

HempVital

This presentation explores how HempVital leverages hemp to create innovative wellness products that cater to modern consumer needs and preferences.



AGENDA

Understanding the market

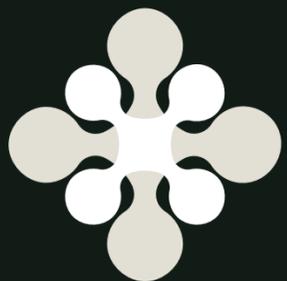
Competitive Landscape

Marketing Initiative

Go-To-Market Strategy

Implementation Roadmap

Annexure



UNDERSTANDING THE MARKET. SHAPING THE FUTURE.



The **Hemp industry** is rapidly growing, driven by rising consumer awareness and demand for sustainable products. This evolution is reshaping market dynamics and opening new opportunities for businesses in various sectors.



OPPORTUNITIES

- India's wellness market is evolving, creating space for premium, science-backed hemp-based health solutions.



CHALLENGES

- Consumers still associate hemp with marijuana, causing hesitation despite its wellness potential.
- Regulatory uncertainty around hemp products creates confusion among retailers and consumers alike.
- Lack of large-scale, credible education campaigns limits understanding of hemp's health benefits.



STRATEGIC FOCUS

- **Educate & Build Credibility** - Use experts to promote hemp's health, wellness, and sustainability benefits.
- **Product Innovation** - Add hemp supplements, personal care, and eco-friendly packaging.
- **Marketing Expansion** - Boost omnichannel reach with data-led, educational campaigns.

Knowledge Void

"What even is hemp protein?"

- Nutritional value (omega-3s, plant protein) is not well known.
- No simple use-case education on packaging or ads.

Attitude Not Formed

"I've heard of it, but don't believe in it."

- Lack of ad repetition or consistent brand exposure.
- No emotional hook or positive recall built over time.

Perception Block

"It's the same as marijuana."

- Most consumers confuse hemp with cannabis or weed.
- Legal status is unclear in the public eye.

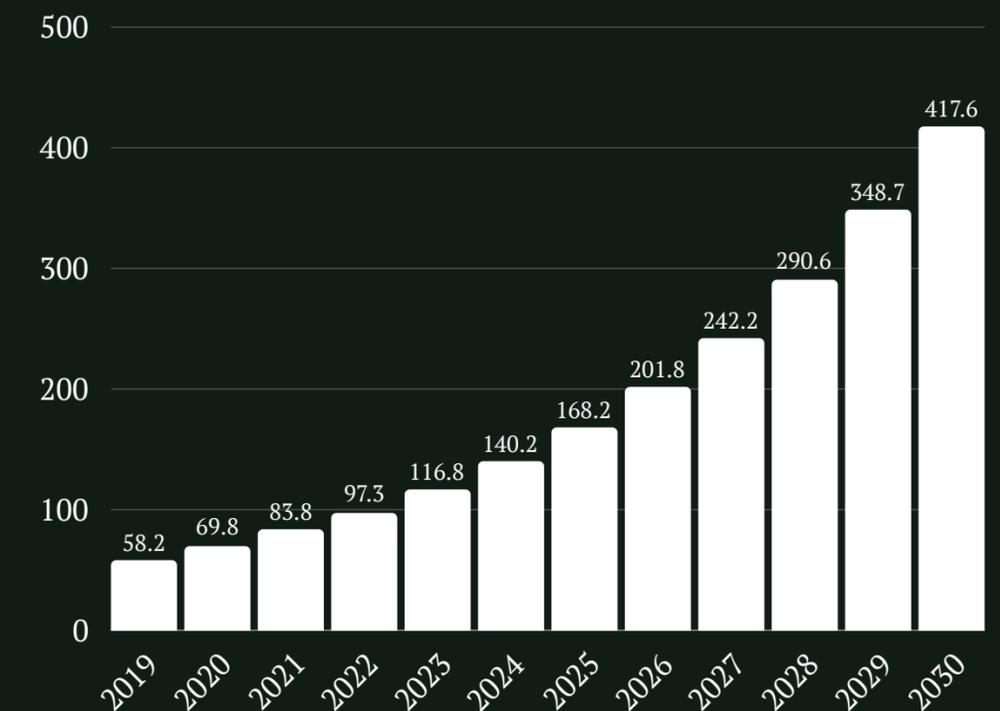
Lack of Trust

"No doctors or experts use this."

- No credible endorsements or clinical associations visible.
- Feels like a trend, not a validated wellness product.

THE INDIAN HEMP WELLNESS MARKET IS PROJECTED TO REACH USD 417.6 MILLION BY 2030, GROWING AT A CAGR OF 20%.

Rising Demand for Hemp: India's Market Forecast (USD Millions)



Competitive Landscape Insights



Direct Competitors

- Boheco Life: Premium, Ayurveda-focused hemp health brand.
- Hemp Horizons: Affordable, accessible hemp nutrition for all.
- India Hemp Organics: Organic hemp, holistic wellness products.



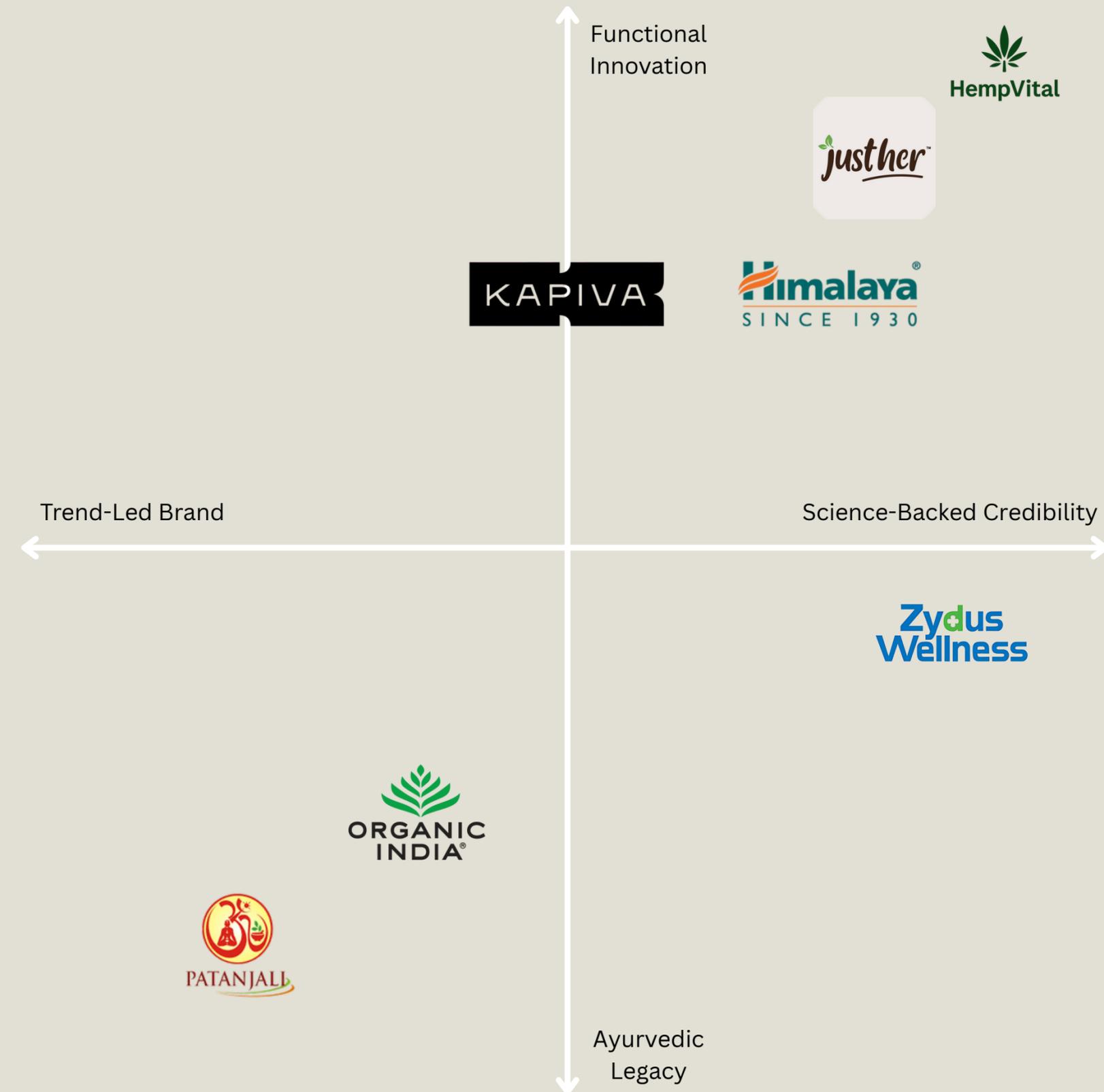
Indirect Competitors

- Oziva, MyProtein: Plant protein brands, fitness-first audience.
- YogaBar, Whole Truth: Clean-label snack brands for natural food consumers



Our edge

- Research-driven portfolio across fitness, wellness, nutrition.
- Eco-packaging, CSR initiatives build trust and sustainability.



Marketing Initiatives



Overcoming Stigma

Launch "**Know Your Hemp**" educational series with videos, blogs, and influencer explainers. Create interactive "**Hemp MythBusters**" content through quizzes, reels, and workshops to dispel misconceptions.



Building Awareness

Partner with **fitness trainers, nutritionists, and wellness influencers**. Secure doctor-backed endorsements and nutritionist certifications to establish **credibility and trust**.



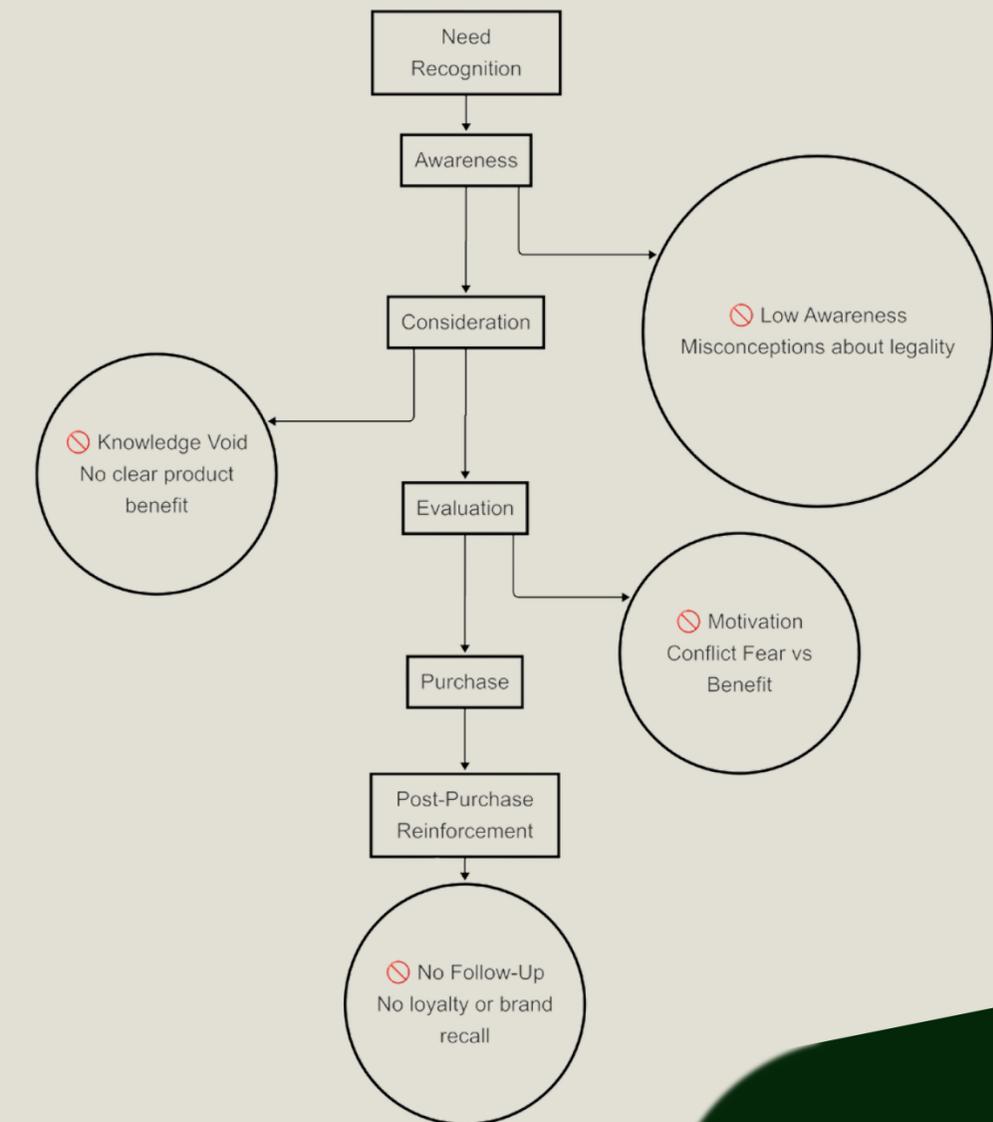
Driving Adoption

Implement sampling campaigns at gyms, yoga studios, and health expos. Collaborate with ayurvedic retreats and wellness centers to reach targeted audiences.



Community Building

Launch "HempVital Circle" membership program offering loyal customers exclusive content, discounts, and early access to new products. Curate a panel of micro-influencers from fitness, sustainability, and wellness sectors.



GO-TO-MARKET STRATEGY — FULL FUNNEL APPROACH

Target Segments



- Urban Health Enthusiasts - Consumers in Tier-1 cities actively seeking clean-label, plant-based nutrition to support fitness and holistic well-being.
- Wellness-Conscious Millennials - Digitally native consumers aged 25–40, spending on mental wellness, preventive care, and sustainable nutrition.
- Eco-Aware Consumers - Individuals who prioritize low-carbon footprint products and support regenerative agriculture and ethical sourcing.

Pricing Strategy



- ₹99–₹149: Entry-Level Snack Bars - Affordable, trial-friendly SKUs aimed at encouraging first-time purchases and mass accessibility.
- ₹500–₹800: Core Wellness Range - Daily-use supplements, oils, and personal care products positioned as mid-tier for regular users.
- ₹1500+: Premium Bundles & Signature Oils - Subscription boxes, premium oils, or curated kits with expert curation, targeted at high-LTV customers.

Distribution Channels



- D2C Website (Shopify/Custom) - Own-brand e-commerce platform for complete control over storytelling, bundling, customer engagement, and subscriptions.
- E-commerce Platforms (Amazon, HealthKart) - Quick access to high-intent health shoppers, leveraging platform trust and scale.
- Organic/Natural Retail Chains & Export Market - Placement in FabIndia, Organic India, Nature's Basket, and export to wellness-forward markets (Middle East, EU).

Product Evolution



- Adaptogen Functional Blends - Infuse products combining hemp with ingredients like ashwagandha, turmeric, etc. for stress reduction and cognitive boost.
- Kids' Wellness Range - Child-safe hemp-based nutrition in formats like gummies or drink powders focused on immunity, growth, and digestion.
- High-Protein Smoothie Mixes - Ready-to-blend or RTD smoothie options combining hemp protein with superfoods, targeting fitness and busy lifestyles.

Promotion



- Influencer-Led Awareness - Partner with health experts to showcase real use and bust myths.
- “MythBuster” Campaign - Science-based content to debunk cannabis misconceptions.
- Expert Endorsements - Leverage doctors and nutritionists to boost credibility.
- Community & UGC Growth - Encourage user reviews, results sharing, and challenges.

Implementation Roadmap - Build. Scale. Lead

Key Actions:

- Launch MythBusters campaign (social + blog content)
- Collaborate with 10+ micro-influencers (fitness/wellness)
- Product reformulation for taste + added functionality
- Develop MVP D2C site (Shopify)
- Conduct early user trials and collect feedback

Metrics:

- 10,000+ campaign impressions
- 5,000+ unique website visitors
- NPS \geq 70 on hero SKUs
- 3 SKUs launched with updated packaging

**Phase 1
(0–6 months)**

**Phase 2
(6–12 months)**

Key Actions:

- Launch 2 new functional blends (adaptogens + hemp)
- Onboard 50+ retail partners (Nature's Basket, FabIndia, 1MG)
- Launch Amazon, Flipkart, and HealthKart listings
- Begin press outreach and expert podcast placements

Metrics:

- ₹1 Cr monthly revenue run rate
- 50+ retail points of sale
- 15% repeat purchase rate
- D2C CAC < ₹400

Key Actions:

- Expand to 3 export markets (UAE, Singapore, UK)
- Launch UGC challenge: #HempForHealth
- Introduce subscription bundles & smart re-ordering
- Run first ATL awareness campaign (OOH + digital)

Metrics:

- 10K+ loyalty signups
- Exports contribute 20% of revenue
- 1M+ digital impressions
- 2 new SKUs launched

**Phase 3
(12–24 months)**

**Phase 4
(24–36 months)**

Key Actions:

- Launch Kids' range and smoothie series
- Partner with 3+ doctors/nutritionists for endorsements
- Host community-based wellness fests/events
- Launch mobile app (wellness tracker + subscription hub)

Metrics:

- 50K loyalty members
- 100K monthly active D2C users
- 70% positive brand sentiment
- Wellness app: 10K downloads in first 3 months

Annexure

Market Size & Industry Growth

Grand View Research

India Industrial Hemp Market Size Report, 2023–2030

<https://www.grandviewresearch.com/industry-analysis/industrial-hemp-market>

Statista

CBD Nutraceuticals Market Forecast (2024–2030)

<https://www.statista.com/statistics/1257138/global-cbd-nutraceuticals-market-size/>

IMARC Group

Global Cannabidiol (CBD) Market Report 2023–2030

<https://www.imarcgroup.com/cbd-market>

ResearchAndMarkets

India Nutraceutical Market Outlook 2020–2030

<https://www.researchandmarkets.com/reports/5017770/india-nutraceuticals-market-forecast-2020-2030>

Consumer Behavior & Mindset

EY Future Consumer Index

Health, Wellness & the Evolving Indian Consumer

https://www.ey.com/en_in/consumer-products-retail/future-consumer-index-india

Deloitte India

The Future of Wellness 2023

<https://www2.deloitte.com/in/en/pages/consumer-business/articles/wellness-market.html>

McKinsey & Company

Winning in India's Evolving Wellness Market

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/india-wellness-market>

Brand Positioning & Communication

Kantar India BrandZ Report

Top 75 Most Valuable Indian Brands & Their Positioning

<https://www.kantar.com/inspiration/brands/brandz-india-2023-top-75-most-valuable-indian-brands>

NielsenIQ

How Health-Conscious Indian Consumers Are Changing Market Priorities

<https://nielseniq.com/global/en/insights/2023/how-indian-consumers-are-redefining-health-and-wellness/>

Legal & Regulatory Landscape

Invest India / Startup India

Opportunities in the Indian Hemp Sector (Regulations & Business Models)

<https://www.investindia.gov.in/sector/agriculture-forestry/industrial-hemp>

FSSAI Guidelines

Food Safety and Standards (Health Supplements, Nutraceuticals, etc.) Regulations, 2016

<https://www.fssai.gov.in/>

Ministry of AYUSH

Regulatory Guidelines for AYUSH and Herbal Wellness Products

<https://www.ayush.gov.in/>

Scientific Evidence & Health Benefits of Hemp

NIH – National Center for Complementary and Integrative Health

Cannabis (Hemp) and Cannabinoids: What You Need To Know

<https://www.nccih.nih.gov/health/cannabis-cannabinoids>

PubMed Research Articles

Clinical Evidence on Hemp/CBD in Wellness and Recovery

<https://pubmed.ncbi.nlm.nih.gov/?term=CBD+hemp+health+benefits>

Competitive Analysis (Brands Referenced)

Himalaya Wellness Company – https://en.wikipedia.org/wiki/Himalaya_Wellness_Company

Zydus Wellness – https://en.wikipedia.org/wiki/Zydus_Wellness

Patanjali Ayurved – https://en.wikipedia.org/wiki/Patanjali_Ayurved

Organic India (Tata Consumer Products) – https://en.wikipedia.org/wiki/Organic_India

Kapiva – <https://kapiva.in/>

JustHer (from Wellbeing Nutrition) – <https://wellbeingnutrition.com/collections/just-her>

Market Data & Trends

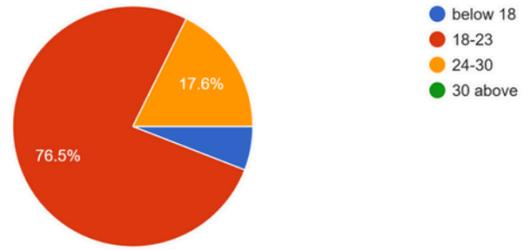
Insight	Data Point	Source
Indian Hemp Market Size	~\$300M, ~34% CAGR	Emerging Markets Report, 2024
Global Hemp Food Market	\$10.6B by 2033, ~7.2% CAGR	Future Market Insights, 2024
Clean-Label Preference	60% urban Indians prefer clean label	Nielsen India Food Trends, 2024
Functional Foods Growth	Nutraceuticals >\$10B by 2025	Assocham Nutraceuticals Report, 2024

Regulatory Landscape

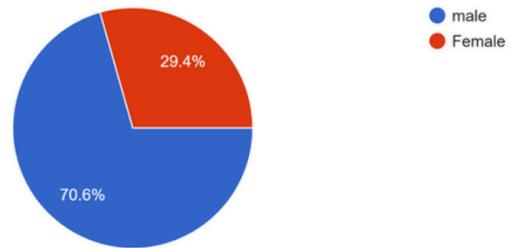
Region	Regulation Summary	Source
India	Hemp seed/oil legal, THC < 0.3%	FSSAI Notification, 2021
Uttarakhand, MP, UP	Industrial hemp cultivation permitted	Ministry of AYUSH, 2023
USA	Hemp legalized (2018 Farm Bill)	USDA Hemp Final Rule, 2021
Europe	Hemp food approved, THC < 0.2%	EU Novel Foods Catalogue, 2023

Primary Data (Google Forms)

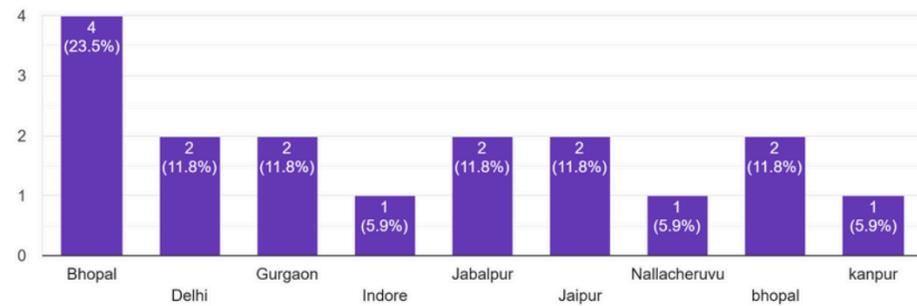
Age
17 responses



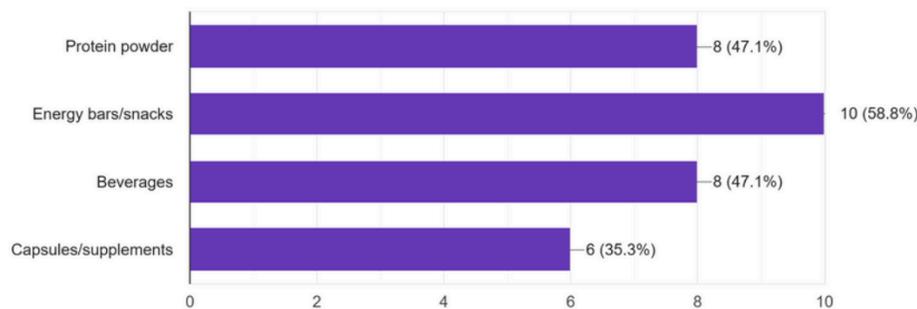
Gender
17 responses



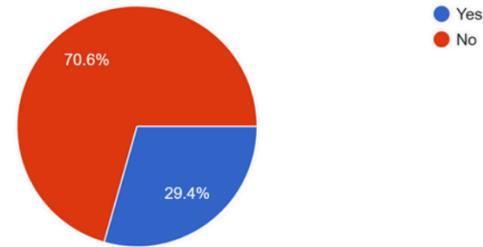
City
17 responses



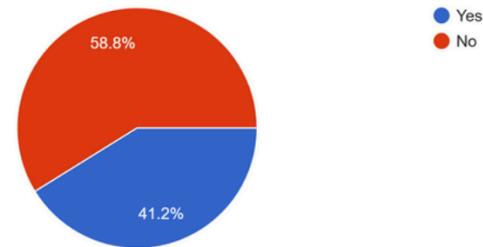
Preferred format for hemp-based products:
17 responses



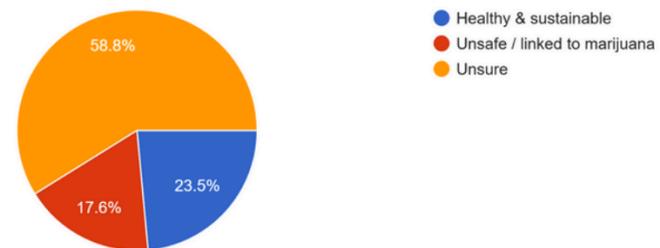
Do you currently use plant-based or alternative protein products?
17 responses



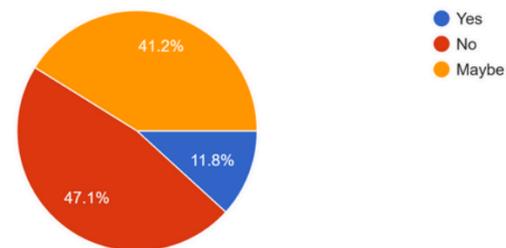
Are you aware that hemp is legal and non-psychoactive?
17 responses



What is your perception of hemp-based nutrition?
17 responses



Would you consider a subscription model for wellness products?
17 responses



What would encourage you to try hemp nutrition products? (Select all that apply)
17 responses

