Gummies, drinks	Gen Z + College crowd	₹99 pricing, influencer-led	High
Kapiva	Ayurveda nutrition	Urban health seekers	Juices, honey, teas	Medium
Wellbeing Nutri	Melts, sprays, tech formats	Millennials	Fast formats, premium online	Medium

Competitive Benchmark Matrix

Feature/Brand	HempVital (proposed)	HempVitae	ITSHEMP	IHO	BOHECO
CBD Products	✓	✗	✓	✓	✓
Hemp Nutrition	✓	✓	✓	✓	✓
Topicals	✓ (potential)	✓	✓	✗	✓
Pet Products	✗	✗	✓	✗	✗
Medical Backing	Aspirational	✗	✗	✓	✓✓
Brand Trust	To be built	✓	✓	✓✓	✓✓✓
Pricing Tier	Mid	Mid	Wide range	Mid-High	High

Market Gaps & Opportunities

Gap	Opportunity
Lack of Tier-2 & Tier-3 focus	Expand reach beyond metros
Low category awareness	Own the “Hemp 101” narrative
Underdeveloped product formats	Go beyond oils/powders
No lifestyle wellness brand	Build aspirational brand like “Ritual”

How HempVital can win

Strategy to Build It
Science-backed, FSSAI compliant, ethical sourcing, visible lab reports
Blogs, Reels, YouTube series, doctor-endorsed info pieces
Mix of D2C (Shopify), Amazon/Flipkart, health stores/pharmacies
Hemp + Ayurvedic herbs (Ashwagandha, Moringa, etc.)
Loyalty programs, expert sessions, monthly kits
Early focus on EU/US certifications (organic, vegan, non-GMO)

FUTURE POSITIONING

Lifestyle, Easy-to-Consume
“Hemp 101” hub, expert-led content,

THC-free, vegan, Ayurvedic-backed
Gummy SKUs, adaptogens, nootropics

Product range evolution and innovation

Category	Existing Focus	New Entry	Value Addition
Beauty-Within	None	LumaSip	Adds inner beauty vertical, highly D2C-shareable
Recovery/Sleep	Hemp oil, capsules	Nocturne	Reinforces nighttime rituals with intent-based formulation
Performance	Hemp protein powders	VitalEdge	Expands to men’s energy + longevity with trusted formats

Packaging

Old Format	New Format	Why
Protein jars/pouches	Single-serve sachets / RTD bottles	Portion control, gym-bag friendly, perfect for sampling + subscription
Capsule bottles	Flat, matte-finish blister packs	Premium, travel-friendly, no bottle-rattling noise
Oils in glass bottles	Dropper-based + roll-ons	Lifestyle-focused (sublinguals, nighttime rituals)
Multi-use powders	Stick-packs / functional strips	Easy to carry, dose, and understand — high repeat usage rate

Pricing

“Attainable Premium” — Luxury wellness that starts at ₹599, scales with outcomes, not just SKUs.

Product Tier	Purpose	Example Product	Price Range (₹)
Intro Tier	Trial, accessibility, first-time trust	GlowShots 7-Day, VitalEdge 7-pack	₹599 – ₹799
Core Tier	Habit loop, monthly-use pack, highest volume	LumaSip Drops (30-day), GlowShots (28-pack), VitalEdge (30 caps)	₹949 – ₹1,299
Elevated Tier	Value bundles, limited editions, collabs	LumaSip + Drops Duo, Skin + Gut Stack	₹1,499 – ₹1,899
Pro Tier	Subscription model, performance-focused kits	“Glow Protocol” 3-month kit, Vital Performance Kit	₹2,499 – ₹3,499

Product Name	Format	Core Ingredients	Strategic Role	Target Audience	Why It Works for HempVital
LumaSip	Edible ampoule / beauty shot	Hemp oil, Collagen, Hyaluronic Acid, Vitamin C	Bridges hemp nutrition with inner beauty; beauty-meets-wellness play	Women 25–40 focused on skincare, glow, and gut health	- Premium, aspirational name - Supports storytelling around “edible glow” - Creates a whole new vertical beyond protein — beauty-from-within
Nocturne	Sublingual night elixir	Broad-spectrum hemp, Chamomile, Ashwagandha	Deepens hemp oil line with a functional, outcome-based night use-case	Urban Millennials & Gen Z navigating stress, sleep issues	- Sophisticated, ritual-centric name - Owns the “rest and recovery” moment - High emotional + functional resonance
VitalEdge	Morning capsules + booster sachet	Hemp protein, B12, CoQ10, Ginseng	Adds a men’s performance stack to HempVital’s wellness lineup	Health-aware men 35–55 seeking clean, natural energy	- Masculine, clinical, and trustworthy name - Great for capsules and daily-use formats - Opens new demographic without diluting brand core

Premium

Plant-Powered Lifestyle

Functional Wellness

Easy-to-Consume


Distribution channel optimization

Instant discovery → Instant trials

- 72% impulse wellness buys (Zepto)
- Reorders 2.3x ↑ when consumed within 12 hrs


Tier	Channel	CAC	Trust	Revenue	Use Case
1	Blinkit/Zepto	LOW	MEDIUM	HIGH	Instant trials
2	1mg/HealthKart	LOW	HIGH	MEDIUM	Sleep, stress relief
3	D2C Website	MEDIUM	HIGH	HIGH	LTV & storytelling
4	Offline Retail	HIGH	VERY	HIGH	Visibility & recall
5	Corporate Gifting	LOW	HIGH	MEDIUM	Mass entry, no CAC

Packaging Element	Effect
QR Code for ‘Hemp 101’	Drives education without clutter on box
Color-coded by use-case	Sleep = blue, Glow = peach, Energy = yellow
“Open me” box liner notes	Surprise & delight moment = Instagrammable
Flat-pack refill formats	Reduces shipping, ups eco-appeal
Mirror-friendly design	Target skincare/grooming shelf visibility




From Burnout to Balance

Feeling mentally zapped? Restore mental clarity and emotional balance with HempVital.



Sleep. But Make It Stylish

Recharge the right way with HempVital's sleep solution for restful nights.



Redefining Fitness

Embrace a balanced approach to holistic wellness with HempVital.



1. First Touch via D2C				2. Expansion via Marketplaces			
Funnel Stage	Behavior	Trigger Tools	Outcome Goal	Funnel Stage	Behavior	Trust Nudges	Outcome Goal
Discovery	Instagram ad → Product page	Quiz funnel, Reels, Story Highlights	Curiosity & brand persona recall	Search	Types “stress oil” / “plant protein”	SEO-optimized listing + 4.5+ rating	Organic discoverability
Engagement	Scroll → Reads product USPs	“Science-backed” trust layer + 30-sec explainer	Reduce cognitive fog, increase dwell	Consideration	Compares 3-4 brands	Amazon’s “Featured” + badges	Instantly win shelf space
Consideration	Reviews check + price scan	Clinical trials, certification badges, social proof	Build trust from rational & emotional zones	Trust Check	Scrolls reviews	Smart sorting: Verified + Before/After	Reduce fear of buying “just another hemp product”
Action	First order placed (skincare or focus)	First-purchase bonus + Ritual Kit	Start habit loop, reduce buyer remorse	Purchase	Adds to cart + buys combo	Bundles, Coupons, “Amazon Choice” tag	Easy trial with low friction
Post-Purchase	Product delivered	Email/SMS with “How to use” + community invite	Reinforce behavior, drive repeat intent	Loyalty Spark	Gets product Instantly (quick commerce)	Inserts: “Try VitalEdge free on our website”	Pull back to D2C & deepen relationship
3. Habit Lock via Q-Commerce (Blinkit, Zepto)							
Funnel Stage	Behavior	Habit Triggers	Outcome Goal	<div><div>Build once, retarget many</div><div>Make rituals, not products</div><div>Channel-hop without identity loss</div><div>Capture mobile-first attention</div><div>Every sale = data flywheel</div><div>Use D2C data to push ads on Zepto, Amazon</div><div>Name bundles like “Midnight Reset Kit”</div><div>Keep same product names/benefits cross-channel</div><div>Optimize all copy for Gen Z scroll behavior</div><div>Use inserts to bring people back to site</div></div>			
Impulse	Late-night scroll → “Sleep Shot”	< ₹199 pricing, fast delivery badge	Reduce wait friction = trial				
Trial	Orders for the first time	Tasting pack with short-use cycle	Product-in-mouth within 2 hours				
Reorder	Likes effect → searches again	Reorder nudges + Instant repeat CTA	Behavior reinforcement				
Referral	Shows friend at party/work	“Get ₹50 off next order if you refer”	Organic spread				
Routine Loop	Adds to blinkit “Essentials”	Bundle logic + recurring reminder	Product becomes embedded lifestyle				

Industry Outlook

Competitive Analysis

Go-To-Market Strategy

Marketing Initiatives

Implementation Roadmap

Phase 1: Foundation & Trust-Building (Months 0–2)

Objective: Establish credibility, core partnerships, and key brand messages.

Key Actions

- Onboard 3–5 doctor ambassadors and 10–15 micro-influencers.
- Launch "CBD Is Safe & Legal" myth-busting campaign.
- Create "Hemp 101" content hub (blog, reels, PDFs).
- Set up analytics stack (GA4, Hotjar, UTM-based influencer tracking).

Resource Requirements

- ₹3–5L influencer budget (initial seeding).
- Content team (1 writer + 1 designer + 1 editor).
- Medical liaison (contractual or advisory).
- Legal/compliance consultant for verified claims.

3+

Doctor Endorsements
Published testimonials

50K

Total Reach
Across initial influencer content

<40%

Bounce Rate
On "Hemp 101" hub

20%

Sentiment Improvement
Reduction in legality/safety concerns

Phase 2: Ritualization & Adoption Push (Months 3–5)

Objective: Position HempVital as a *daily wellness companion* and collect first-hand consumer proof.



Launch "30-Day Lifestyle Trial" with influencers & users



Introduce limited-time Trial Packs (Sleep, Calm, Focus)



Host 2 co-branded webinars with doctors



Run targeted paid campaigns: "Make CBD a Habit" (Meta + Google)

Resource Requirements

- Trial kit SKUs + packaging (–₹1.5–2L dev budget).
- Performance marketer (in-house or agency).
- ₹6–10L for paid media.
- CX rep to manage UGC/community + feedback.

Success Metrics

- 500+ trial pack conversions.
- UGC: 50+ video testimonials.
- Avg. reorder rate ≥ 30%.
- ROAS ≥ 2.5x on paid media.
- Webinars: 100+ attendees each, 30% post-event engagement.

Phase 3: Scale & Ecosystem Positioning (Months 6–9)

Objective: Cement authority, drive word-of-mouth, and prepare for future SKUs or retail partnerships.

1

Expand doctor-influencer program (10+ active voices)

2

Introduce affiliate/loyalty program for influencers & customers

3

Distribute "CBD Impact Report" (data from Phase 2)

4

Partner with wellness brands/apps (Cure.fit, yoga studios)

Resource Requirements

- Affiliate tech stack (e.g., Refersion or custom Shopify plugin).
- ₹8–12L for scaling influencer/affiliate payouts.
- Analyst or agency to build impact report.
- Biz dev for partnerships.

Success Metrics

3

Major partnerships signed

1000+

Affiliate sign-ups

20%

Growth in organic traffic

MOODBOARD



**SAFE.
LEGAL.
EFFECTIVE.**

S CBD.
contains
ayvirdact


PLANT-BASED




PLANT-BASED



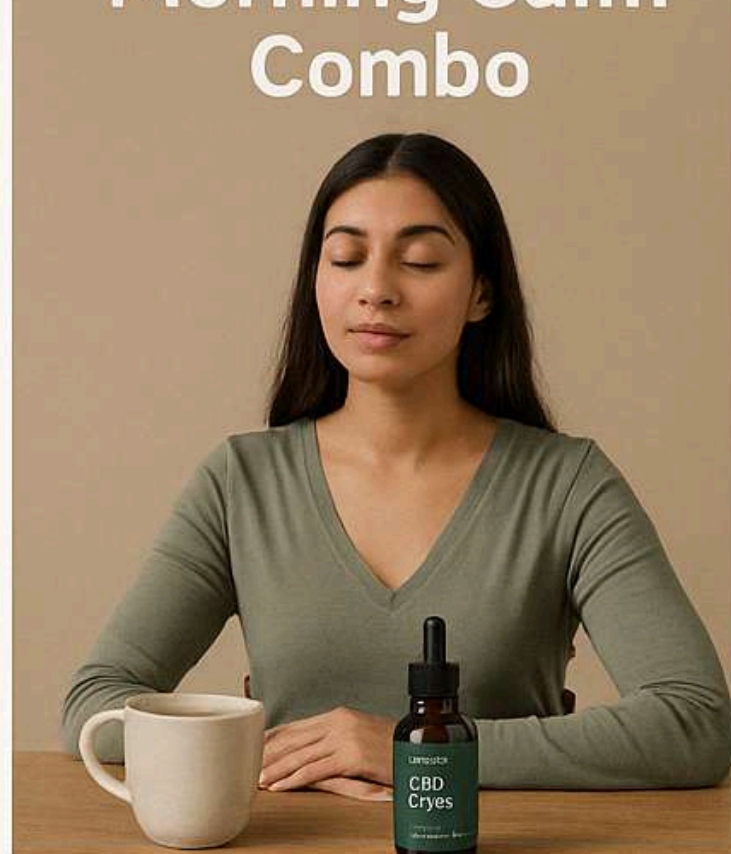
MYTH-BUSTING SKIT




What CBD REALLY Does




Morning Calm Combo



30-Day Calm Challenge





ANNEXURE

INFLUENCER PROFILES

Rujuta Diwekar

Instagram: @rujutadiwekar
Followers: 1.2M
Niche: Nutrition, fitness, healthy recipes, and lifestyle tips
Why HempVital? Advocates for traditional Indian food and emphasizes the importance of eating local and seasonal, aligning with HempVital's natural and holistic approach.
Past Collaborations: Known for promoting sustainable eating habits and has a strong following among health-conscious individuals.

Yasmin Karachiwala

Instagram: @yasminkarachiwala
Followers: 1.2M
Niche: Fitness, Pilates, and wellness
Why HempVital? As a pioneering fitness expert and one of India’s foremost Pilates instructors, her emphasis on core strength and flexibility aligns with HempVital's wellness goals.
Past Collaborations: Trained several top celebrities, including Deepika Padukone and Alia Bhatt, and has authored a book on Pilates.

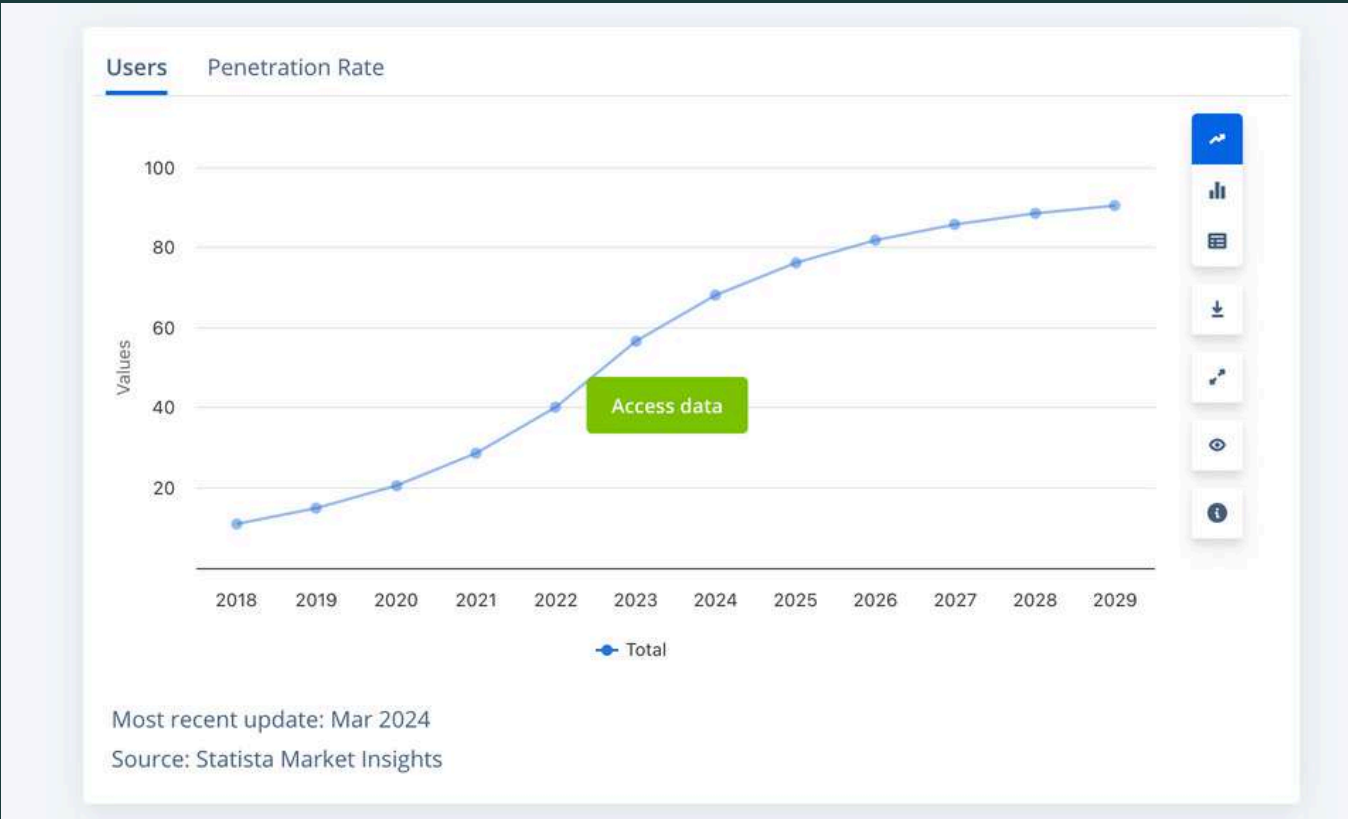
Dr. Neha Mehta

Instagram: @drnehamehta
Followers: 10M (combined across platforms)
Specialization: Psychology, mental health counseling, and sex education
Why HempVital? Actively promotes awareness around mental health issues, making her a valuable advocate for HempVital's stress-relief products.
Past Collaborations: Co-founder of My Fit Brain, an online mental wellness platform, and addresses rising cases of depression in India.

Dr. Tanaya Narendra

Instagram: @dr_cuterus
Followers: Not specified
Specialization: Sexual health education and public health advocacy
Why HempVital? Recognized for her contributions to public health and awareness, her platform can help demystify and destigmatize CBD usage.
Past Collaborations: Listed among the Top 100 Digital Stars by Forbes in both 2023 and 2024, and recognized as the Elle Wellness Expert in 2023.

ANNEXURE



CONSUMER SURVEYS ANDINTERVIEWS

ANNEXURE

Grand View Research on India's CBD Oil & Consumer Health Market: According to this analysis, the Indian CBD oil and consumer health market generated revenue of USD 47.8 million in 2024 and is expected to reach USD 571.8 million by 2030, growing at a CAGR of 51.3% from 2025 to 2030.

Credence Research on India's Industrial Hemp Market: This report indicates that India's industrial hemp market was valued at USD 229.93 million in 2023 and is projected to reach USD 1,602.62 million by 2032, with a CAGR of 24.1% during the forecast period.

Statista Market Forecast on CBD Products in India: This report forecasts that revenue in the CBD products market in India will reach approximately USD 372.03 million in 2025.

<https://www.businessinsider.in/business/news/gen-z-is-fueling-growth-for-zepto-with-impulse-buys-of-snacks-and-wellness-products/articleshow/104020550.cms><https://e4m.com/digital-news/inside-blinkits-content-first-marketing-strategy-that-boosts-d2c-trials-268238><https://brandequity.economictimes.indiatimes.com/news/marketing/what-makes-blinkits-advertising-a-d2c-hit/102939682><https://yourstory.com/2023/07/how-open-secret-building-snacking-brand-children><https://inc42.com/startups/how-slurrrp-farm-won-over-indian-moms/><https://thewholetruthfoods.com/blogs/truth-blog><https://www.financialexpress.com/business/oziva-kapiva-others-find-value-in-d2c-clinical-platforms-3071542/><https://entrackr.com/2022/12/healthkart-posts-rs-310-cr-revenue-in-fy22-losses-jump-5x/><https://www.forbesindia.com/article/startups/kapiva-oziva-cureveda-how-these-indian-health-food-brands-are-tapping-into-the-nations-wellness-wake-up/79335/1><https://www.livemint.com/industry/retail/premium-retailers-offer-platforms-to-d2c-brands-for-offline-presence-11654399750250.html><https://retail.economictimes.indiatimes.com/news/food-entertainment/grocery/d2c-brands-turn-to-premium-retail-stores-to-boost-visibility/94441690><https://plixlife.com/pages/how-it-works><https://brandequity.economictimes.indiatimes.com/news/digital/mcaffeine-leverages-reels-and-rituals-for-growth/93993089><https://www.vccircle.com/vegan-startup-blue-tribe-raises-funding-from-virat-kohli-ankita-raina>

<https://brandequity.economictimes.indiatimes.com/news/digital/mcaffeine-leverages-reels-and-rituals-for-growth/93993089><https://www.vccircle.com/vegan-startup-blue-tribe-raises-funding-from-virat-kohli-ankita-raina><https://www.financialexpress.com/business/diwali-2023-gift-boxes-d2c-brands-go-all-out-in-corporate-gifting-season-3273835/><https://hr.economictimes.indiatimes.com/news/workplace-4-0/what-d2c-brands-like-yogabar-sleepyowl-and-whats-up-wellness-are-doing-in-the-corporate-space/104783278><https://entrackr.com/2022/10/social-commerce-platforms-struggle-to-scale-but-d2c-brands-continue-to-bet-on-them/><https://www.myntra.com/studio><https://inc42.com/startups/why-social-commerce-platforms-are-struggling-but-d2c-brands-still-love-them/><https://inc42.com/features/decoding-the-d2c-matrix-how-indias-top-brands-build-repeat-love/><https://www.strategy-business.com/article/The-Five-Types-of-E-commerce-Customers>

THANKYOU