

# **“HempVital Health’s Ready To Thrive, Watch How It Rise”**

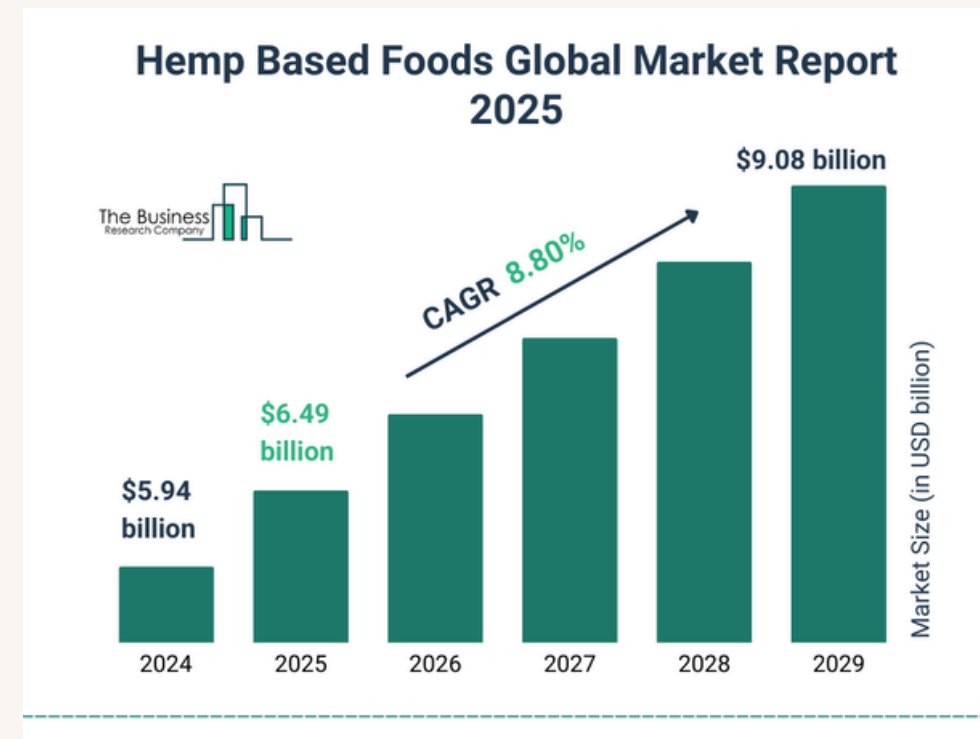
**Presented By-  
Suhani Kaur Saluja**



# “Hemp’s Growth, Market’s New Hope?”

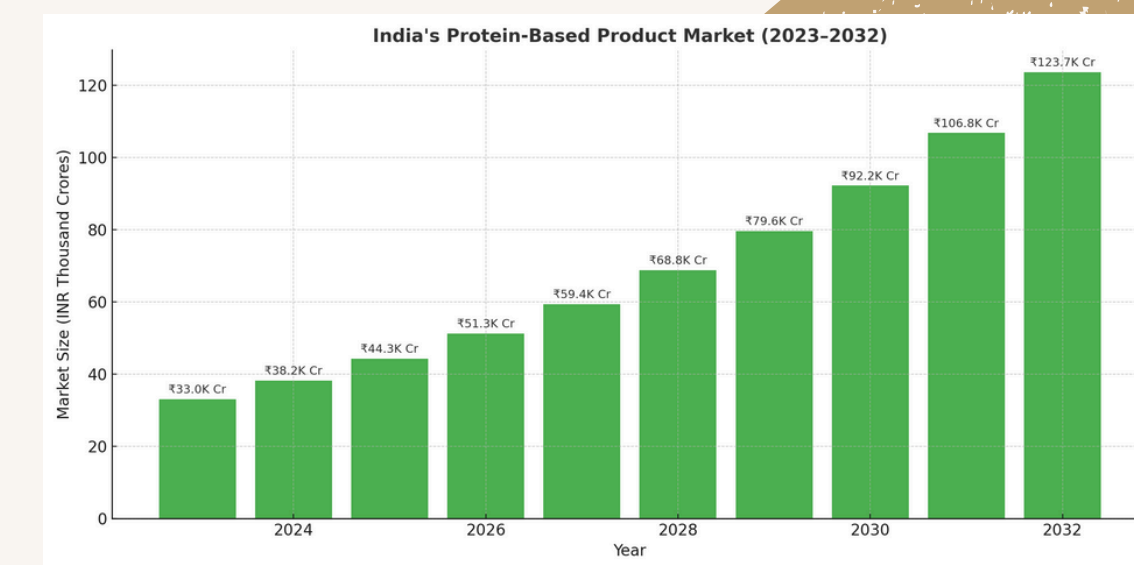
“Not hyping hemp, just the help it lends ,marketing it smartly is our secret weapon.”

Legal to Grow, Still a Social No	Hemp has < 0.3% THC thus legally safe. States like UP, UK have started licensed hemp cultivation but it's still confused with drugs like marijuana , causing fear due to lack of awareness, not science.
Heard the Hype, Yet couldn't be in limelight	Even after Shark Tank & government approvals, people still relate it to being “high” but not the ‘high’ on protein, omega-3&6 or fibre which hemp actually offers.
Tried to Sell using Pills and Charts	100+ Indian startups tried selling hemp oils, supplements & Ayurvedic medicines but failed to build a product line as in India we buy what feels nice.
Gen Z’s Keen, But Millennial’s are Mean	Gen Z’s are open to trying hemp. Millennials and older buyers are still skeptical. So we’re launching one hero to bring hemp to the mainstream.
Say what sells , HempVitals smartly gauges audience’s interest	HempVital’s telling a story — about better nutrition, better taste, and a new era of guilt-free wellness, because in India “No story? No glory! That’s how India shops.”



The India animal feed plant based protein isolates market generated a revenue of USD 131.7 million in 2024 and is expected to reach USD 210.0 million by 2030.

71% of young urban Indians are open to plant-based nutrition, but hesitant about hemp. Nearly 1 in 2 millennials are unsure about hemp’s legality in India.



# Hemp on the Rise: India's Green Surprise

## If It Tastes Like Mud, It Won't Be Loved

**Challenge:** Let's be honest — most hemp powders in India taste bad. They're gritty, bitter, or earthy. One bad sip, and the customer never returns.

**Solution:** Using cold-milled hemp, adding natural blends like cocoa, chocolate & plant-based smoother like lecithin, making you actually want to sip it. Using safe flavours initially to gain customer trust.

63% of Indian consumers associate hemp powders with bitterness or earthy taste.

## Too Niche for the Masses? Expensive Too?

**Challenge:** Plant-based protein is still niche gym-trend. That limits market size & ₹1800 for this “new” thing when whey is ₹1300 is risky.

**Solution:** Positioning it as daily protein for everyone. Not just for bodybuilders — but for real, everyday strength and start with trial-size packs at ₹49–₹99, with discounts on first full-size purchases.



## We're not Selling Hemp, We're Selling it's benefits:

Instead of leading with the “hemp” story (which still carries hesitation), enter through the high-demand protein market ; solving the protein deficiency problem that affects 80% of Indians by endorsing advantages of using hemp over regular protein .



## Competitors Talk Science. We Build Stories:

Others educate like a textbook; we inspire like a movement. Hemp Vital talks in outcomes—better gut, better skin, better sleep—not cannabinoids and seed oil percentages.



## Why make Protein the hero product?

By launching a clean, digestible, everyday protein, we get into homes and gyms fast. Once trust is built here, it's easier to market other wellness SKUs.



## Long term goal is :

To build a modern wellness brand rooted in age-old Indian wisdom and to achieve that , protein is the new step .





# Direct & Indirect Competitors



Indian Hemp Co  
Lifestyle wellness +  
skincare, Low visibility  
weak D2C reach

BOHECO  
Ayurvedic formulations  
(FSSAI + AYUSH)  
Pain oils, drops  
Very niche audience

Plix  
Vegan protein &  
superfoods, Cool,  
flavoured, plant-based  
Could steal hemp's  
audience appeal

MuscleBlaze  
Whey/plant protein  
Hardcore fitness, Indian youth  
Competes in protein/fitness  
segment

# How Hemp Health Vitals click ?



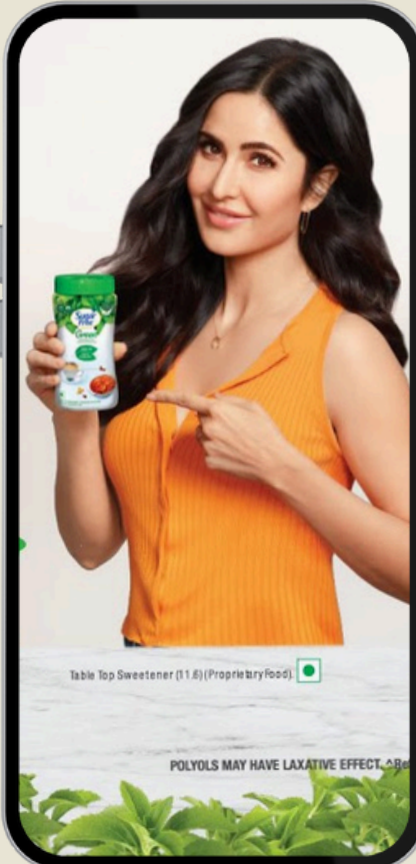
Where others lead with oils and Ayurveda, HempVital leads with flavor, function, and fitness—bringing hemp into the daily lives of people; building trust in brand then diving into other categories.



While others offer plant protein from common sources like soy, HempVital elevates the game with hemp—nature's complete protein packed with omega-3, fiber, and gut-friendly benefits, all in one scoop.

# “Blend It Right, Brand It Bright: The Hemp Health Strategy”

## From SugarFree's Win to Hemp's Next Spin!

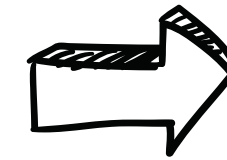


When Sugar Free hit the shelves, it was boxed into “diabetic use” and clouded by health myths. But with smart rebranding, lifestyle positioning, and Katrina Kaif’s trusted face, it flipped the script — from medical to mainstream.

Hemp Health Vitals is pulling the same move.

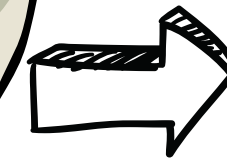
We’re taking hemp from taboo to trend, with strong storytelling, daily usability, and bold flavor-first positioning — making it as normal as your morning protein fix.

If Sugar Free found its place in the kitchen, we’re aiming for the gym bag and the breakfast blender.



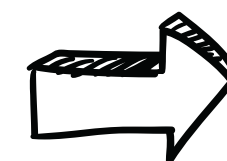
## From Hype To Habit

Focus on what people feel first — flavour, smoothness, and convenience. We perfect the taste so users come for enjoyment, and stay for the nutrition. Hemp becomes the better whey .



## Brand Clearly

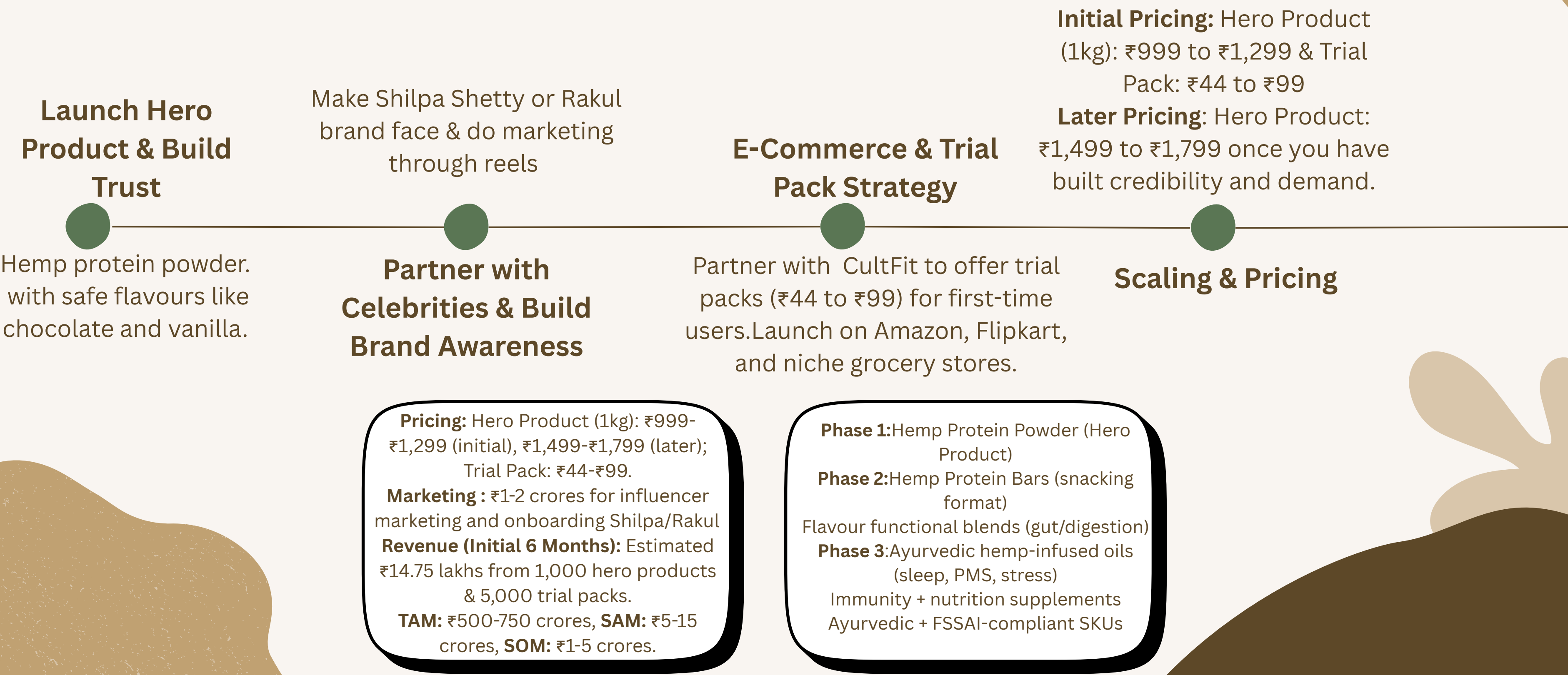
Don’t mislead the customers , Sell it as hemp but like; “Hemp-plant natural protein with more protein, fiber, and omega” , the benefits hemp gives rather than positioning it as hemp (still considered a taboo)  
Sell the story .Make people try it . Highlight the benefits .



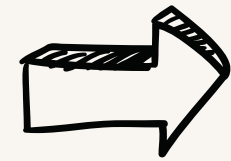
## Famous Face Creates Customer Base

A fitness-forward face like Shilpa Shetty or Rakul Preet will spark curiosity. We’ll use the celeb not just for ads, but for honest endorsements, lifestyle integration, and recipe tie-ups — building not just fame, but faith in the brand. This will create FOMO in the youth who idolise these fitness icons and will get them to try our products . Also do micro influencing via nutritionist , doctors , gym trainers to build trust.

# Roadmap to Sales

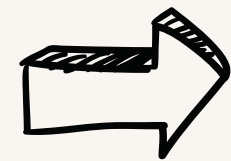


# Appendix



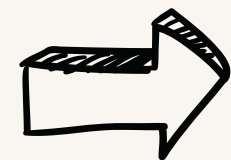
## **Graph on Hemp Industry Growth**

Source: The Business Research Company



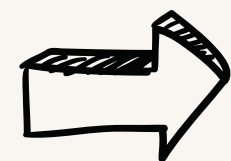
## **Global Plant-Based Protein Market Trends**

Source: Grand View Research



## **Hemp-Based Food Industry in India**

Source: HIMP (Hemp India Mission Platform)



## **Articles on Hemp**

TOI , The Trost, ItsHemp , Shark Tank