



COMPANY PROFILE & PRODUCT BROCHURE

Rooted in Ayurveda. Crafted for Modern Wellness.

A premium Indian wellness brand with a modern, responsible and global outlook.

AyurVNova

Reviving the
ANCIENT SCIENCE
of **HEALING**

Rooted in Ayurveda.
Crafted for Modern Wellness.

आयुर्वेदः
अमृतानाम्
विज्ञानम्

ROOTED IN
AYURVEDA

ANCIENT WISDOM
MODERN WELLNESS

SCIENCE BACKED
FORMULATIONS

NATURAL
INGREDIENTS

QUALITY YOU
CAN TRUST

Ancient by Wisdom. Advanced by Science. Inspired by Nature.

OUR STORY

Ancient knowledge. A modern standard of clarity.

AyurVnova was created around a simple idea: Ayurveda should be presented with the clarity, consistency and customer experience expected from a modern wellness brand.

Our Mission

Make Ayurvedic-inspired wellness easier to understand and more thoughtfully presented for contemporary routines.

Our Vision

Build a trusted Indian wellness brand with an international outlook, learning from markets before scaling responsibly.

Our Promise

Clear product information, customer-first support and a premium experience across digital, retail and partner channels.

Our Values

Responsibility, transparency, quality focus, respect for tradition and continuous learning.



THE AYURVNOVA APPROACH

What we want customers to remember.

01 Responsible positioning

We communicate wellness without miracle promises or pressure-driven claims.

02 Ingredient-led thinking

Traditional botanicals and modern formats are presented with useful, understandable context.

03 Premium experience

Brand, packaging, website, support and service are designed to feel coherent and dependable.

04 Learning before scaling

Market feedback and customer behaviour guide where the brand invests next.

THE COLLECTION

Focused products. Room to grow.

The current range creates a focused launch platform while the wider AyurVnova roadmap can expand as product readiness and market requirements allow.



Men's Wellness Tablet

A convenient tablet format inspired by Ayurvedic ingredient traditions and designed for contemporary wellness routines.



Men's Wellness Effervescent

A refreshing, easy-to-mix format for customers who prefer a modern approach to daily wellness.



Men's Wellness Powder

A traditional-inspired powder format presented for a modern wellness lifestyle.



Men's Wellness Oil

An Ayurvedic-inspired external wellness oil designed to complement a mindful routine.



Stress Relief Tablet

A wellness format positioned around calm, balance and everyday lifestyle support.

INGREDIENT LANGUAGE

Tradition, explained responsibly.

Ingredient stories can educate customers without turning heritage into exaggerated medical promises. Final claims, directions and market availability should follow the approved label and applicable regulations.



Ashwagandha

Traditional Ayurvedic herb associated with vitality and resilience.



Shilajit

Mineral-rich traditional substance used in Ayurvedic wellness traditions.



Safed Musli

Traditional botanical used in vitality-focused Ayurvedic formulations.



Gokshura

Ayurvedic botanical traditionally used in wellness formulations.



Kaunch Beej

Traditional seed ingredient used in Ayurvedic wellness practice.



Vitamins & Minerals

Modern nutritional components used where appropriate to the formulation.

QUALITY & TRUST

Premium is more than appearance.

For a wellness brand, trust is built through what customers can verify and understand. AyurVnova's long-term brand system should connect product quality, responsible communication, service and documentation.

Clear product information

Keep ingredients, directions, cautions and product purpose easy to find.

Responsible claims

Avoid cure, guaranteed-result and overnight-result language unless specifically permitted and substantiated.

Customer support

Make contact, order support and policy information visible before and after purchase.

Documentation

Publish applicable business and product credentials only when current and verifiable.

Privacy & service

Treat customer data, discreet support and fulfilment communication as part of the product experience.

Market-specific compliance

International availability and marketing claims should be assessed separately for each destination market.

GLOBAL OUTLOOK

Built in India. Learning from the world.

AyurVnova's first international marketing phase is designed for discovery rather than aggressive selling. Awareness and website-traffic campaigns can reveal where the brand earns meaningful attention before larger commercial commitments are made.

India

Core future sales and operational learning market.

USA · Canada · UK · Australia

English-language brand discovery and audience learning.

UAE & GCC

High-interest regional discovery with market-specific product/compliance review.

Selected Europe

Market learning with localisation and regulatory requirements assessed before sales scaling.

Measure quality, not vanity: engaged visits, product interest and returning visitors matter more than cheap impressions.

PARTNERS & BUSINESS

A brand platform designed to grow.

As the portfolio matures, AyurVnova can support conversations with distributors, retailers, wellness professionals and international partners through consistent product information and a unified premium identity.

Retail & Distribution

Clear range architecture, product assets and partner-ready information.

International Enquiries

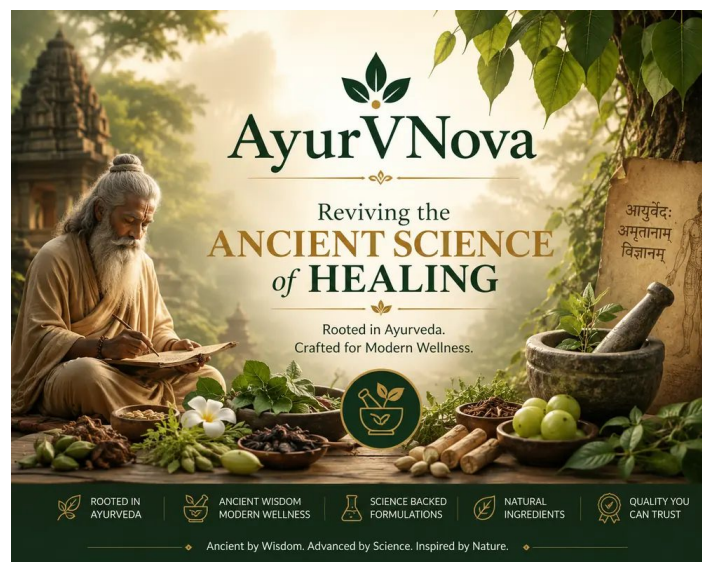
Market-specific discussions around product eligibility, shipping and compliance.

Digital Commerce

A responsive website, analytics and campaign attribution built to support future conversion activity.

Brand Collaboration

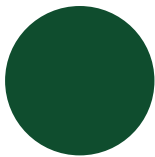
A consistent identity that can extend across social, content, exhibitions and trade conversations.



BRAND IDENTITY

One identity. Everywhere.

The same AyurVnova logo, colors and tone should appear across the website, brochure, packaging, social media and partner materials.



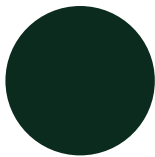
Forest Green
#0F4D2E



Royal Gold
#D4AF37



Warm Cream
#F8F4EA



Deep Green
#0A2B1E

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Based in · Delhi, India

Customers · Retailers · Distributors · International Enquiries

Product information is general brand communication. Always refer to current labels and market requirements.