

DT Assignment – TASK 2

Company Profiling & Probiotics Classification

Company Analysed: Himalaya Wellness Company

Website: <https://www.himalayawellness.in>

PART 1 – Probiotics Identification Framework

In order to assess the sincerity of a firm in probiotics, an organized system is needed. The following structure transforms the objective of the client into observable signs on the websites that may aid in the regular classification.

1. Probiotics Presidential Product Presence:

What to look for: Clearly listed probiotic products, probiotic ingredients or formulations on either product or portfolio pages.

Why it matters: In case the probiotics are the center of the business, they are to be introduced as specific, not as secondary products.

2. Scientific / R&D Orientation:

What to look for: References to probiotic strains, CFU, clinical trials, microbiome, or specific R&D.

Why it matters: Probiotics must be scientifically proven; serious companies typically put emphasis on research and formulation information.

3. Regulatory & Quality Signals

What to look for: The certifications like GMO, ISO, FSSAI, or pharma-grade quality standards of the probiotic products.

Why it matters: Live microorganisms are very critical in quality and stability of probiotics.

4. Application Areas

What to look for: Categories explicitly e.g. gut health, digestive health, immunity, women health or pediatric health.

Why it matters: Good application fields reflect commercial motive and area specialization.

5. Commercial Intent

What to look for: The active selling of probiotics as products or a casual inclusion in blogs or educational materials.

Why it matters: This aids in the distinction between core focus of business and peripheral references in marketing.

PART 2 – Company Profiling: Himalaya Wellness Company

A. Strong Evidence What Clearly Fits.

Himalaya Wellness Company specializes in herbal and Ayurvedic medical products. The site focuses on the use of plant-based formulations, traditional medicine and the use of herbal extracts in its product range. The theme of digestive wellness is recurrent, and the company positions itself very well within the context of wellness and preventive health care.

B. What Is Weak or Indirect:

Though the site speaks about gut health and digestive wellness, nothing is evident to state that probiotics may be one of the fundamental product lines. The terms related to probiotics, information on strain level, or CFU numbers do not get a central position on product pages. Any mention of gut health can be seen to be backed up predominantly with the help of herbal components instead of probiotic formulations.

C. What Does Not Exist / Cannot Be Decided:

The site lacks apparent demonstration of probiotic production, probiotic-specific research and development, probiotic-specific clinical trials and regulatory certifications specifically associated with probiotic preparations. The presence of probiotic strains, live cultures, or microbiome-centered research is not mentioned.

Final Classification: Probiotics-adjacent

The firm is in the wellness and digestive health sector and is not showing direct or robust interest in probiotics as core products according to the information that is publicly available on the websites.

PART 3 – Proposed Scraper Logic for Probiotics Classification

A. Pages to Target

A scraper should prioritise the following pages:

- Homepage
- Products / Portfolio
- Research or Science pages
- Applications or Health Categories
- Certifications or Quality pages
- Blogs or Publications

B. Signals to Extract

Key signals to extract include:

- Keywords such as “probiotics”, “CFU”, “Lactobacillus”, “Bifidobacterium”, “live cultures”
- Mentions of strain-level details
- Clinical studies or research references
- Regulatory certifications relevant to probiotic products
- Product formats like capsules, sachets, or functional foods

C. Scoring & Classification Logic

Example scoring logic:

- Probiotics as core product: +3
- Strain-level or CFU mention: +2
- R&D or clinical validation: +2
- Only wellness or marketing-level mention: +1
- No supporting evidence: -2

It is possible to classify the final one according to cumulative scores on the basis of thresholds.