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Ubalance Naturals Unveils New Identity, Eyes 100,000 Families by 2028

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The premium Ayurvedic wellness brand introduces a forest-inspired visual identity across nine products and 18 SKUs, connecting its systems-led wellbeing philosophy with a contemporary design language



Ubalance Naturals has announced a new brand identity, The Forest Within, across its portfolio of nine products and 18 SKUs, alongside its ambition to reach Rs 100 crore in revenue by FY30. The evolution visually expresses their longstanding belief: wellbeing is shaped by interconnected bodily systems, not isolated functions.

In a category increasingly crowded with single-ingredient, single-benefit wellness brands, the brand believes this systems-led philosophy gives it a distinct edge. Industry estimates cited by the company value India's Ayurvedic wellness market at approximately $11.9 billion in 2025 and project it to reach $43.2 billion by 2034, at a compound annual growth rate of nearly 15 per cent. Ubalance Naturals sees an opportunity to bring together Ayurvedic heritage and contemporary scientific thinking as interest in preventive wellness grows.

Commenting on the Company's vision, Gurmeet Kaur, Co-founder, Ubalance Naturals said, "Our customers have always trusted us for what's inside the bottle. Now, the outside reflects the same authenticity and purpose. The Forest Within brings our philosophy of interconnected balance to life through a refined visual identity rooted in nature and true to who we have always been. Building on its established approach to wellness, Ubalance Naturals combines wild-sourced botanicals, careful processing to preserve ingredient integrity, and liquid Ayurvedic formulations designed for ease of consumption and efficient nutrient delivery. As the brand looks to the future, the rebrand will extend across packaging, digital platforms, e-commerce and retail touchpoints from September 2026, creating a cohesive premium experience that reflects the brand's philosophy and ambitions. We are working towards a bold vision of expanding our reach to 100,000 families by 2028."