



BASIC AYURVEDA

THE SCIENCE OF PURE HERBS



Name of the Director: Mr. Amit Upadhyay

Established : 2005

Products:

Standardized Natural Juice: Gooseberry (Amla) Juice, Aloe Vera Juice – H & Aloe Vera Juice (Sugar Free), Bottle Gourd (Lauki) Juice, Jamun (Indian Blackberry / Java Plum) Juice, Triphala Juice (Basil) Juice, Karela (Bitter Gourd) Juice, Jamun Karela Herbal Mix Juice and Grass meal (wheat grass juice with honey).

Ayurvedic Medicines: After Meal Digestive Stimulant, Van Tulsi Cough Syrup, Karela & Jamun Herbal Mix powder for diabetic / sugar control, Calcee yog-ayurvedic calcium and Amla Triphala powder.

History of the Company: We are not a personality based company. We are a highly professional scientific, information-based establishment.

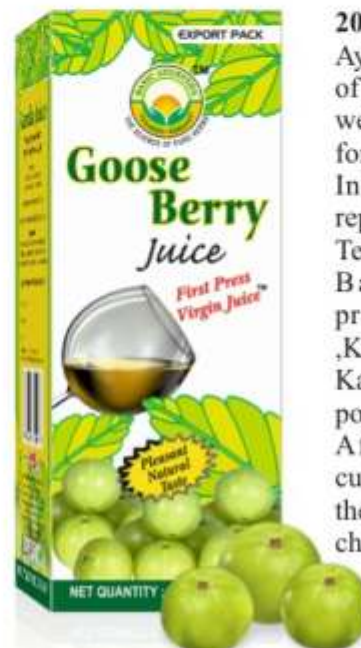
2005 - The birth of "Basic Ayurveda" was in a small Ayurvedic recipe store 'Nuskha' in Vasundhara, Ghaziabad (U.P.). We were dealing in herbal handmade traditional formulation directly to the customers/patients. Due to large demand, we made sure that all consumers achieved the same results as they use our products and were satisfied at all times. We decided to set up a manufacturing plant for mass production.

2006 - Basic Ayurveda got all license and permissions to set up a manufacturing industry by federal and state agencies in Anand Industrial Estate, Mohan Nagar, Ghaziabad (U.P.). Here, Mr. Amit Upadhyay (proprietor) starts his mission of making health and beauty care products / ayurvedic medicines, food supplements and standardized natural juices.

2007 - Basic Ayurveda set up their own marketing division in Delhi. This catered directly to the burgeoning demand in Delhi / NCR region and covered many states for marketing. It also met the great demand and popularity in the regions located in north east and north west India. With customer-to-customer publicity and growing demand of Basic Ayurveda brand the products now had reached worldwide customers.



2008 - Knowing the importance of a robust infrastructure for the production of herbal formulation, Basic Ayurveda invested in its development. Now Basic Ayurveda manufacturing plant is well equipped with all kinds of contemporary machines and equipments that are necessary for the mass and effectual production of our products.



2009 - A superb year for Basic Ayurveda! Due to popularity of products and health concept we supplied heavily in the foreign markets. The Times of India published a special report titled 'Traditions in a Tetra Pack' which covered Basic Ayurveda brand products like Lauki juice, Karela juice, Amla juice, Karela & Jamun herbal mix powder, Aloe vera juice etc. After their survey more customers were asking for these products at their nearby chemist shop.

2010 - Basic Ayurveda got the ISO 9001 : 2008, GMP & HACCP certifications. Basic Ayurveda found a genuine exporter and made a marketing deal with M/S Sudip & Co. They exclusively marketed Basic Ayurveda brand products in U.S.A & U.K.. The sales increased to 65% in a little span of time. They also planned to launch new juices and other products / herbal formulations along with the existing product on a large scale for the worldwide customers with extensive promotion on T.V and newspaper advertisements.

2011 - Basic Ayurveda plans to bring professionals to manage the company. We also have plans to upgrade the automatic plant and lab. We have a target to get WHO GMP & Halal certification. We have also started our own Aloe Vera farming along with Holy Basil (tulsi), Bottle gourd (Lauki) and Bitter gourd (Karela) under pure organic method and traditional culture to get good quality fresh material. We are in processing to achieve national and international organic certifications.

Achievements: Our biggest achievement is the ISO 9001:2008 certification. We are a HACCP, HALAL & WHO GMP certified plant. We are listed as one of the leading company in ayurvedic juices in 2009 by our customers and The Times of India.

Marketing Strategies: Domestic sale, Institutional sale and even export also.

Recent Developments: We have developed a fully furnished in house microbiology lab and toxicity test chamber.

Product Promotion: We are promoting our products in the market and creating awareness among our valuable customers by T.V. Commercials, Newspaper and magazine advertisements, Pamphlets and posters.



Future Expansion Plans: Full autoimmunization of the plant so that we can provide our customers a quickly processed taste of nature which they have never experienced in their life.

Recreation Facilities Staff Members: Basic Ayurveda offers a wide variety of recreational facilities to help employees rejuvenate during their weekends. Employees are frequently seen playing volleyball, lawn tennis and table tennis or enjoying a game of carom or chess. We also have a well equipped fitness center where the employees can work-out according to their preference and convenience. For those who seek to relax and extend their horizons of knowledge, we also have a library stocked with assorted books and periodicals. Even there is a separate area for yoga (with an instructor).

Mantras to become Successful entrepreneur: 1) Plan accordingly 2) Work hard! 3) Never consider the possibility of failure 4) Focus on your strengths. 5) Be passionate with what you do.

Brand Values: 5 crores at present, Basic Ayurveda possesses a strong brand identity in the global market and sales are rapidly increasing.

Participation in Corporate activity: This company is for serving natural health to the people of the world. To give the customers best of nature. To maintain our quality and faith in our customers.

Salient features: Competition in the market could be easy.

