



KBiR

आयुर्वेदा | वैलनेस | हेल्थकेयर

शुरू करें अपना

आयुर्वेदिक व्यवसाय

कबीर वैलनेस के साथ



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शुरू करें अपना आयुर्वेदिक व्यवसाय कबीर वैलनेस के साथ

- 🌿 इंडिया में आयुर्वेद का व्यवसाय 51,500 करोड़ (2021) से बढ़कर 1,53,600 करोड़ (2027) का होगा
- 🌿 आयुर्वेद बाजार 2022 से 2027 तक 19.78% कम्पाउंड एनुअल ग्रोथ रेट (CAGR) से बढ़ेगा
- 🌿 आयुर्वेद पुरानी सभी बीमारियों के ईलाज और स्वस्थ जीवन शैली बिताने का हजारों वर्ष पुराना सर्वोत्तम तरीका है।
- 🌿 रोग प्रतिरोधक, लीवर टॉनिक दवा केवल आयुर्वेदिक हैं।
- 🌿 आयुर्वेद व्यक्तिगत केन्द्रित दवा प्रणाली है।

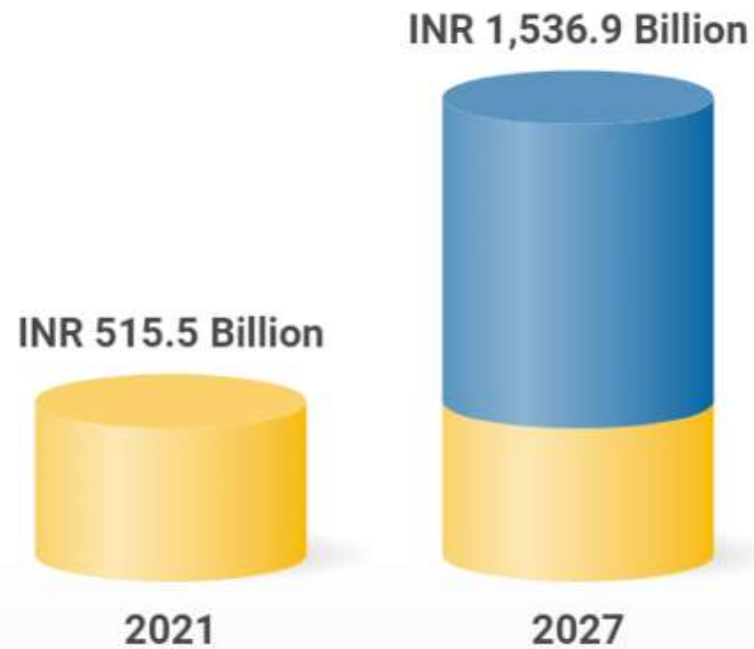
Ayurveda Market & Growth



AYURVEDA | WELLNESS | HEALTH CARE

Indian Ayurvedic Products Market

Market forecast to grow at a CAGR of 20.0%



<https://www.researchandmarkets.com/reports/5577911>

RESEARCH AND MARKETS
THE WORLD'S LARGEST MARKET RESEARCH STORE

Govt is with Ayurveda



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**Only 300 of 65,000 Covid-19 patients using
Ayurveda needed Hospitalisation**



"Only 300 of around 65,000 Covid-19 patients using
Ayurveda needed hospitalisation and none of them
died due to the pandemic"

Courtesy - Ayush Ministry





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Govt is with Ayurveda

- No New 50+ Bed Hospitals without Ayurveda Division
- BAMS Allowed for 36 Surgery
- Ayurveda is under Health Card Scheme
- Made in India Initiative for Herbal & Ayurvedic Products
- Focus on BYNS and Natural Products





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Why Ayurveda

- Ayurveda analyses & cures diseases after understanding an individual's body type
- Based on RCD (Root Cause Diagnosis)
- Increasing popularity of natural and organic medicines
- Awareness on the side-effects of western medicines
- The distribution network of ayurvedic products have improved significantly
- The government of India is also promoting the usage of ayurvedic products
- Sudden outbreak of the COVID-19 pandemic has catalysed the demand for numerous ayurvedic products with naturally-sourced ingredients for boosting immunity and lowering the risk of coronavirus infection.



Line of Treatment (LoT)



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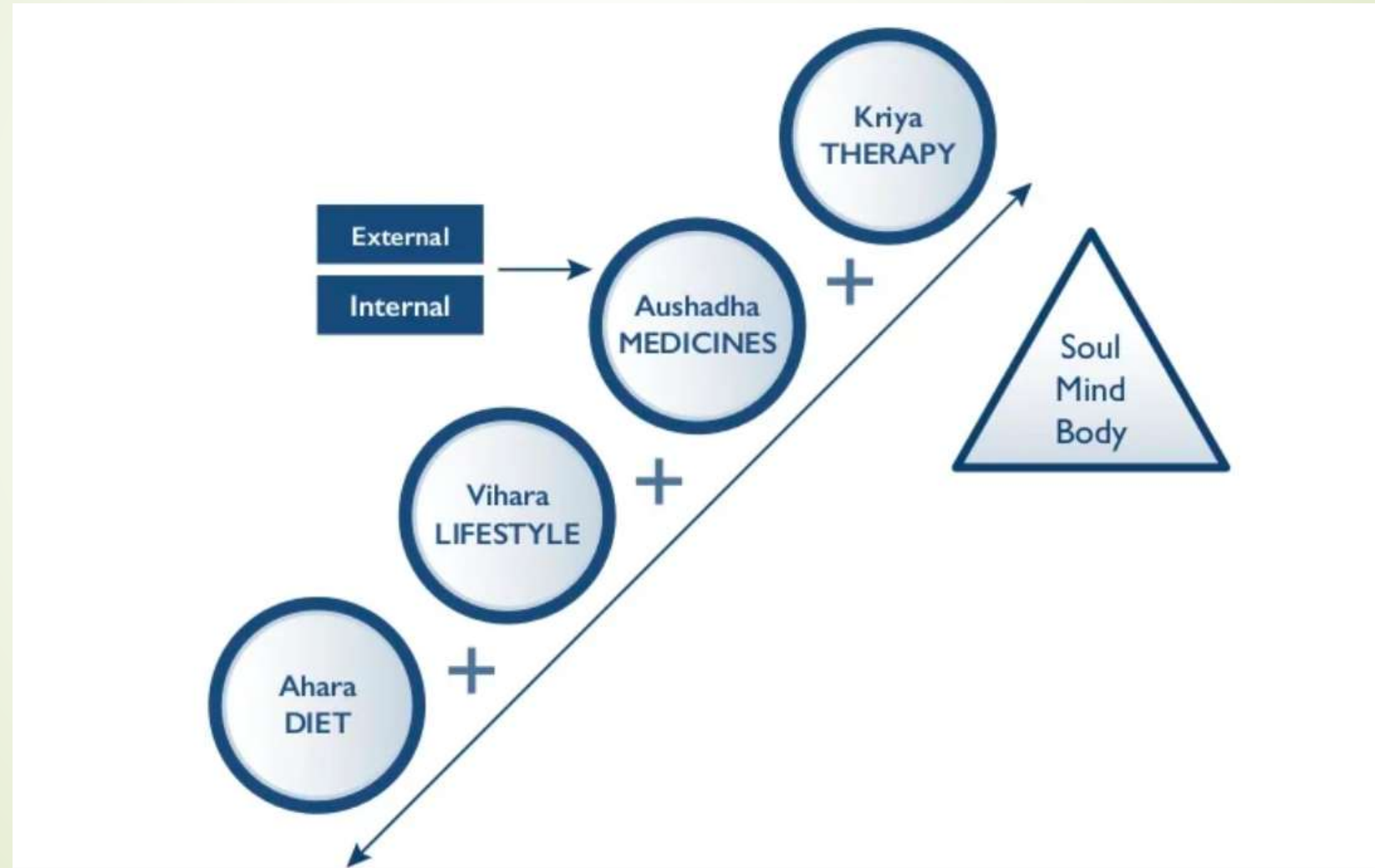
Ayurveda as “Ayurveda Chikitsa” focuses on root-cause diagnosis and management

Always includes personalised diet & lifestyle

Line of Treatment (LoT)



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Ayurveda vs Allopathy



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Ayurveda can be the treatment of choice for non-emergency medical care		
Disease Stage	AYURVEDA	ALLOPATHY
Preacute (Preventative & Curative)	✓	
Acute (Alleviative, Preventative & Curative)	✓	✓
Emergency (Management)		✓
Post-acute (Preventative, Curative & Promotive)	✓	

Strengths

- Root cause diagnosis and management for effective secondary and tertiary prevention of serious and widely prevalent diseases
- Worldwide recognition as a source for complementary medicine
- Smaller product development time (3-4 years) as compared to conventional Pharma drugs (10-15 years)
- Strong manufacturing base

- Ayurveda coupled with medical and experiential tourism (potential for 1 billion tourists annually)
- Increased scope for innovation and change in approach for AYUSH therapies (leveraging mobile, internet and Telemedicine)
- Strong thrust on promotion by the Government
- Global consumer trend towards herbal, organic, natural, and wholesome health solutions.
- Geriatric care

Opportunities

Weaknesses

- Lack of globally accepted standards
- Not fully integrated with mainstream market
- Product quality variation

- Rising brand recognition of alternate medicine systems like Chinese, Latin and South American etc.
- Competition from Sri Lanka to claim right to Ayurveda heritage

Threats



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SWOT

Competitors Overview



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AYURVEDA SECTOR: KEY STAKEHOLDERS



Products

VICCO LABORATORIES

ZANDU Ayurveda Products

Dhanwanthari

Charak

emami

Hamdard

Dabur

Himalaya SINCE 1989

Baidyanath ALLI AYURVED

PATANJALI Products for Movement



Hospitals/Clinics/ Wellbeing Centres

AyurVAID: HOSPITALS

JIVA AYURVEDA

AUB Since 1988

Dhatri ayurcare

Kairali Ayurvedic Group

Kottakkal

medanta

AVP

Apollo



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Leading Firms in Ayurveda

- Patanjali Ayurveda Limited
- Dabur India Ltd.
- The Himalaya Drug Company
- Vicco Laboratories.
- Charak Pharma Pvt. Ltd.
- Hamdard Laboratories
- Forest Essentials.
- Emami Ltd.
- Shree Baidyanath Ayurved Bhawan Pvt. Ltd.
- Kerala Ayurveda Ltd.
- Amrutanjan Healthcare Limited

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आयुर्वेदिक औषधालय



रोग निदान की एक प्रभावशाली एवं हानिरहित पद्धति !

निम्नलिखित रोगों के जड़ों की पहचान एवं चिकित्सा :



स्वतवाप



मद्युमेह



माइग्रेन



अस्थमा



जोड़ों का दर्द



पुरुषों के रोग



प्रतिरोधक शक्ति



मुर्दा एवं जिगर



बवासीर



हार्मोनल असंतुलन



चिंता और तनाव



एलर्जी



पत्थरी



महिलाओं के रोग





वजन घटाना/बढ़ाना



पावन समस्याएँ



अनिद्रा

वात, पित्त, कफ  तो लाईफ 

SOME OF OUR HEALTH KITS



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OUR PRODUCTS



वात, पित्त, कफ OK तो लाईफ OK

WHY US



AYURVEDA | WELLNESS | HEALTH CARE

30+

**Current Running
Franchise Stores
in INDIA**

200+

**Ayurvedic
Product Range**

50+

**Patented
Ayurvedic
Medicines**

NEW FRANCHISEE REQUIREMENTS

Location : Visibility, Access, Carpet Area (1500-1800 Sq. Ft)

Investment : 5 - 7 Lac | Company GST | PAN | Current Bank Account

Best Opportunity for Existing & New Medicinal Stores | Small Shop Owners
New KBiR Stores | Exclusive KBiR Stores | Distributors | Retailers | Wholesellers

वात, पित्त, कफ OK तो लाईफ OK



FRANCHISE PLAN

City Type	Investment Required	Area Required	Doctor Availability	Franchise Support
Type A Metro NCR	12 Lacs	1500-2000 Sq.Ft	6 Days / 8Hrs Daily	Marketing Tools Social Media Support Camps/Marketing Location Verification Store Branding Welcome Kit Agreement Store Certificate
Type B District Main Cities	8 Lacs	1200-1500 Sq.Ft	6 Days / 8Hrs Daily	Marketing Tools Location Verification Store Branding Welcome Kit Agreement Store Certificate
Type C Sub-Districts Small Towns	6 Lacs	800-1000 Sq.Ft	Once in15 Days	Location Verification Store Branding Welcome Kit Agreement Store Certificate
Type D Tehsils Villages	2 Lacs	600-800 Sq.Ft	Once in15 Days	Location Verification Agreement Store Certificate

OFFERINGS FOR FRANCHISE

Full time **Nadi Vaid** at Zero Cost | Billing **Software** for Sale & Stock Management | **Designing** Support for Promotional & **Marketing** Material | **Digital** Presence on Youtube, Facebook, Instagram & Whatsapp | **FREE** Product Sampling | Franchise **Welcome Kit** | **100% Return** of all Expired Products | **Break-even** target of 6-8 Months | **In-House** Marketing, Branding & Franchise Support Teams | **Detailed SOP's** for Hassle Free Operations | **Support** for Location, Store Layout & Health Camps

वात, पित्त, कफ **OK** तो लाईफ **OK**



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KBiR Advantage

- On a regional level, the market has been classified into North India, East India, West and Central India, and South India, where North India currently dominates the market.
- Most big Brands have 2-3 leading items, KBiR has 8-10 Flagship Products
- Close Market with Company Exclusive Associates Stores/Aushdhalya
- High Margins compare to competitors (15-25%)
- Superior Product Quality & Product Range
- Strong Franchisee Support Team
- Marketing, Designing and IT support

आपके शहर में कबीर औषधालय का पता

Rohtak

Kishanpura
92158-48444

Karnal

41 Sector 14, Near
Uttam Hospital | 0184-4050500

Gurugram

DLF-Phase-3
77039-49274

Gurugram

Sector-57
76395-50001

New Delhi

Punjabi Bagh
98113-81109

Panchkula

SCO-11, Peer Muchalla
(Sec-21 Barrier) 8059 555 444

Yamunanagar

1814, Civil Lines, Jagadhari
79883-00375

Pundri

Uphar Cinema Market
94682-48389

Sirsa

44, Bishnoi Market
97280-26669

Nilokheri

Kissan Basti
98961-35514

Nohar

Sindhi Chowk
94145-03107

Bhuna

Near Nehru Park
83980-76280

Ratia

On Tohana Road
81998-00920

Tohana

Main Bazaar
94162-42436

Adampur

Main Bazar Mandi
70154-82169

Maham

Opp. Gautam Hospital
94664-26728

Jhakal

Jhakal
70154-11898

Sardulgarh

On Mansa Road
94652-02612

Mansa (PB)

Near Civil Hospital
94171-69583

Store Video



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ROI, Break Even & Investment Return

ROI Calculations						
	Investments			3 years returns		
	Stock	500000				
	Store	300000				
	Working Capital	200000				
		1000000		2500000	150	ROI %

Break Even						
	Expenses			Sale in 3 Months		
	Staff Salary	30000		Camp Sale by Compnay Vaid	120000	
	Rent	25000		Daily OPD Sale in month	100000	
	Marketing	5000			220000	
	Misc	10000				
		70000		Margin @ 36	79200	Break even in 3 Months

Investment Return						
	Investments			Savings	Monthly	
	Stock	500000		Year 1	50000	12 600000
	Store	300000		Year 2	75000	6 450000
	Working Capital	200000				
		1000000				1050000
						Total Investment Returned in 1.5 Years.
						Monthly Income of 70,000 to 1 Lac after that



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For any details & queries visit & order

www.kbirwellness.com

Call : +91 81999-03102 (Mr. Karan Palia, Franchise Manager) | Mail : info@kbirwellness.com



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Thanks