

Natural Product Opportunities in the **New** India

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Why India, Why Now?

- **4th largest GDP, exceeds Japan now**
- **English** (packaging, communication)
- **Affinity for Natural Products**
- According to the U.S. government, India's nutraceuticals grew past \$18 billion in 2025

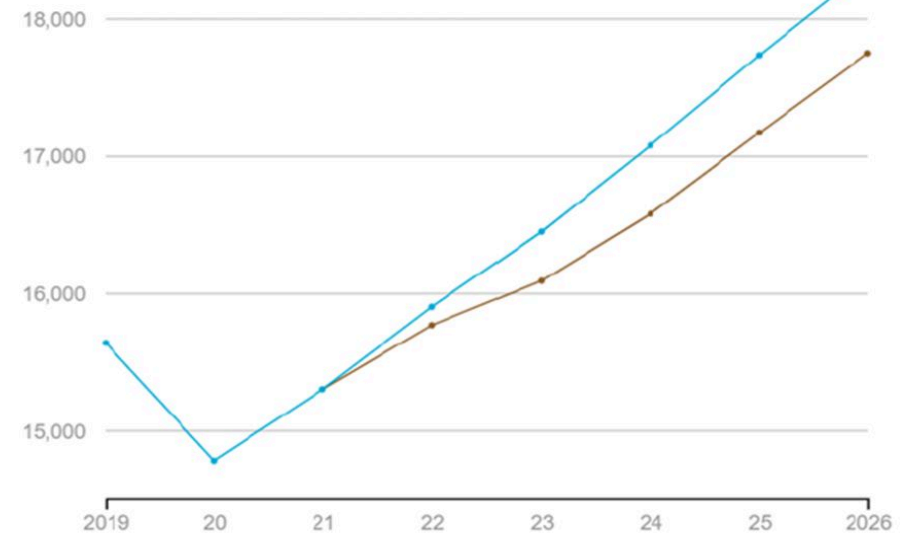


India becomes the 4th largest economy in the world

Countries with the biggest GDPs (in trillion USD)



India Personal Care Market



Source: Euromonitor International

The New India



India's Consumer Market

American brands do well in Personal Care, Nutraceuticals, Natural Foods space

- Estee Lauder: MAC, Tommy Hilfinger, Clinique
- Centrum
- Almonds: India is the largest market
- GNC



GNC
LIVE WELL



- **Whey**
- **Creatine**
- **Calcium Citrate**



Nutraceutical Industry in India Accelerates

- India's nutraceutical industry is expanding rapidly, driven by a health-conscious mindset in the post-pandemic era
- Sick Care → Self Care
- Causes - Rapid increases in health consciousness and much higher disposable income among young people
- **American nutraceuticals are now popular in India!**



OLAY



@LAVISHA.ARORA



**Indian
Influencer.
539,000
followers.
American
Product.**

India is the World's Fastest Growing Personal Care Market

- Higher disposable incomes and visibility of global beauty trends are now leading to rapid growth across India, growing annually 10% to 34 billion by 2028
- There is room for **plenty** of new global entrants

“In the next 10 years, India will follow a similar growth trajectory to China’s.”

*Sanjay Sharma,
Shiseido India*



 Reuters World ▾ Business ▾ Markets ▾ Sustainability ▾ Legal ▾ More ▾

Nykaa's profit more than doubles amid beauty demand surge in India

By Reuters

February 5, 2026 2:49 AM PST · Updated February 5, 2026



10 hr+
long lasting
formula



India's Consumer Sector Grows by Double Digits



- India has a rising role in Asia in “modern trade”(big box) sales
- India’s “Diwali” festival season boosts sales
 - Highest ever festival sales - \$59.9 Billion in goods and \$7.6 Billion in services in 2025
 - 60% of incremental tech and durable sales
- “Modern trade” is becoming more competitive, with shelves now accommodating over 78,000 items.
- Small players are driving 70% of new launches,
 - focusing on natural ingredients and luxury pricing.



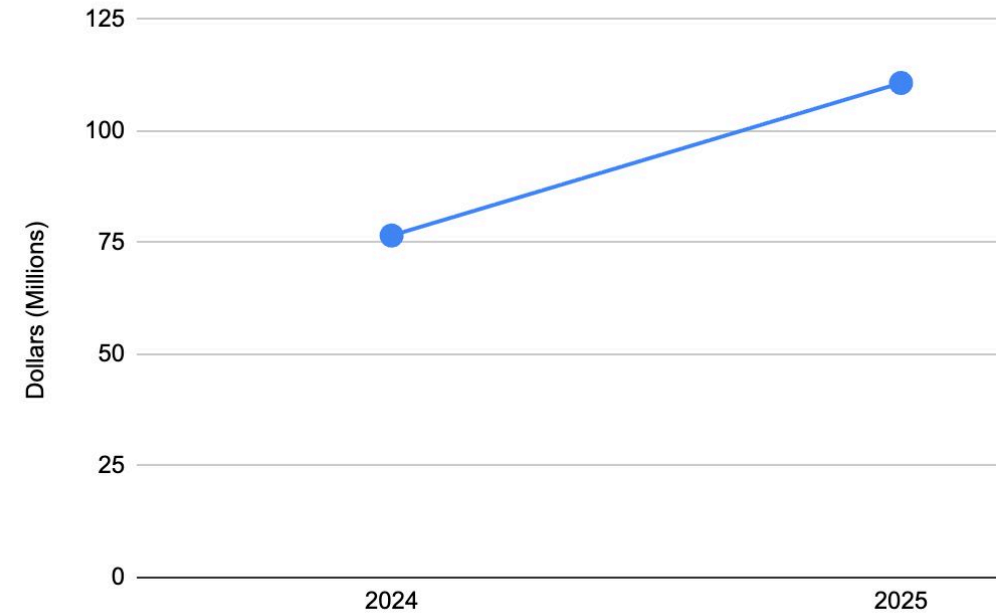
Data From “Full View of Modern Trade Retail Trends” by NielsenIQ,
Confederation of All India Traders

Nestle's Growth - Plenty of Space

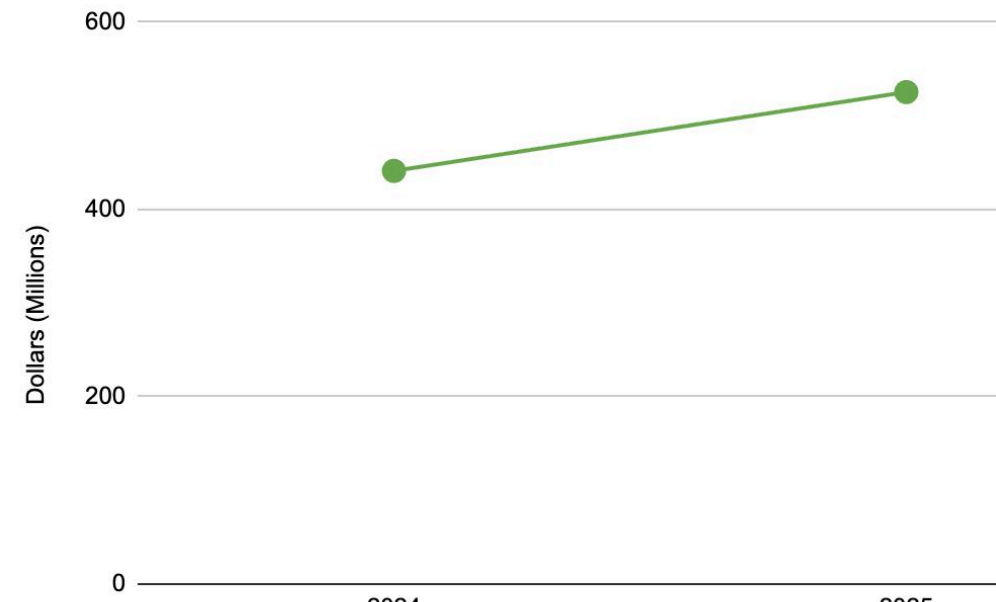
- Nestle is already one of the largest food companies in India
- Both Profit (+40%) and Revenue (+20%) have increased year over year.



Nestle Profit



Nestle Revenue



India's CPG market can be Challenging for Novices



Fragmented Distribution

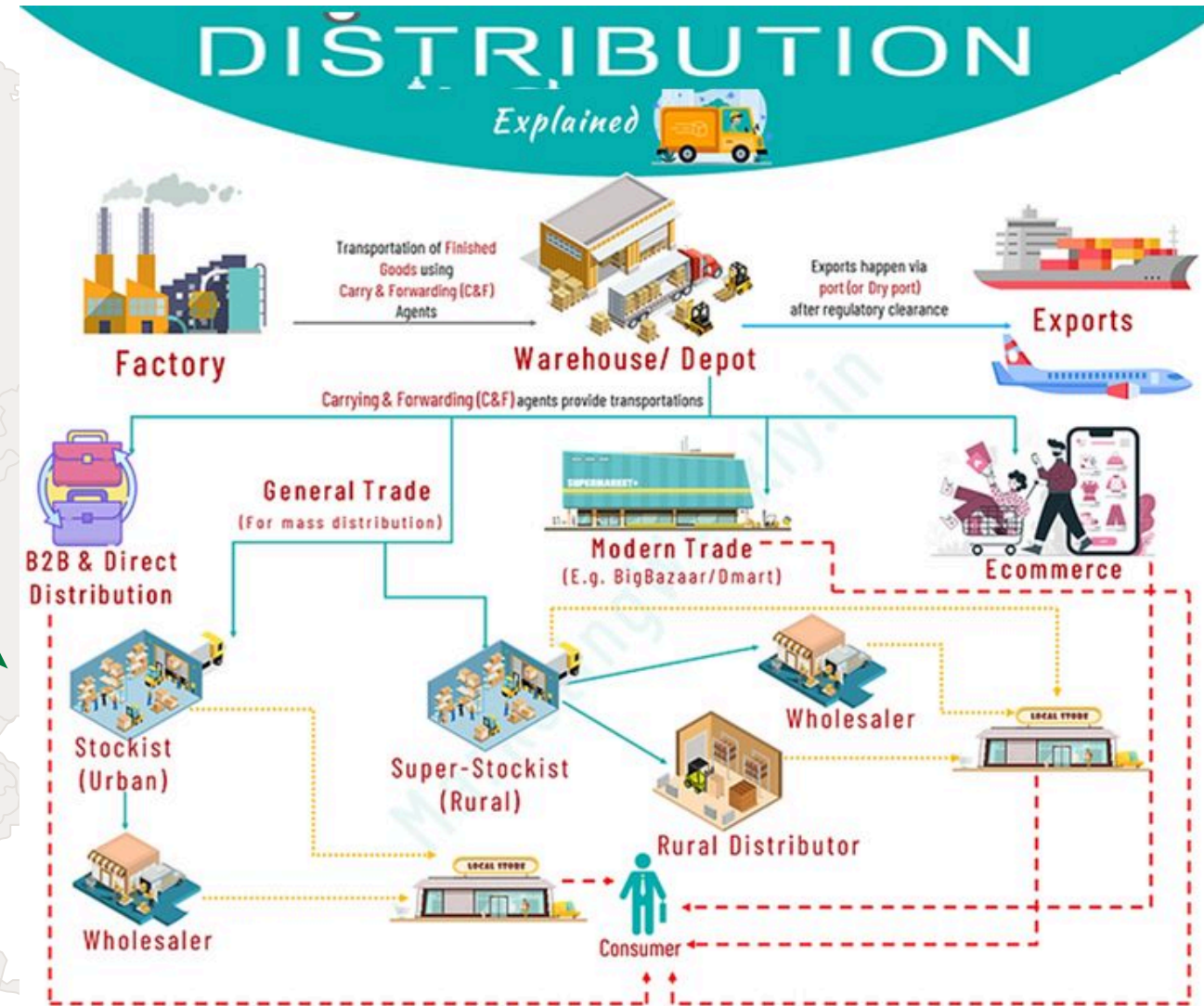
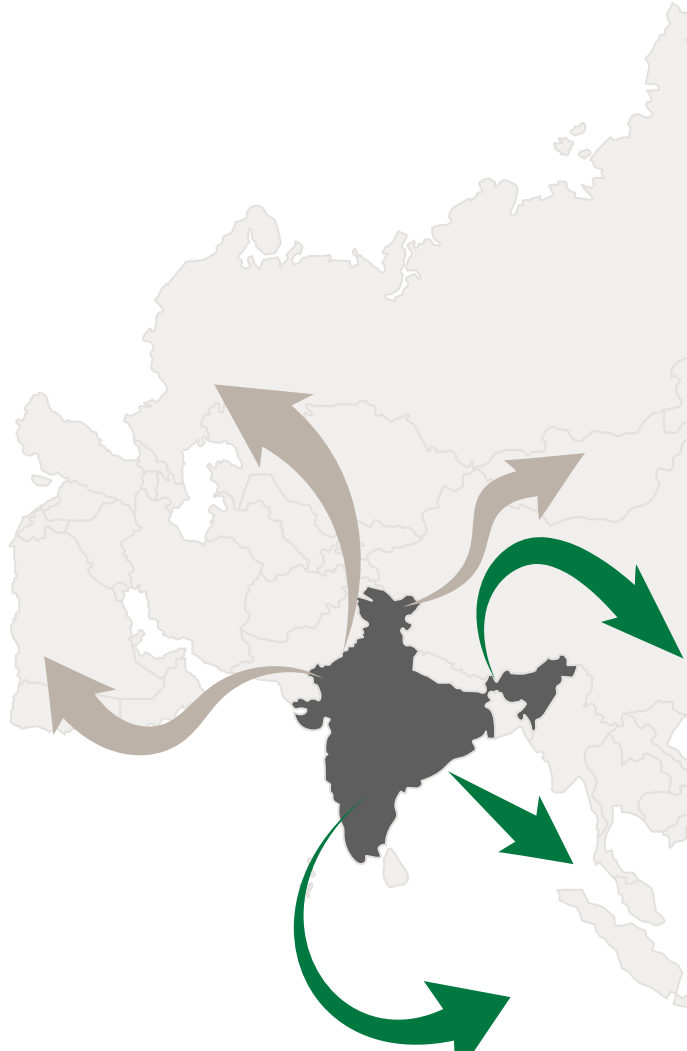


Distance and Time Zone



Diverse:

- Cultures
- Religions
- Habits



How to Enter India Without a Huge Commitment

- **License your technology**, your brand, or ship your “secret sauce” while protecting your IP
- **Sell through Indian Distributor(s)** into physical retail or “modern trade”
- **Establish your own subsidiary** to sell in India via e-commerce (Could be run by 3rd party)
- **Establish a Joint Venture** with Indian company
 - Indian partner could package, or manufacture, or provide sales team
- **Ship in bulk to India**
 - Indian Partner can package in retail containers,
 - localized printing with prices, markings
 - Partner can add non- critical ingredients



Where You Can Contribute, What You Can Control

- **Lead your partner in “Building Demand” for your product in India**
 - Since Indian collateral can be in English
 - Offer your American collateral and assets
 - Adapt your American social media slightly for India, relieve the Indian partner of this burden initially
- **Fund India Marketing and Sampling efforts to prime the pump for 1-2 years**



Thank You



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<https://calendly.com/gbagla/gb>

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You *Can't* Afford to Ignore India

- **There is latent demand for your products**
 - Indians travelling to USA or returning expatriates who are fans of your products and your brand
 - Indian Americans who gift your products to friends, family and neighbors across India
- **This hidden demand may be filled by**
 - Gray Market sellers who buy genuine product from other countries & sell in India
 - Occasionally shady operators harvest expired genuine products from third world markets, or used empty containers and refill
 - Small manufacturer who make look-alike brands with similar logos/colors
 - *Birt's Bees, Daeya Cheese, Amo's Kitchen, Clorix*
 - **While you are missing out on genuine demand (and risking your brand)**
 - Meanwhile your competition from Europe, Japan, Korea is entering India, reducing your opportunity

