

## The 21st Century Business Model



**Y Anji Reddy**  
CEO, ProYoung International

It is clear that wellness revolution is about to change our lives as much as did the automobiles or personal computers. There are many ways to create fortune in wellness revolution. One of my favourite, particularly to new emerging Indian markets is direct selling.

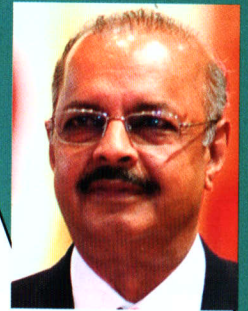
This intellectual distribution system is the single most effective medium we have today for teaching people about new wellness products & services that will impact people's lives physically, mentally and financially.

"Wellness Business is Proactive." Thus, ProYoung International Integrates 'Cellular Nutrition' & Intellectual distribution system to provide products to make a person stronger, smile better, look younger, feel healthier, to reduce the effect of aging and to avoid become the customer of sickness business.

As per FICCI & KPMG report direct selling industry is stated to touch 645 billion by 2025. Thus, the only fastest way of growing the area of wellness distribution is direct selling, which is so important today.

**prakasa Rao**  
Advisor  
Priya Foods

## Adulterated products may threaten the future of nutraceutical industry



**Dr Muhammed Majeed,**  
Founder, Sami Labs/Sabinsa group

Rapidly changing lifestyle, ageing population, growing awareness about health, fitness and overall wellness, besides India's large population base have led to exponential growth of the nutraceutical market here. However the domestic market which constitutes about 1.5% of the global market share, is still at its nascent stage when compared to US, Asia Pacific or European Union.

According to a study conducted by ASSOCHAM, India's nutraceutical market is likely to cross \$6.1 billion by 2020 from the current level of \$2.8 billion and growing at a CAGR of about 17%. Due to increased awareness, it is obvious the market penetration is high around 22% as compared to 6% in the rural market, in the country.

The industry is expected to see more categorisation in 2016 as companies have started to focus on niche areas like women health, chronic diseases, kids, diabetes etc. An unprecedented demand for more natural health solutions, a fundamental shift towards food and natural functional food-based ingredients, as well as demand for cleaner, safer and more effective products are the underlying forces set to redefine the nutraceutical market in the coming year. As products from established players in the sector undergo rigorous testing with food testing labs growing exponentially, the government should look at providing support to the industry with special subsidies to such manufacturing companies.

One of the major challenges that the natural product industry is facing, is the adulteration of natural products. Our fear is that there are many botanical extracts that are adulterated. There are companies who follow unethical practices and are selling adulterated products and this deceptive practice threatens the future of nutraceutical industry.