

#startupoftheday 103- VedaS Cure Pvt Ltd

27 January 2022 | News

Inception- 2014



Providing best healthcare with most unique herbal compositions

Inception- 2014

Location- Noida

Domain- Ayurveda

Founders- [Vikas Chawla](#)

Total team strength- 150

Total funds raised- Self-funded

Investors- NA

Revenue generated since inception- NA

Key Highlights-

- Developed around 150+ products for myriad set of diseases, disorders such as PCOD, PCOS, Gerd, Ulcers, diabetes, weight loss, hairfall, kidney stone, skin- related disorders such as Psoriasis, Pigmentation, Eczema
- To get in collaboration with a doctor who can offer free consultation to the people coming to the point of purchase
- To open retail outlets in Tier II cities where people have limited knowledge of Ayurveda products but they are more open to the idea of preferring natural healing methods as compared to Allopathy and other medical sciences

Founder Speaks-

"The market for Ayurvedic and herbal wellness products is expected to reach \$ 9.5 billion by 2024 and businesses/ start-ups should pay attention to this potential and lucrative market, for better growth. According to IBEF, the Indian Ayurveda industry has several large players, with the micro, small and medium enterprises capturing 80 percent market share. The Indian government, led by PM Modi, has stated that Ayurveda is important to them. As the Ayurveda market in India is believed to be worth US\$ 2 billion and expanding at double digits, businesses and start-ups should focus on Ayurveda products and contribute to the larger goal of providing Indian households with side-effect-free remedies to various diseases and disorders. India has the potential to become a health and wellness hub, attracting investments and creating additional jobs and the government has set a target of increasing spending on health care from the current 1.3 percent to 3 percent of its GDP by 2022 and this seems in line with the continuously growing popularity of Ayurvedic products among the varied demographic at domestic and global levels."

- Vikas Chawla, Founder and Director, Vedas Cure, Noida