

hebsur<sup>®</sup>  
herbals

*... Nature's lifestyle*

Creating  
Opportunities



# Ayurveda

## The Science of life

Ayurveda or the science of Life is a holistic approach to healthcare that helps people to lead a healthy and balanced life.





**Ayurveda** → **Ayur**  
(Life) + **Veda**  
(Science)

**Ayurveda** , which mean the science of life is an ancient medical science developed in India. It is the oldest medical science in the world derived from Vedas dating back to 2000 BC.

In India, research in ayurveda is undertaken by ministry of AYUSH, an abbreviation for the department of ayurveda, yoga and naturopathy, unani, siddha and homoeopathy through a national network of research institutes.

Today ayurveda is an officially recognized system of medicines in India and worldwide. Globally World Health Organisation (WHO) recognizes ayurveda as TRM (Traditional Medicines).

# About Us

Hebsur Herbals was started in the year 1887 with a vision of assisting people to lead a healthy lifestyle with best use of medicinal herbs.

Sharing knowledge and usage of medicinal herbs has been the core strength for the past 130+ years.

This expertise has been passed down to the present generation which is taking bigger steps in growing organically to cover larger geography with the introduction of innovative concept stores with wide range of preventive and healing products.



# Chairman's Message

Shri. Basavaraj Hebsur



**Hebsur Herbals** has played a pivotal role in upholding the legacy of India's rich natural wellness for nearly 130+ years. Our success has been the result of continuous efforts to earn the patronage and goodwill of our customers.

This has been our tradition since 1887 when my Grand Father Late Shri Ishwarappa Hebsur started the first outlet in Hubli. The legacy continued under the leadership of the Late Shri Narayanappa Hebsur and Late Shri Gopallappa Hebsur who passed on the responsibility on us. My sons Kiran, Praveen and Prashant have brought in new thought process to reach out larger population in organized sector to achieve our mission.

We believe in collaborating with like minded people to widen our scope of region and keep improving with strong foundation of mutual trust. With clear goals, steadfast spirit and support from our team and customers, we will grow and expand our trust across India.

# Vision

- We believe in deep collaboration, which allows us to innovate and modernize the format of retailing in alternative medicine.
- To grow at a steady and responsible pace to a position of strength and prominence.
- To be a brand synonymous with health.
- Through our commitment to quality, cost effectiveness and respect to our nature, we aim to achieve customer satisfaction and be rewarded with customer blessings.

# Mission

- Make healthy life style accessible to all section of the society.
- Connect all the generations to the traditional roots of natural healing.
- Create awareness of preventive care.



# Our Store...



**Attracts mid segment  
customers which constitute  
the bulk of population.**





# Product Portfolio

1. Medicine Herbs.
2. Ayurveda Medicine.
3. Essential & Natural oil.
4. Organic Foods.
5. Spices and Dry fruits.

**“Our stores are unique as we offer raw herbs to finished herbal products under one roof to cater all generations for Health, Nutrition, Personal & Beauty care.”**

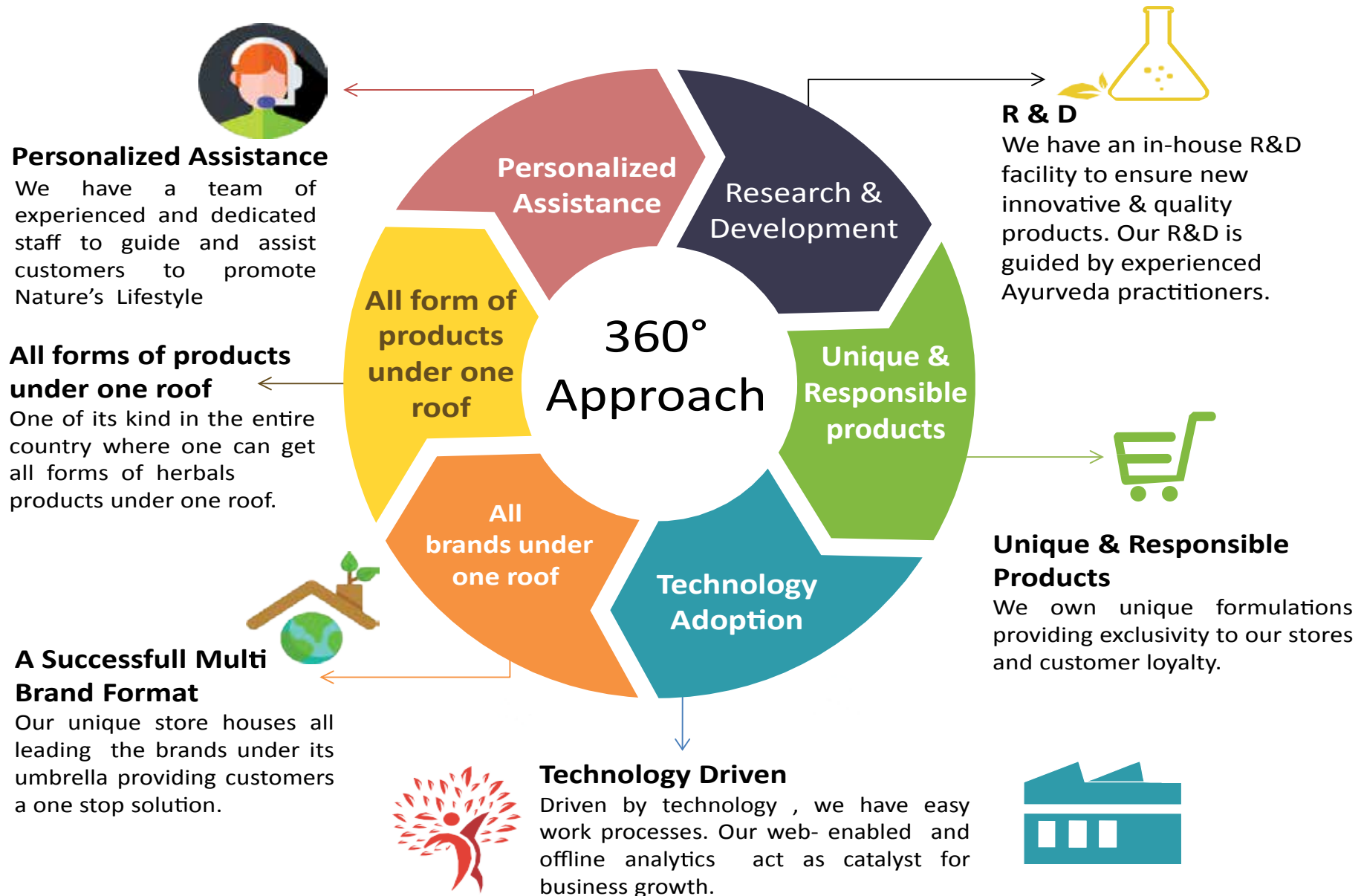
# Brand Portfolio (Brands available)



# Brand Portfolio (Brands available)



# 360 Degree Holistic Approach



# Market Overview

Market Size : Rs 8,000 Cr

Growth Rate : 16%

Exports : Rs 2,500 Crores

Crude Herbs Exports : 60%

(Used in manufacturing of finished products outside India)

Finished Products : 30%

Semi Finished Products : 10%

**The potential for growth is immense due to the confluence of wellness and natural healing. The market is pushing the boundaries across the board with Ayurveda at its core**

# The Opportunity

- Ancient Indian Medicine Business has very few competitors.
- The rising incidence of chronic diseases.
- Increase in lifestyle related disorders.
- The shift of focus curative care to preventive care.
- Inflation & Increasing cost of high-end medical care.

**The PWC Study for World Economic Forum's 'Working towards Wellness' programme highlights that deaths from chronic diseases will register a sharp increase from 3.78 million in 1990 to 7.63 million in 2020 accounting for 66.7 % of all deaths. Chronic diseases would be the number one killer in India.**

# Why partner with us ?

- 130+ years of rich known how in herbal medicine.
- Very Unique and one of its kind outlets.
- Established and profitable multi brand concept with wide range of products.
- Attractive in terms of the proven on investment.
- High Customer Conversion.
- Customer loyalty.



# Roles & Responsibilities

## The Growth Partners

- Initial investment including leasehold improvements, equipments, licenses and launch expenditure.
- Responsible for revenue generation of the outlet.
- Space required 400+ Sqft.
- Pay the initial Franchisee fee depending on the format.
- Make a minimum investment on stock as per the company guidelines.
- Procure products from the DP, at price prescribed by the company.



## The Company

- Developing retail identity of the stores through marketing activities.
- Supplying regular stock to Growth Partners at agreed margins.
- Strengthening existing product portfolio with new additions.
- Audit Growth Partners at regular intervals to support in achieving the desired growth.
- Support the Growth Partner through central level marketing.
- Providing the Operational Manual and IT assistance to facilitate smooth operations.







**Hebsur Herbal store**  
**Kalburgi Noolvi Majestic**  
**New Cotton Market, Hubli-29**  
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**[www.hebsurherbals.in](http://www.hebsurherbals.in)**

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