



ABC



INVESTOR MEMORANDUM – May 2025



About ABC

ABC is a well-renowned Nutraceutical & Ayurvedic formulations organization that specializes in Soft Gelatin Capsules, Tablets, Hard Gelatin Capsules, Cellulose Capsules, Protein Supplements Gummies, Oral Dispersible Strips, and Liquid Orals.

150+
PRODUCTS



Our products are manufactured under FSSAI (Food Safety and Standards Authority of India) and AYUSH licenses, ensuring adherence to the highest quality standards. With a domestic portfolio exceeding 150 products, we have strengthened our capabilities to provide high-end formulations to the global market.



Our Core Values

Our strong quality control system and reasonable prices make us the most trusted Nutravedics Formulation Unit in Hyderabad.



Our Approach

We are committed to delivering high-quality Nutraceutical and Ayurvedic products that meets the highest standards. With a focus on innovation and responsibility, we strive to serve the community with effective health solutions.



Our Strength

Our expert team ensures that all products comply with industry regulations and meet strict quality standards at every stage.



Our Quality

We follow ISO-GMP/GHP guidelines and hygiene best practices to develop safe, innovative products that help consumers make better health choices.



Our Expert Team



110+ Man Power



Co Founder

An engineering graduate with 15+ years in Marketing, is known for his positive attitude and exemplary negotiation skills. He oversees R&D, product launches, and regulatory compliance at HNIPL, staying attuned to market trends. His ability to inspire teams and drive innovation makes him a key asset in the company's growth strategy.



Co Founder/MD & CEO

He holds an MS in Engineering from California and has 7+ years of experience in the Formulations and Bulk Drug Industry. A strategic leader, he led 70+ professionals at Ericsson. With expertise in finance and operations, he drives HNIPL's growth through innovation and mentorship.



Our Milestones

2022

Company incorporated
on 16th June 2022



2023

Launched **Nutraceuticals** (Jan 2023)
Launched **Ayurveda** (Feb 2023)
Started operations in **3 states**
Introduced **40 SKUs**



2024

Expanded to **10 states** (March 2024)
Increased SKU count to **75 SKUs**,
including **25 proprietary formulations**



2025

Operating in **18+ states**
Marketing team reached **60 people**



Planning to get listed on the SME exchange by FY 2027



Our Core Products

Ayurvedic



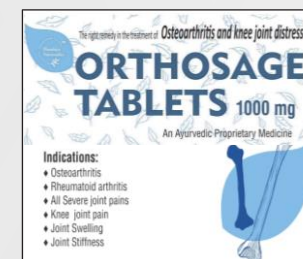
Psorasage

- Psoriasis
- Helps fight inflammation
- Helps in managing Detoxification and Cleaning
- Helps with skin health and healing
- Joint Stiffness



Lumbasage

- Sciatica
- Lumbar Spondylosis
- Back Pain



Orthosage

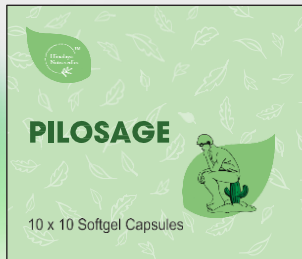
- Osteoarthritis
- Rheumatoid arthritis
- All Severe joint pains
- Knee joint pain
- Joint Swelling
- Joint Stiffness
- Fissure
- Fistula

The company has 150+ licensed products, with 40+ additional products in the pipeline.



Ayurvedic

Our Core Products



Pilosage

- Bleeding and Non bleeding piles
- Fissure
- Fistula



Vericosage

- Varicose veins
- Spider veins
- Bleeding Veins
- Leg swelling
- Leg pain
- Leg itching



Diasage

- Helps manage blood glucose
- Helps insulin secretion
- Helps manage excess sugar
- Helps regulate insulin

In medicine, sage is a healing herb with health benefits and a symbol of wisdom in therapy.



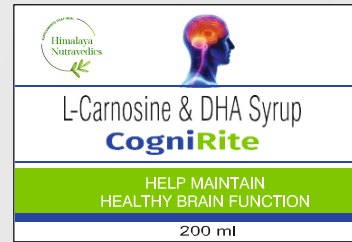
Our Core Products

Nutraceutical



Lythmin Plus

- Improves Vitality & Vigour
- Super Antioxidants
- Supports Skin & Hair Care
- Supports Bone & Joint Health
- Supports Gut Health
- Daily Requirement of Vitamins & Minerals



CogniRite

- Autism
- ADHD
- Epilepsy
- Learning Disorders



Ovasage

- Infertility associated with PCOS/PCOD
- Menstrual Irregularities
- Insulin Resistance
- Metabolic Disturbances



Coqrite-Plus

- Male Infertility
- Female Infertility
- Oligozoospermia
- Asthenozoospermia
- Low Libido

The company plans to begin direct exports from the next financial year



Unique Selling Proposition (USP)



Doctor-Trusted Products:

Our products are prescribed by Ayurvedic doctors, highlighting their confidence in our formulations.



Proven Quality and Effectiveness:

Over the past three years, consistent reorders from doctors indicate that patients are experiencing real benefits from our products.



Strong Foundation for Future

Growth: With our product quality and doctor endorsements firmly established, ABC is well-positioned to capitalize on the rapidly expanding Ayurvedic market.

Network



50 super stockists



200 stockists



> 4000-5000 Retail counters



5000+ doctors



60+ Marketing Team



18+ States

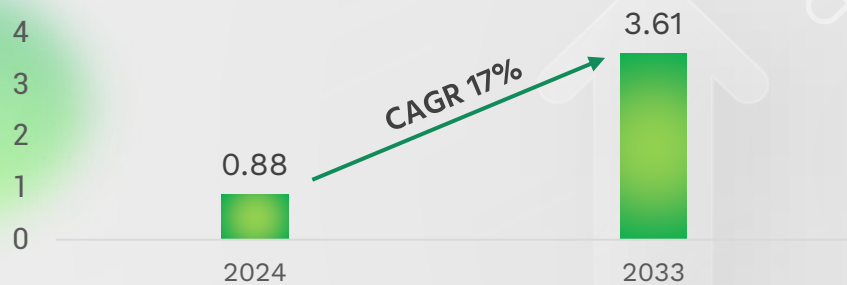


70+ Districts

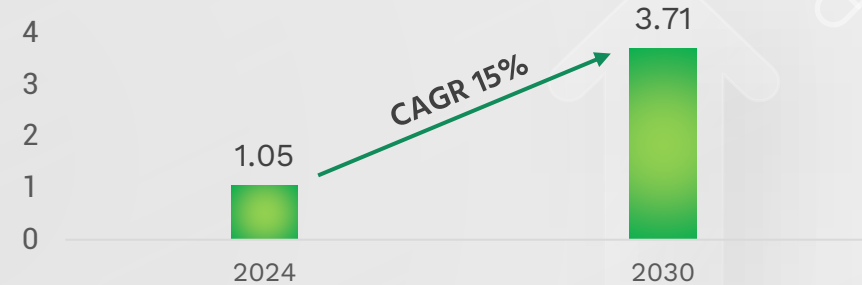
These strengths collectively position HNIPL as a trusted and promising player in the Ayurvedic healthcare sector.

Market Scope

Ayurvedic Industry India
(In Lakh Crores)



Ayurvedic Industry Global
(In Lakh Crores)



Tens of Thousands of unique Ayurvedic and herbal products sold across the country.



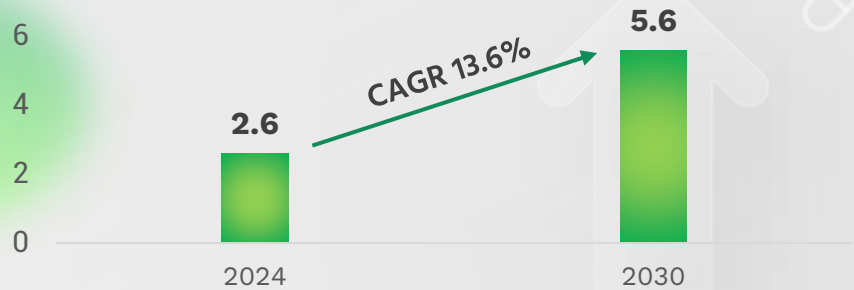
On average, 43% of AYUSH users prefer Ayurveda for prevention or treatment.



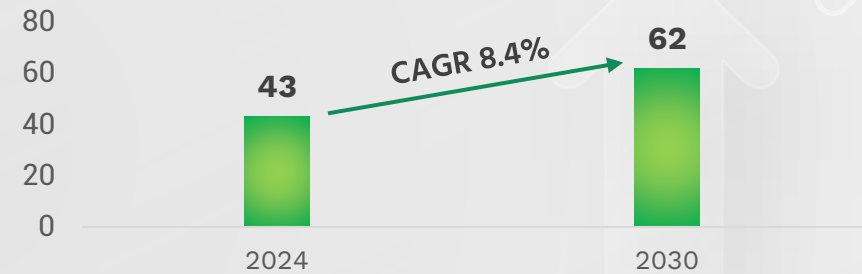
***Source :** Sector reports, Media articles, Industry sources, Company filings, Fund house reports

Market Scope


Nutraceutical Industry India
(In Lakh Crores)



Nutraceutical Industry Global
(In Lakh Crores)



 39% of Indian consumers regularly use nutraceuticals




 Online platforms facilitate the expansion of the nutraceutical market by providing convenient access to products.

***Source :** Sector reports, Media articles, Industry sources, Company filings, Fund house reports

Market Scope

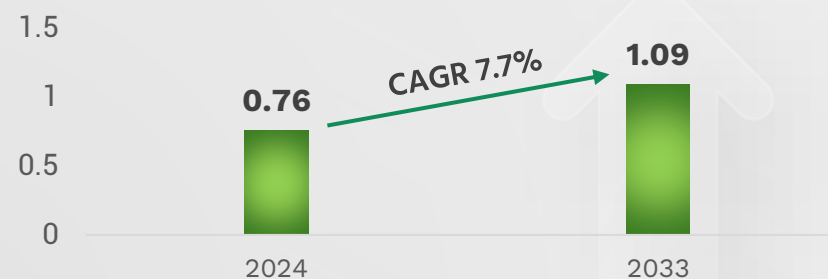
The shift toward personalized and customized healthcare solutions is fostering the development of specialized Soft gel formulations.

Why is the demand increasing?

-  **Easy to Swallow** – Soft gel capsules have a smooth, jelly-like texture, making them easier to take than regular pills.
-  **Better Absorption** – They help the body absorb medicines and nutrients more effectively.
-  **Health Trends** – More people are choosing natural supplements and vitamins, and soft gel capsules are a popular way to consume them.

With people focusing more on health, wellness, and convenience, soft gel capsules will continue to be a preferred choice for medicines and supplements worldwide.

Soft gel Capsules Market (In Lakh Crores)



***Source :** Sector reports, Media articles, Industry sources, Company filings, Fund house reports





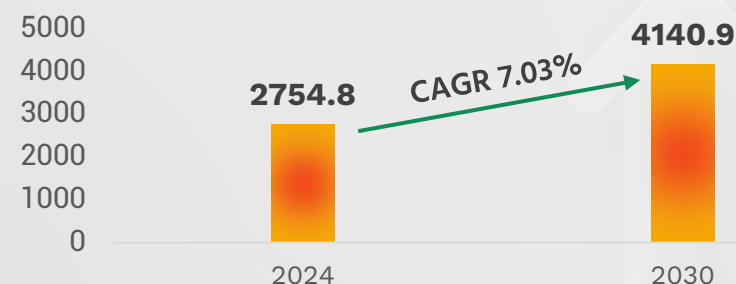
Market Scope

Key Trends Driving India's Gummies Market Growth

- **Rising Popularity Among Adults** – Gummies are no longer just for kids! Adults prefer them for their convenience and health benefits, making them a top choice in nutraceuticals.
- **Health & Beauty Boost** – Nutricosmetic gummies (for skin & beauty) are in high demand as people look for beauty-enhancing supplements in an easy-to-consume form.
- **Shift to Plant-Based Options** – As vegan and vegetarian lifestyles grow, plant-based gummies are becoming a major market trend.

We specialize in the third-party manufacturing of gummies, offering white-label solutions for brands looking to launch their products.

Gummies Market India (In Crores)



*Source : Sector reports, Media articles, Industry sources, Company filings, Fund house reports



***Source :** Sector reports, Media articles, Industry sources, Company filings, Government publications



Government Initiatives

The Government of India has been actively promoting Ayurveda and the AYUSH sector through substantial budget allocations, digital transformation, and global expansion efforts. Key initiatives include:

- **AYUSH Budget 2025:** ₹3,992.90 crore allocated for promoting Ayurveda and natural healthcare.
- **National AYUSH Mission (NAM):** ₹2,765.30 crore disbursed over the past five years for:
 1. Expanding AYUSH-based healthcare facilities.
 2. Supporting Ayurvedic education and research.
 3. Encouraging the cultivation of medicinal plants.
- **Ayush Grid & Digital Transformation:** The introduction of a robust digital healthcare system and 22 key digital initiatives exemplifies the Ministry's commitment to technology-driven Ayurveda.
- **Ayush Telemedicine Services:** Integrating Ayurveda into the e-Sanjeevani portal has significantly improved accessibility, enabling seamless connections between patients and healthcare providers.
- **Global Ayurveda Expansion:** Ayurveda is now legally recognized in *24+ countries*, with exports of Ayurvedic products reaching over 100 countries.





Government Initiatives



- **WHO Collaboration:** Including Ayurveda in the ICD-11 TM Module 2 has set international benchmarks, ensuring global credibility.
- **Major Ayurveda Projects Launched in 2024:**
 1. Expansion of the All India Institute of Ayurveda (AIIA) with advanced research and healthcare facilities.
 2. Establishment of four Ayush Centres of Excellence in collaboration with leading institutions like IISc Bangalore, IIT Delhi, CDRI Lucknow, and JNU Delhi.
 3. New Central Research Institutes in Yoga & Naturopathy (Odisha & Chhattisgarh) to enhance research.
- **State Government Support:** Many state governments are driving Ayurveda growth through targeted schemes. Rajasthan's RGJS scheme is a key example, offering exposure and advantages for businesses in the Ayurvedic market.



With these initiatives, the Ayurveda sector is witnessing unprecedented growth, making it a promising avenue for investment. ABC Limited is well-positioned to leverage these opportunities for expansion and innovation.

***Source :** Sector reports, Media articles, Industry sources, Company filings, Government publications





Growth Drivers

Health Consciousness & Preventive Healthcare

- Increasing demand for natural & herbal supplements
- Rising preference for Ayurvedic immunity boosters
- Post-pandemic shift toward preventive wellness

Aging Population & Lifestyle Disorders

- Growth in the elderly population driving demand for joint health & cognitive wellness
- Ashwagandha, Brahmi, and Triphala gaining popularity in Ayurvedic formulations

Rise in Chronic Diseases & Functional Foods

- Diabetes, obesity, and heart diseases fueling demand for functional foods.
- Ayurveda-backed nutraceuticals for gut health, heart health & diabetes management



***Source :** Sector reports, Media articles, Industry sources, Company filings, Government publications

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Manufacturing Facility

ABC's manufacturing facilities are equipped for diverse products like Soft Gelatin Capsules, Tablets, Hard Gelatin Capsules, Cellulose Capsules, Protein Supplements, Gummies, Oral Dispersible Strips, and Liquid Orals with ample capacity to scale output and efficiency as demand grows and also enabling a revenue potential of ₹150 crores.



Hard Gelatin

- Capacity*: **200,000**
- Utilization: **20%.**



Soft Gelatin

- Capacity*: **300,000**
- Utilization: **65-70%.**

Tablet Manufacturing

- Capacity*: **200,000**
- Utilization: **30%.**



***Note:** Capacity to produce a significant volume of capsules per 8-hour shift

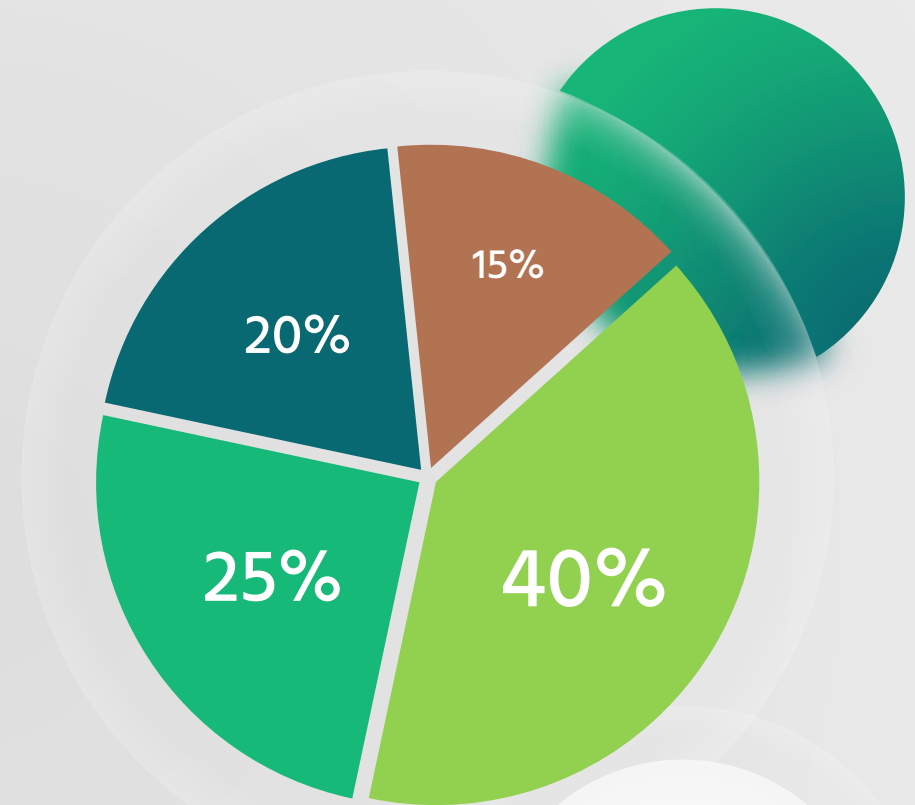
ASK & Utilization

Expanding D2C and OTC product launches with a focus on hiring, development, and innovation. Investing in formulation research for emerging Nutraceutical and Ayurvedic categories while boosting exports.



ASK ↔ 3 Crores

- Marketing & Brand Building (40%)
- Working Capital & Infrastructure (25%)
- Team Expansion & Training (20%)
- Lab Enhancement & R&D (15%)



35 Crores
VALUATION



Key Financials

Rupees in Crores

	2023 A	2024 A	2025 P	2026 E	2027 E*	2028 E	2029 E
Revenue	2.05	14.43	21.48	40.44	60.20	91.95	132.19
Revenue Growth %		605%	49%	87%	49%	53%	44%
EBITDA	0.28	1.02	2.99	5.88	7.95	13.41	24.76
EBITDA Margin %	13.79%	7.07%	13.9%	14.54%	13.20%	14.58%	18.73%
PBT	0.20	0.70	2.27	5.23	7.16	12.91	23.96
PBT Margin %	9.8%	4.9%	10.6%	12.9%	11.9%	14.0%	18.1%
PAT	0.15	0.52	1.69	4.19	5.72	10.33	19.17
PAT Margin %	7.3%	3.6%	7.86%	10.4%	9.5%	11.2%	14.5%

Note: These projections are estimated values following the completion of Phase 1 & Phase 2 funding.

***Note 2:** The margins for FY2027E are anticipated to be slightly lower compared to FY2026, primarily due to increased investments in digital marketing initiatives.

Share Holding Pattern

Pre-Money

S. No.	Name	Number of Shares	Percentage (%)
1	R & Family	30,40,000	76.00%
2	K & Family	9,60,000	24.00%
	TOTAL	40,00,000	100.00%

Post-Money

S. No.	Name	Number of Shares	Percentage (%)
1	R & Family	30,40,000	70.00%
2	K & Family	9,60,000	22.11%
3	Offerings	3,42,857	7.89%
	TOTAL	43,42,857	100.00%

Note: The company is raising funds through fresh equity infusion

Phygital Channel Expansion



D2C Expansion

ABC is strategically enhancing its digital footprint by expanding across online platforms, ensuring a seamless Direct-to Consumer (D2C) experience. Over the next few months, with the infusion of ₹3 crores of funding, the company plans to strengthen its presence through its own website and digital retail channels. This initiative aims to boost brand visibility, optimize customer engagement, and drive higher sales conversions, positioning ABC as a dominant player in the digital OTC segment.

Therapeutic Advantage

The company leverages its portfolio of therapeutic products trusted by doctors, providing a competitive edge.



By focusing on the D2C segment, ABC aims to build direct relationships with consumers, enhance brand loyalty, and capitalize on the growing demand for accessible healthcare solutions.



Growth Strategy



Current Team

ABC's current marketing team comprises 60 professionals, driving brand awareness and market penetration.



Planned Expansion

A 50% increase in the marketing team is planned for Q1 of FY 25-26 to support further growth and new initiatives.



Strategic Focus

The expanded team will focus on enhancing digital marketing efforts and strengthening brand presence across key regions.

Key Takeaways and Future Steps

ABC is committed to delivering value to its investors and stakeholders through strategic growth initiatives, innovative product development, and effective market penetration strategies. The company aims to be a leader in the nutraceutical and ayurvedic sectors, providing quality healthcare solutions to a wide consumer base.

1 Strong Foundation

ABC has established a solid operational base, strategic partnerships, and a growing brand presence in the nutraceutical and ayurvedic sectors.

2 Expansion Focus

Key initiatives include expanding the marketing team, doubling the product SKU count, and strengthening the D2C segment presence.

3 Growth Potential

With optimized manufacturing capacity and an expanding distribution network, ABC is poised for substantial growth and market leadership.

4 Timing Advantage

The surge in Ayurvedic practitioners and clinics, particularly in Tier 2 and Tier 3 cities, positions ABC to effectively meet the growing demand for Ayurvedic healthcare in these expanding markets.