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Kapiva

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Kapiva is a ayurvedic company , Ayurveda is a oldest form of science which focuses on healing our body. It is also known as mother of healing.

kapiva founded by Ameve Sharma and Shrey badhani in 2016 . Headquarter is in Mumbai .

Kapiva is recognized as " India's 1st modern ayurvedic nutrition brand" that offers food-based innovations to help build healthier lifestyles for the Indians. With the rich legacy of Baidyanath , Kapiva acquired the knowledge and the authority to amalgamate traditional Ayurveda with the modern forms of nutrition.

Kapiva is derived from the three doshas in the Ayurvedic universe – Kapha , Pitta, Vata , which when balanced in a body, bring overall wellness. As mentioned earlier, the brand is established on the belief that Ayurveda is a holistic approach to wellness and not just a curative science.

Malaika arora backs kapiva . the Bollywood actress will be joining as a strategic investor , brand ambassador , and wellness mentor at the kapiva academy of Ayurveda .

The Ayurveda-inspired nutrition brand brings a range of organic fruits, vegetables, and other food products to improve the lifestyle of the present generation. The company also brings diversified solutions including daily wellness, men's health, weight loss, digestion, diabetes, skincare, blood pressure, strength, destress and memory boosting, artho care, kidney stone, and more. In addition, Kapiva never fails to innovate its products to bring this traditional ayurvedic wisdom to consumers in modern, easy-to-use formats, along with delivering them with good nutritional value.

Kapiva invests in R&D and innovates on sourcing better ingredients, convenient product formats, and consumer-friendly packaging, to deliver more value to the consumer. The company has developed a top-of-the-line and robust R&D setup in-house, while working with top food technology experts of the country, such as the former heads of R&D at companies like Britannia and HUL, to build best-in-class products ranges. Kapiva remains focused on innovating on more accessible nutrition, under the realm of Ayurveda. The purity and quality in the sourcing of ingredients have been given center stage.

Kapiva: Target Market Size

Ayurveda is a ₹30,000-crore industry in India. As per 2020's estimates, Kapiva is expected to cross ₹300 crores in revenue by 2025 and capture a significant part of this market. Kapiva's market largely revolves around the Indian subcontinent, with a wide reach. Indians are believers in the power of Ayurveda and the modern Indian consumer is looking for a more accessible and convenient format of Ayurveda to consume its benefits. Kapiva has witnessed expansion abroad and is currently operating in the US, planning to expand to Canada and the European markets in the coming months.

Today, Kapiva has a portfolio of 50+ products and is present across the top online marketplaces (Amazon, Flipkart, Big Basket, PharmEasy, to name a few) as well as its own website (direct-to-consumer business model). The products are also available in 6000+ General Trade and Modern Trade outlets in the top cities of India.

Kapiva: Growth

Pre-COVID, the ayurvedic market typically witnessed 15-20% growth annually. Contrary to this, in the last quarter, many companies, large and small, witnessed growth between 50-90%. The adoption of Ayurveda as holistic, natural



healthcare will have a positive impact on the market. Not just in India, the developing economic conditions of various nations are elevating the demand for Ayurvedic products globally. Ayurveda was considered a pharmaceutical approach earlier and was only used as a solution to specific problems. However, Ayurveda is actually about proactive, holistic health, and consumers are embracing it as such, now.

People around the world today, are focusing more on herbal products and leveraging herbal remedies to enhance their mental and physical health and wellbeing. The global Ayurvedic market was valued at Rs 300 billion in 2018 and is estimated to reach Rs 710.87 billion by 2024, as per Global Newswire. All of these are directly helping Kapiva to scale greater heights.

The company has grown to be a Rs 50 crore brand in just 3 years. Yes, Kapiva has witnessed a growth of Rs 0 - Rs 50 crore in revenue in less than 3 years. Some other growth highlights of Kapiva are as follows:

Kapiva currently boasts of having over 6,000 general trade outlets across 12 Indian cities and has been looking to expand it to 10,000+ outlets.

It has witnessed around 10x growth in the span of the last 30 months

It has launched 50+ products in 5 categories in 2020.

Kapiva: Future Plans

Kapiva has grown from 0 to 50 crores in less than 3 years. It has scaled rapidly with over 3x increase in monthly revenue from March 2019 to March 2020. The company is expected to close FY21 with revenue run-rate of Rs 70 Crores per annum. Given the strong growth trajectory, Kapiva is all set for profitability within the next 2 years. Since launch, Kapiva has served more than a million consumers and is seeing good traction in, both, Indian and international markets.

The future plans for Kapiva are as follows:

- 1) Innovation through new product development. Kapiva's range of immunity products is expected to expand soon, followed by products such as ayurvedic breakfast and ayurvedic effervescent drinks, which will cater to customers' taste preferences, while being healthy.
- 2) Expanding the distribution network offline and scaling up the direct-to-consumer channel. Kapiva is currently present in 6,000+ general trade outlets across 12 cities. This is set to expand 10,000+ outlets and cover more cities by the end of this financial year. The direct-to-consumer channel has had a great growth story too – it grew about 20x in revenue in less than a year. It is expected that this strategic channel will grow another 5x this year.
- 3) Building their brand communication to share their story of modern ayurvedic nutrition. They are focussing on digital channels at the moment, since their customer base is largely present here.



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