

Natural Product Opportunities in the **New** India

Amritt Inc

California, USA and Delhi, India

Gunjan Bagla, CEO

India Market Briefing @ Expo West 2025

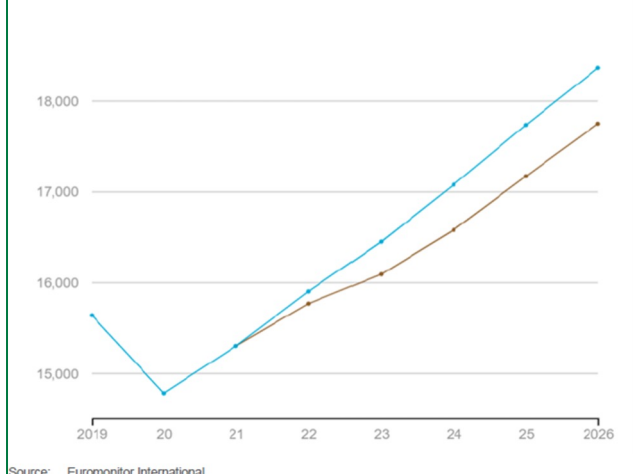


Why India, Why Now?

- **5th largest GDP**, will overtake Japan this year to become #4
- **English** (packaging, communication)
- **Affinity for Natural Products** – for thousands of years
- **Largest Global Diaspora** including 4 million affluent Indian Americans
 - They carry back American brands as gifts, seeding the market
- According to US DoC – ITA, Nutraceuticals will grow to \$18 billion this year, annual growth rate of 35%

<https://www.trade.gov/market-intelligence/india-nutraceuticals-industry>

India Personal Care Market



		GDP (U
	Country/Territory	UN region
	World	—
1	United States	Americas
2	China	Asia
3	Germany	Europe
4	Japan	Asia
5	India	Asia
6	United Kingdom	Europe
7	France	Europe
8	Italy	Europe
9	Brazil	Americas
10	Canada	Americas



The New India



India's Consumer Market

- American brands do well in Personal Care, Nutraceuticals, Natural Foods space
 - Estee Lauder: MAC, Tommy Hilfiger, Clinique
 - GNC
 - Almonds : India is the largest market



India is the World's Fastest Growing Personal Care Market

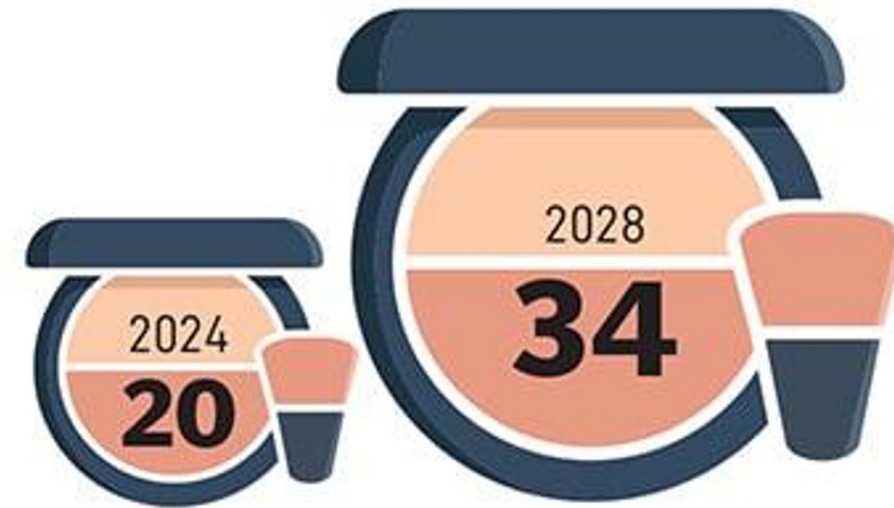
- Higher disposable incomes and global beauty trends have led to rapid growth in self care across India.
- India's market expected to grow at a CAGR of 10% to 34 billion by 2028
- AI personalization has helped this increase

“In the next 10 years, India will follow a similar growth trajectory to China's.” Sanjay Sharma, Shiseido India

India: The World's Beauty Spot

It's the fastest growing global beauty market...

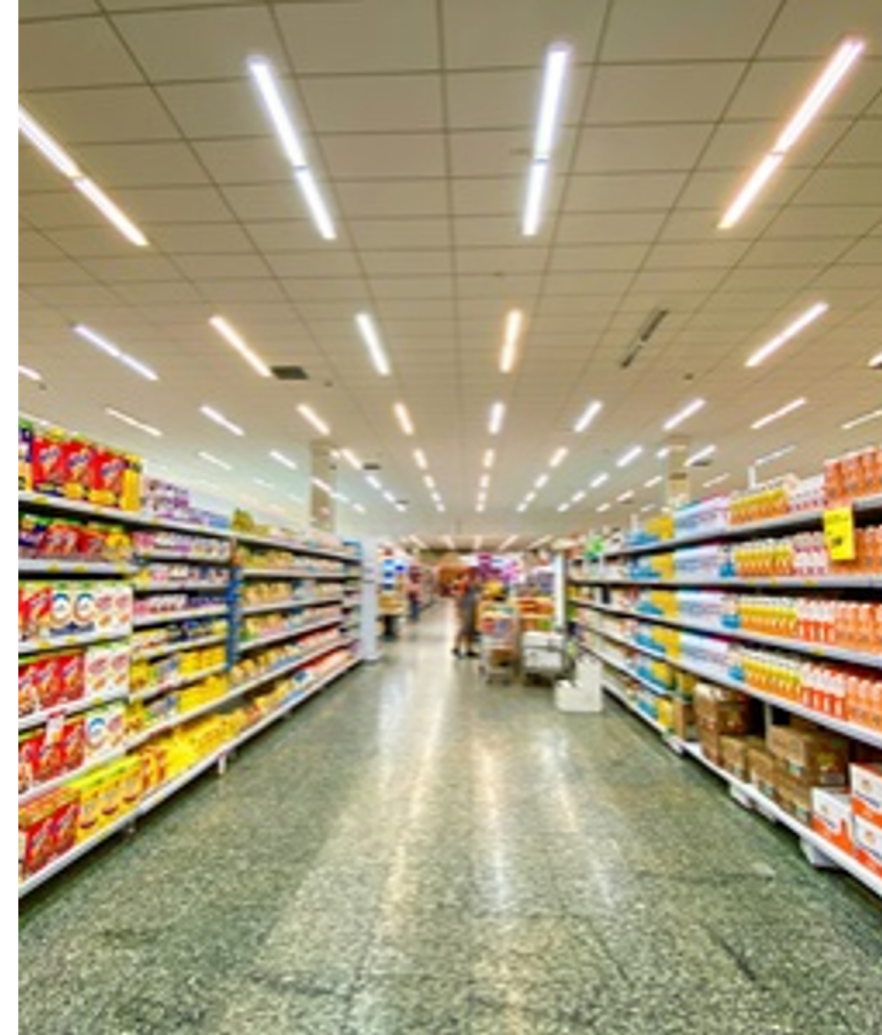
Market size (\$ bln)



India's Consumer Sector Grows by Double Digits



- India has a dominant position in Asia Pacific in “modern trade”(big box) sales
- 41% of Indian shoppers research online but purchase in-store
- India’s “Diwali” festival season boosts sales
 - 20% of incremental FMCG sales
 - 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.



Nutraceutical Industry in India Accelerates

- India's nutraceutical industry grew > 25% annually during the pandemic
- Due to:
 - Increases in health consciousness
 - Rise in disposable income
 - More urbanization
- **Nutraceuticals are popular in India!**



India's CPG market can be Challenging for Novices



Fragmented Distribution

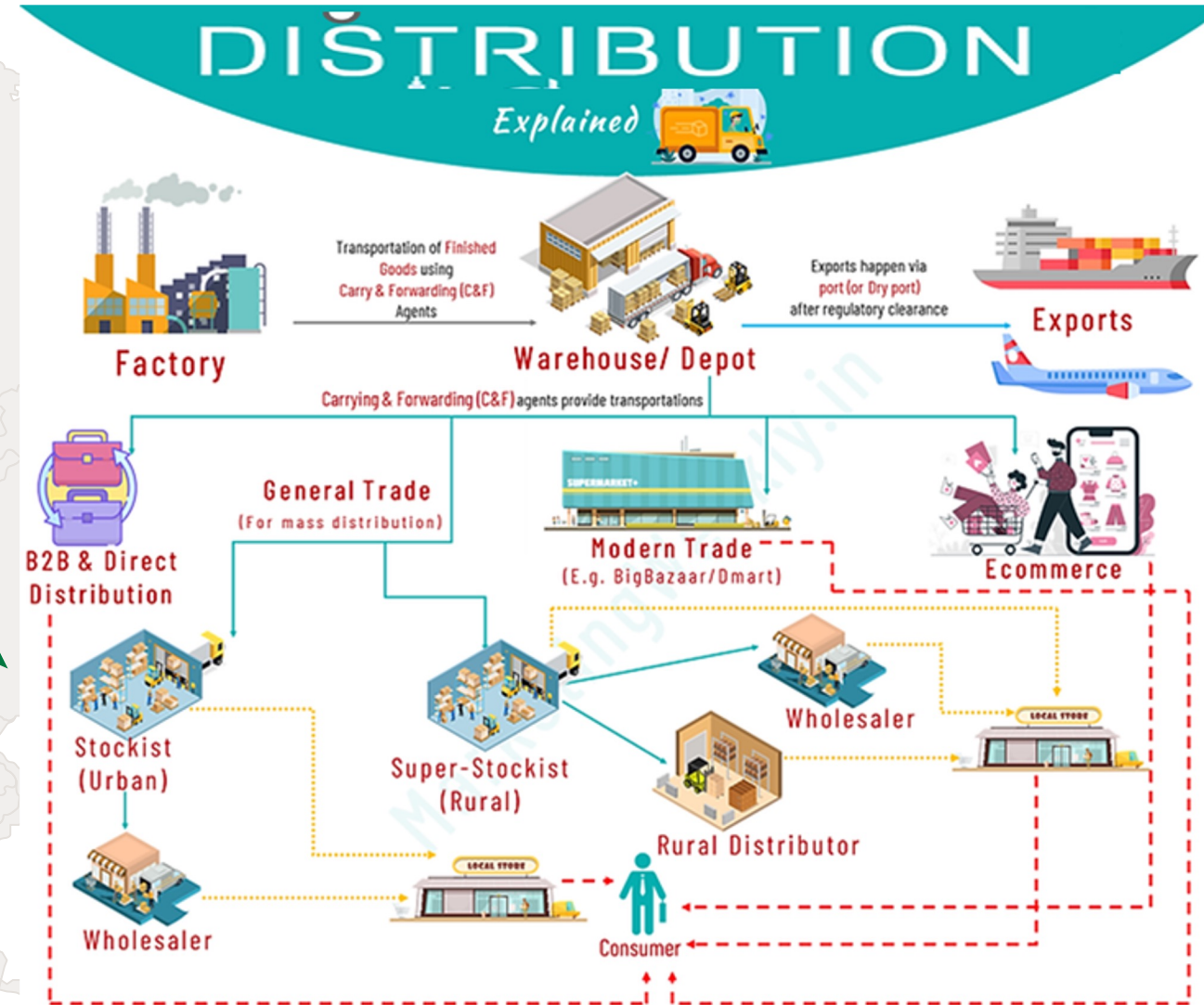
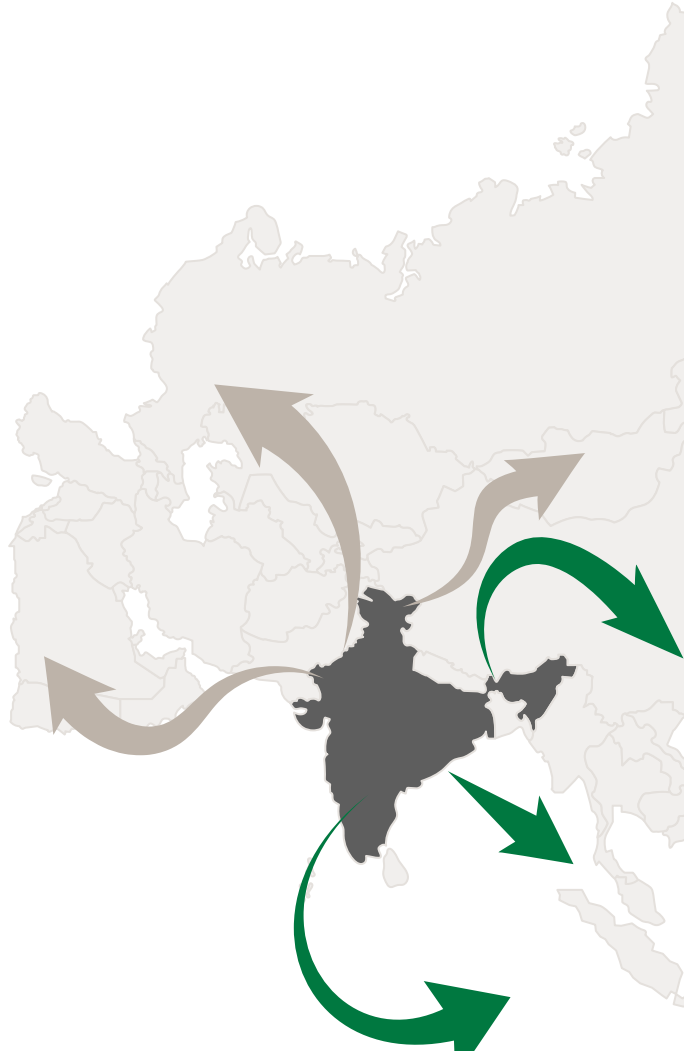


Distance and Time Zone



Diverse:

- Cultures
- Religions
- Habits





Old Way to Enter India: Clone Success from other countries. *This often fails now.*

- **Select One Distributor** to sell across all of India; depend on them to create & fulfill demand
 - But India is larger than all of Europe – more people, more languages, more scripts
 - Spotty Success, often due to mismatched expectations
- Many of you are missing out on demand by ignoring India, if you are unable to find the “one right partner”





New Approach, many more possibilities

- **License your technology**, your brand, or ship your “secret sauce” while protecting your IP and your core value
 - Example: Small Women’s brand, proprietary technology
 - Example: Hair color product, secret sauce shipped from USA, other ingredients and packaging in India



Ignoring India is not an Option

- **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



Many ways to enter India without a huge commitment

- **Sell through Indian Distributor(s)** into physical retail or “modern trade”
- **Establish your own subsidiary** to sell in India (Could be run by third party on contract)
- **Establish your own e-commerce store** to sell in India
 - via your own subsidiary, can be run by third party on contract)
- **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
 - Water, developer, accessories, flavors, fragrances
 - Pepper, mango, saffron, guava





Where you can contribute, what can you 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





What is the one right answer for India entry/expansion?

- **There is not one answer, it depends on**
 - Your market position
 - Your competition and their current situation and direction in India
 - Dovetailing with Indian needs, habits, aspirations
 - Your other priorities – domestic and global
- **The time to focus on India is now, more than ever before!**

Thank You



Gunjan Bagla

✉ gbagla@amritt.com

☎ 310-614-1326



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

To request Zoom call, visit link
or scan QR code

