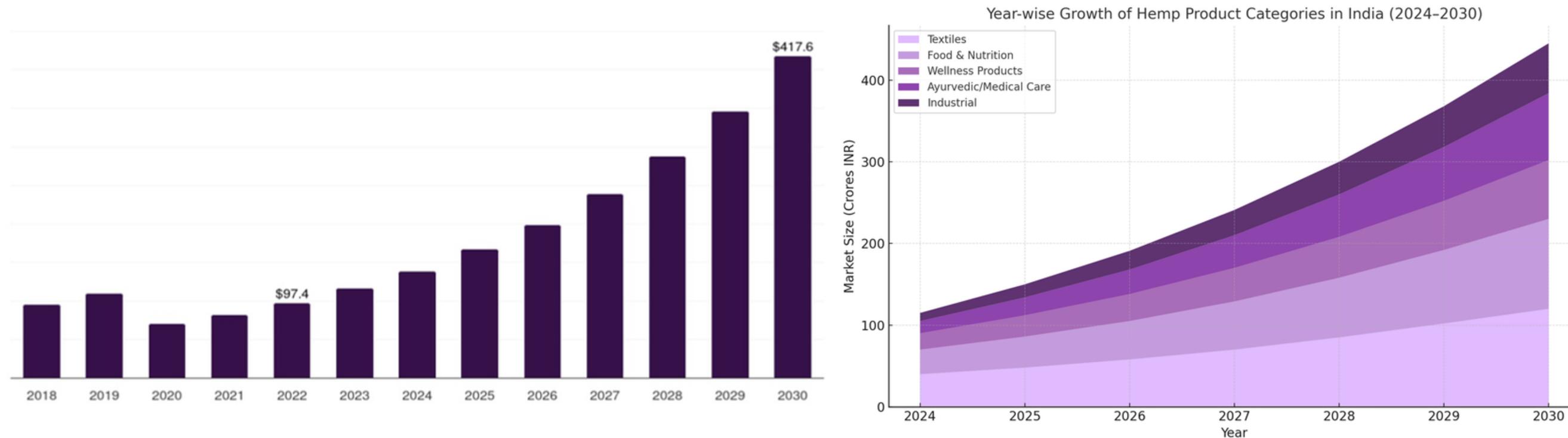




YOUNG LEADERS CASE COMPETITION (MASTER'S UNION): CRAFTING A GROWTH STRATEGY FOR HEMPVITAL HEALTH

TEAM : CASE MATES
PARTICIPANTS:
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Indian Industrial Hemp Market, 2018-2030 (US\$M)



In 2022, the Indian industrial hemp market was valued at approximately USD 97.3 million. It's projected to reach USD 417.6 million by 2030, reflecting a compound annual growth rate (CAGR) of 20% from 2023 to 2030.

The Indian hemp-based food and nutrition sector is projected to grow at a CAGR of 20–25% over the next 5–7 years

Consumer Attitude



Low awareness



Limited trust in brands



Willing to try



Curious but cautious

Regulatory Landscape



- Hemp seeds/oil/flour are FSSAI-approved as food.
- No THC (or below 0.3%) – ensuring it has no psychoactive effects.



MINISTRY OF
AYUSH

- Hemp leaves are approved in Ayurvedic formulations
- Requires approval from state AYUSH authorities
- Requires GMP-certified manufacturing



- Bans cultivation of cannabis for narcotic purposes.
- Allows hemp cultivation for industrial or horticultural use
- State-Level Cultivation Rules



Competitor's Matrix



Direct Competitors

Direct Competitors	Indirect Competitors
India Hemp Organics	BOHECO
Health Horizons	Himalayan Hemp
Hemptyful	Satliva
India Hemp and Co.	HempinIndia

Market Gap

Market Gap

Seen as niche or taboo

Low awareness

No B2B ingredient supply

Ayurvedic advantage underplayed

Limited physical store presence

Opportunity

As mainstream wellness brand

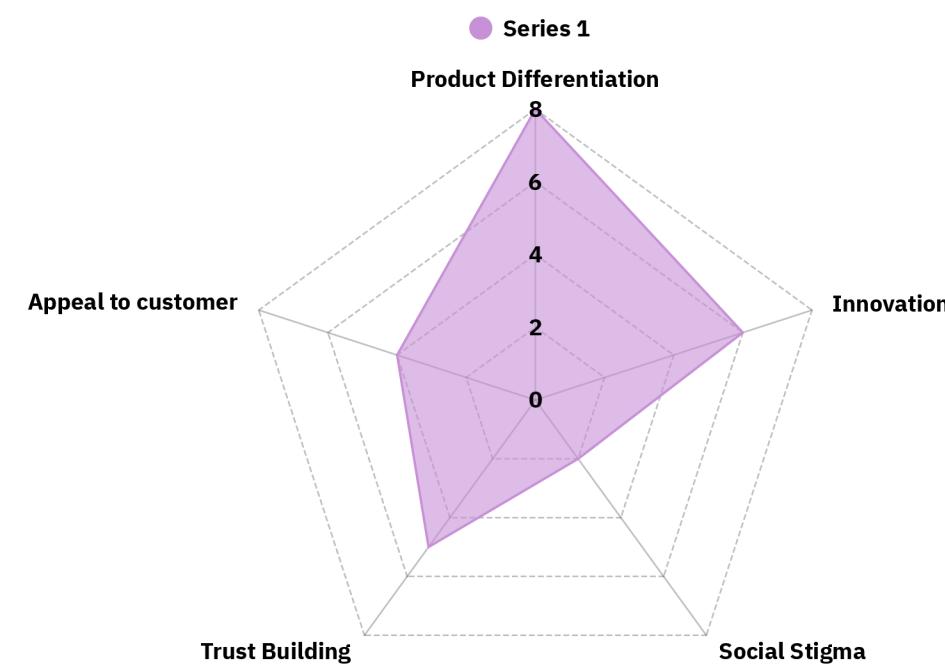
Run edutainment + influencer collabs

Offer white-label proteins/oils to other brands

Own "Vijaya-backed wellness"

Target pharmacy & health food chains

Key Trends



Competitive Edge

Rapid Market Growth

Growth from USD 229.93 million in 2023 to USD 1,602.62 million by 2032, at a CAGR of 24.1%

Rising Demand for Plant-Based Proteins

Growth at approximately 9% CAGR between 2024 and 2029

Expanding Nutritional Supplements Market

Expected to reach USD 68.43 billion by 2030, growing at a CAGR of 8.1% from 2025 to 2030

CBD Market Potential

Increasing awareness and acceptance of CBD's therapeutic benefits.

Nutritional Superiority

Rich in essential amino acids, omega-3 fatty acids, vitamins, and minerals.

Strength:
High Product Quality
Scientifically Backed Paper
Legal Compliance

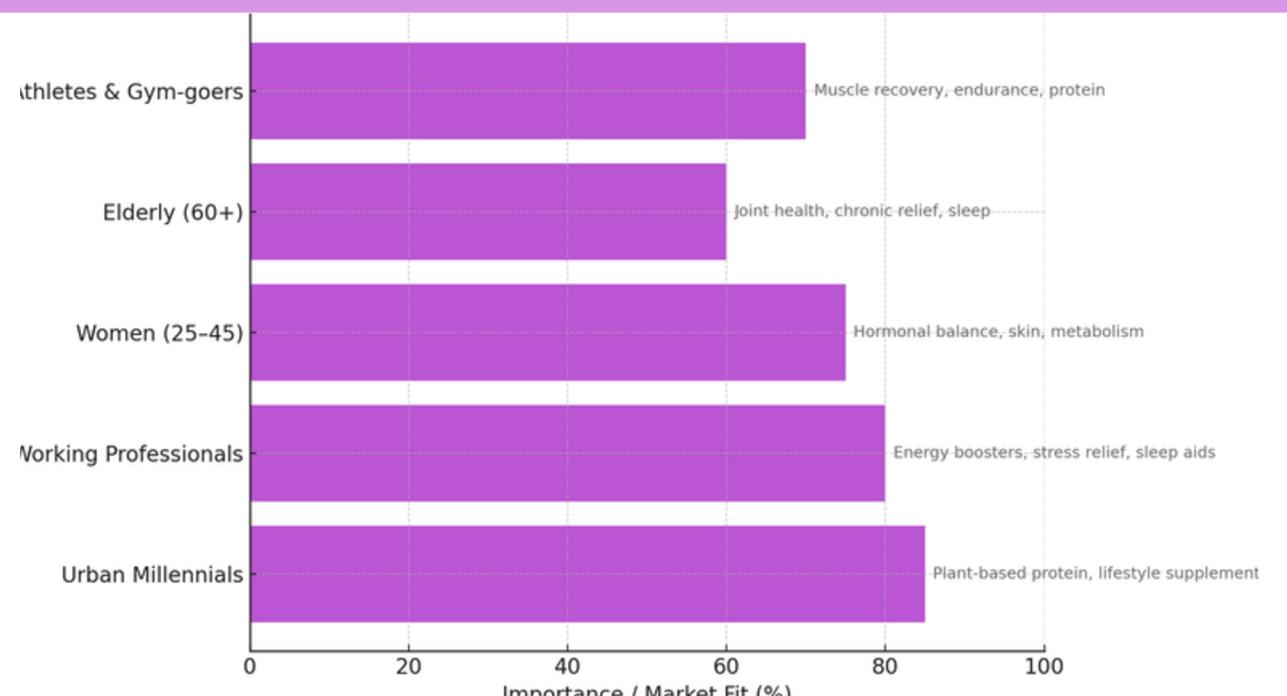
Opportunities:
Strategic Collaborations
Product Diversification
Educational Marketing

Weakness:
Niche Branding
Limit Distribution Channels
Public Misconception

Threats:
Regulatory Risk
Rising Competition
Pricing pressure

SWOT

Target Customer Segments



Promotion and messaging frameworks

"Trial to Trust" Packs (First-Time User Program)

- Mini-sized versions - ₹399–₹499 range
- bookle "Why Hemp? Why Now?"
- "First taste, long-term trust."

"Mix & Match Packs"

- build their own 3- or 5-product bundles
- flat 20% off on combos
- "DIY your hemp health plan."

"Goal-Based Wellness Kits"

- Offer different kits like, active recovery, glow inside out, focus and flow
- "Support your lifestyle, not just symptoms."
- 21-Day Habit Packs
- 30-Day Reset Kits
- Add WhatsApp reminders or inbox tips to build habit
- "Make wellness a routine, not a resolution."

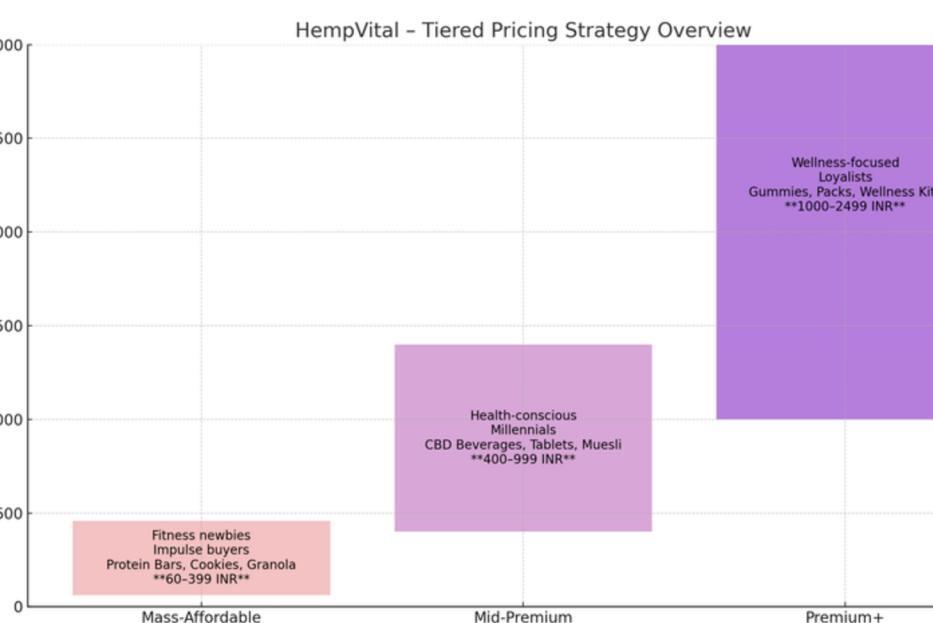
"Routine Plans"

- BY DISTRIBUTION CHANNEL
 - 2021
 - 2031
 - Online/Direct-to-Consumer
 - Convenience stores
 - Others
- Online/Direct-to-Consumer sub-segment has accounted for highest market share in 2021

Product range evolution and innovation



Pricing Strategy



Hemp Cookies	50g (per unit)	₹60
CBD Cold Brew	200ml bottle	₹150
CBD Gummies	150g (30 pcs)	₹875

Distribution Channel Optimisation

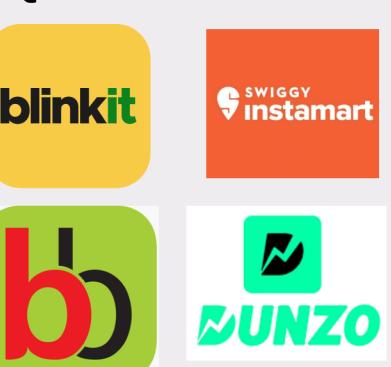
Offline Stores



D2C E-commerce



Quick Commerce



E-commerce Marketplaces



Content Campaigns

Reels, blog posts, 21-day routines

Paid Advertising

Instagram + Google Ads targeting wellness keywords

Offline Sampling

at events, cafes, wellness stores

Influencer Collabs

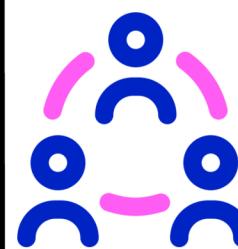
Send kits to fitness/yoga/skincare creators with promo codes



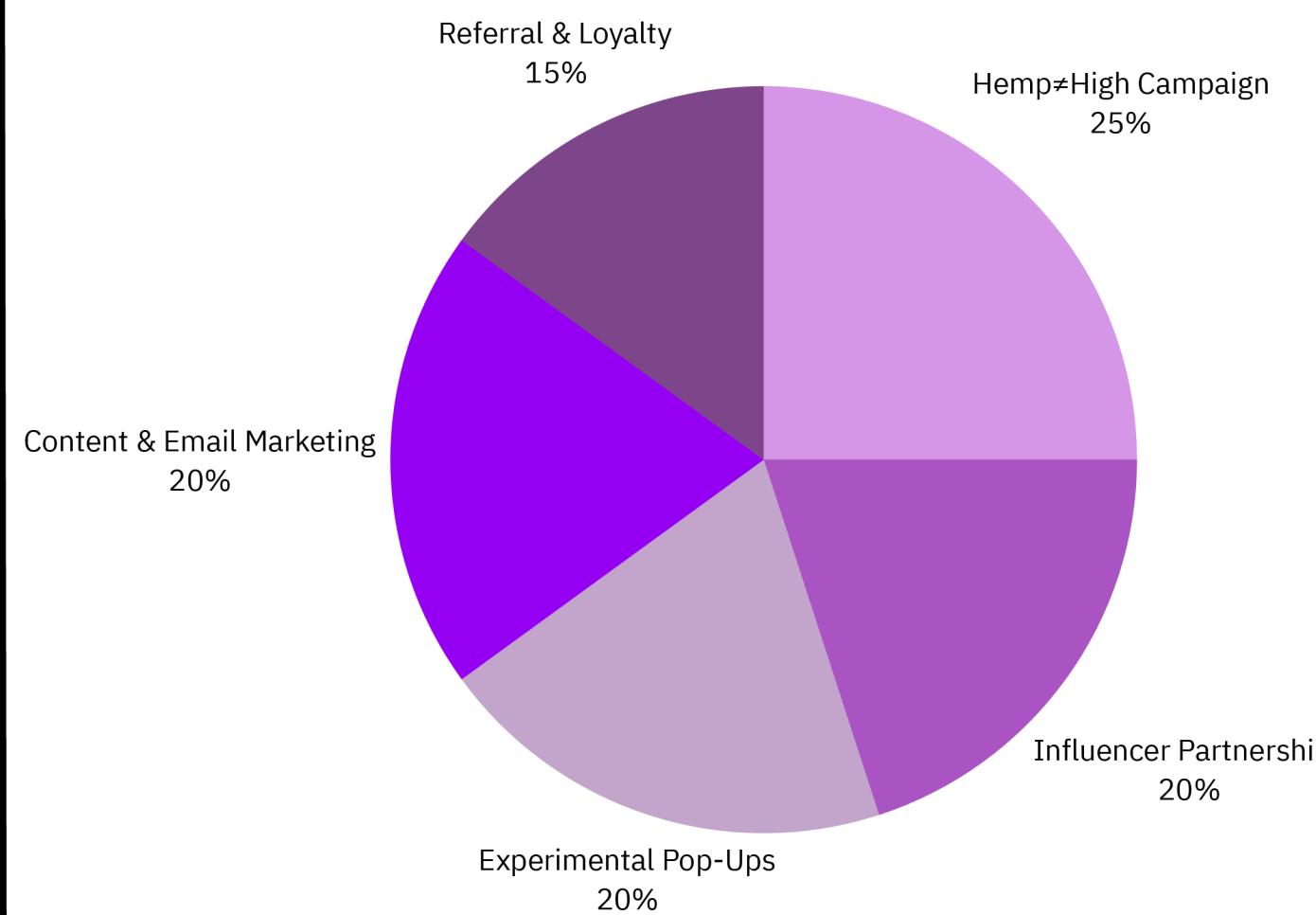
To educate consumers, reduce stigma and awareness, trust and drive

Aim

Collaboration and influencer partnerships needed like fitness coaches, wellness bloggers and plant based chefs



Launch Referral & Loyalty program and define points for referral, repeat purchases, review



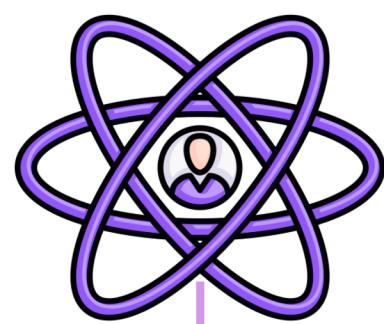
Visual Infographics across social media platform and influencer Q&A sessions, interviews and podcast needed for Hemp Campaign



Turning Stigma Into Strength : One Initiative at a time

Analysis to Stigma

Stigma/ Challenge	Initiative to address it	Expected Impact
1) People think hemp=marijuana	“Hemp ≠ high” Education Campaign	Clear difference between them reduced fear and hesitation
2) Hemp product are viewed as alternative	Influencer partnerships with fitness & wellness experts	Social proof from trusted figures normalizes hemp
3) Lack of awareness of health benefits of hemp	Wellness blog & email series	Educated audience higher purchase intent from buyers
4) Media Spreads misinformation about hemp's society	Expert led webinars and interactive AMA sessions	Real-time myth-busting by professional Brand credibility increases
5) Parents & older customers hesitant about CBD/hemp	Targeted Educational content for different demographic	Tailored messaging reduces age-specific stigma Increases cross-age trust



Foundation & Awareness - Q2 (April - June 2025)

Q2 (April - June 2025)

- Launch “Hemp ≠ High” Teaser campaign and initiate brand by refreshing packaging, website.
- Begin product R&D and conduct consumer surveys.
- Finalize 2-3 influencer partnerships and lock in pop-up event partners & retail pilots.



Market Entry & Activation - Q3 (July - Sept 2025)

Q3 (July - Sept 2025)

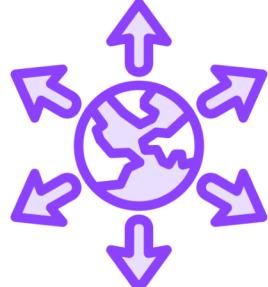
- Launch New Product SKUs - Begin with SEO/blog series & email drip.
- First phase of performance ads (Google, Meta) - Pop-ups gyms fests begins.
- Monitor sales data & customer feedback - Expand to 5+ more offline wellness points



Retention & Scale Up - Q4 (Oct - Dec 2024)

Q4 (Oct - Dec 2024)

- Launch loyalty & referral program - customer feedback surveys.
- Co-branded content with fitness partners - Optimize ad campaigns based on ROI.
- Prepare investor/stakeholder performance updates.



Mainstream Expansion - Q1 (Jan - Mar 2026)

Q1 (Jan - Mar 2026)

- Launch in 2-3 retail chains (pilot) - Announce new product line (snacks/skincare).
- Second wave influencer push + product bundles pricing & packaging adjustments.
- Present results to stakeholders.

PHASE 1

PHASE 2

PHASE 3

PHASE 4

**THANK
YOU**

