

# Amrutam - Health is Beauty



## Company Description

Amrutam is an Ayurvedic lifestyle brand and wellness community that offers a range of products infused with raw herbs to address the root cause of health and beauty issues. Moto: Health is Beauty.

## Investment rationale

- The large and growing Ayurvedic market, coupled with the current consumer interest in wellness.
- Amrutam's focus on quality, family heritage, and potential for expansion.

## Indicators of Progress, Success, and Traction

- A growing community of over 100k people
- Delivers across India and 40+ countries
- Annual Sales: FY 19-20 - INR 70 lakh, FY 20-21 - INR 2.6 Crore , FY 21-22- INR 3.1 Crore

<b>Website</b>	<a href="https://amrutam.co.in/">https://amrutam.co.in/</a>
<b>Headquarters</b>	Chitragupt Ganj, Nai Sadak, Lashkar, Gwalior, Madhya Pradesh, India
<b>CEO/Founders</b>	Mr. Ashok and Mrs Chandrakanta Gupta
<b>Founded</b>	2006, went online in 2017
<b>Focus Area(s)</b>	Skincare, Haircare, Health
<b>Sector(s)</b>	Healthcare
<b>Disclosed funding</b>	0
<b>Funding stage</b>	NA
<b>Investors</b>	Family-owned
<b>Social media handles</b>	Instagram: <a href="https://www.instagram.com/amrutamofficial/">https://www.instagram.com/amrutamofficial/</a> X: <a href="https://twitter.com/amrutamofficial">https://twitter.com/amrutamofficial</a>



## Solution Features

Addressing the growing consumer demand for authentic and high-quality Ayurvedic products.

Amrutam offers a range of Ayurvedic lifestyle products emphasizing quality, family heritage, and organic ingredients, aiming to promote a healthy and fulfilling life.

## Consumer/Customer/User

**Consumer profile:** Amrutam targets tech-savvy, health-conscious consumers seeking a traditional Ayurvedic approach to wellness through organic products.

**User Experience:** Amrutam offers a convenient way to incorporate traditional Ayurveda into your daily routine. Their organic ingredients and focus on quality aim to support your overall well-being journey.

## Business Model and Relevant Metrics

### Business Model and Pricing:

Direct-to-Consumer (D2C) e-commerce. Products are less expensive as compared to their premium competitors. Company has a dual of structure of manufacturing and production company. Manufacturing unit is in profit while Production unit is EBITDA negative.

### Relevant Metrics:

Ayurvedic Market size: \$6.50 Billion in 2020  
Projection for 2028: \$21.12 Billion, growing at a CAGR of 15.63% from 2021 to 2028.  
As on March, 2023:  
Amrutam's Revenue: \$279k  
Profit: \$40.4k  
Average Selling Price: INR 700  
SKUs: 133  
Marketing cost ~ 35%

**Roadmap:** Highlight important points of company's roadmap which cites its relevant upcoming priorities.

## Founders and Senior Leadership

Name or Title	Relevant Background
Ashok Gupta, Chandrakanta Gupta	Co-Founders
Stuti Gupta	Principal: Brand & Vision
Agnim Gupta	Principal: Tech & Growth

## Partnership Details and Proposal

### Previous Partnership Experience:

Appeared on Shark Tank India but was unable to secure a deal. Asked for a valuation of INR 25 Cr

## Potential and Risks

**Risks:** Uncertain Differentiation, Company operates in-between premium and cheap products. Key risk of high Marketing costs.  
Mitigating these Risks: Sharpen Differentiation, Develop a Strong Marketing Plan, Increase Transparency.

## Company History

The roots date back to 2006, when Mr. Gupta's mother's paralysis was healed by ayurveda. Afterwards, he committed himself to learning and promoting Ayurveda. With years of rich experience and deep knowledge, Amrutam brings cheaper, proven to work Ayurveda lifestyle products and has an expanding portfolio. In 2017, Mr. Gupta's son and daughter joined him after a major setback in business. From then on, the company went online and explored a lot prospects of growth(including doctor's consultation) with extensive marketing.

## Overall Analysis and Summary

Amrutam operates in a booming Ayurvedic market with a family heritage focus, but needs a stronger marketing strategy and vigorous expansion to capture the untapped market.

[Amrutam - Company Profile - Tracxn](#)

[Amrutam on shark tank india a story of passion and perseverance \(digitrix.com\)](#)

[Ayurvedic Market Size, Share, Trends, Scope, Opportunities & Forecast \(verifiedmarketresearch.com\)](#)

[Amrutam | An Ayurvedic Lifestyle Brand and a wellness community](#)

## Competitive Landscape



## How is the company different from its competitors?

- Focus on Family Heritage
- Doctor Consultation on website
- Quality and Sourcing: high-quality, organic ingredients sourced responsibly. Certified by PETA, US FDA and Ministry of AYUSH.
- Product Innovation : Focus on specific Ayurvedic niches not already saturated by competitors.