CURE AYURVEDIC

MAKING TRADITIONAL WELLNESS RELEVANT TO MODERN INDIA



Debolina Das
Co-Founder & Director

India's Ayurvedic herbal products industry is moving beyond the familiar proposition of tradition and natural ingredients. As consumers become more informed, the conversation is increasingly about what is inside a product, where its ingredients come from, how consistently it is formulated and whether it can fit into an everyday wellness routine. This is creating room for suppliers that can retain the fundamentals of Ayurveda while responding to contemporary expectations around quality, convenience and transparency.

Cure Ayurvedic is addressing this intersection with a focused portfolio spanning joint and musculoskeletal wellness, calcium support, diabetes and sugar management, gout care, energy and vitality, and hair care. The company's approach emerged from Co-Founder & Director, Debolina Das' experience of seeing consumers actively seek Ayurvedic alternatives but often struggle with inconsistent products, unclear sourcing and formulations that were inconvenient for regular use.

Her experience with Cure My Knee, a separate healthcare services vertical working with orthopaedic and musculoskeletal patients, provided another important insight. Patients frequently wanted to explore Ayurveda before moving towards more intensive interventions, yet their experience with available products did not always meet expectations. This gap led to the development of Cure Ayurvedic, with formulation quality becoming central to its proposition.

A Portfolio Built Around Specific Needs

Rather than pursuing breadth for the sake of scale, Cure Ayurvedic has chosen categories based on identifiable wellness requirements. Musculoskeletal care was a natural starting point, resulting in formulations for joint support, calcium supplementation, gout management and topical joint care.

VedicFlx, for instance, is developed using A2 cow ghee as its base and follows a traditional Ayurvedic processing method- Siddha Ghrita, in which selected herbs are processed over an extended duration before being encapsulated in a soft-gel format. Its VedicCal-Calcium Support has similarly been conceived as a herbal option for people seeking everyday bone health.

"The company subsequently expanded into metabolic wellness with D Vedic, a product focused on blood sugar management, while Vedic Shilajit supports energy and vitality. Its hair-care offering, Kesholekha Jadibuti Hair Oil, uses cold-pressed coconut oil as a base, enriched with ingredients including Brahmi, methi, kalonji and bhringraj", says Debolina Das.

Product selection begins well before manufacturing. The team studies consumer requirements and traditional Ayurvedic references, consults Ayurvedic doctors, evaluates ingredients and considers whether a formulation can be produced consistently and safely. This selective process allows the company to keep its range centred on defined consumer needs rather than market trends.

Bringing Discipline to Traditional Formulations

For Cure Ayurvedic, making Ayurveda contemporary is less about changing its foundations and more about improving the way traditional knowledge reaches consumers. The company works with Vaidyas and Ayurvedic practitioners, studies established references and explores medicinal ingredients originating from different regions of India.

Where suitable, standardised extracts are incorporated to help maintain consistent ingredient strength across batches. Traditional preparation methods are retained where relevant, but finished products are offered in practical formats such as capsules, tablets, syrups and oils. This enables consumers to integrate them more easily into existing routines.

Manufacturing and quality control provide the other half of this approach. The company works through licensed, GMP-compliant manufacturing processes, supported by batch-level checks and third-party testing where required. Its website also highlights ISO-certified processes alongside its quality framework.

Modern equipment supports production, but Cure Ayurvedic remains clear that automation is not intended to replace Ayurvedic formulation principles. Instead, technology is used where it can improve manufacturing control and consistency while traditional knowledge continues to guide ingredient selection and preparation.

> THE COMPANY VIEWS AYURVEDA AS PART OF A LONGER-TERM APPROACH TO WELLNESS AND BELIEVES IN QUALITY, AUTHENTICITY, PURPOSEFUL FORMULATIONS, AND CONSUMER EDUCATION

Trust Through Transparency

Trust remains one of the more difficult challenges in a crowded herbal-products market. For Debolina, an Ayurvedic label alone cannot establish credibility. Consumers increasingly examine ingredients, compare alternatives and seek information before deciding what to purchase. "Cure Ayurvedic responds by making transparency part of its consumer engagement. Ingredient information and proportions are communicated through labels, while digital communication is used to explain the purpose of formulations and the role of individual ingredients. Equally important is avoiding the promise of instant outcomes. The company views Ayurveda as part of a longer-term approach to wellness and believes expectations should be communicated accordingly", highlights Debolina Das.

This becomes particularly relevant as online buying changes the category. Reviews, digital research and virtual interactions increasingly influence wellness purchases, giving brands an opportunity to build relationships directly rather than relying solely on the retail shelf. Cure Ayurvedic currently delivers across India, providing an established base for this direct-to-consumer reach.



Deepening the India Opportunity

The company's next phase will prioritise deeper penetration within India rather than immediate international expansion. Despite its existing PAN-India reach, Cure Ayurvedic sees considerable headroom in bringing organised Ayurvedic wellness products to more households and strengthening its presence across domestic markets.

Alongside distribution expansion, new formulations will gradually broaden the portfolio. Plant-based protein is one area under consideration, reflecting growing demand for natural everyday nutrition. Further product development will continue to draw on Ayurvedic texts, practitioner inputs, ingredient research and testing.

International markets remain a longer-term possibility, but the company intends to approach them only after studying differences in consumer profiles, regulatory requirements and formulation needs. That measured roadmap reflects Cure Ayurvedic's larger objective: to build scale without turning Ayurveda into another fast-moving product category, and instead establish a wellness brand where traditional knowledge, disciplined formulation and modern consumer expectations can coexist.PO