

# Rural marketing project



**ASSIGN  
BUSTER**

Ayurveda, such as having traditional herbal ingredients in the composition of toiletries. The key suppliers in Ayurveda are Dabur, Baidyanath, and Zandu, which together have about 85% of India's domestic market. These and a handful of other companies are mentioned repeatedly by various writers about the Ayurvedic business in India.

Several small companies that have grown rapidly in recent years envision themselves as primary players in the Ayurvedic market. The market for Ayurvedic internal medicines is dominated by Chyawanprash, an herbal honey comprised of about 30 ingredients, with amla (emblic myrobalans) as the key ingredient. The leader in this field is Dabur, which had a 69% market share at the end of 2002; followed by Baidyanath, with nearly 11% and Zandu and Himani (Emami Group) with about 7% each.

A variety of individual herbs, traditional formulations, and proprietary medicines make up the rest of the health products section involving internal remedies, while the remainder of the market is taken up by toothpastes and powders, skin creams, massage oils, shampoos, and other topical preparations. Two of the largest companies involved with providing traditional medicine products, such as the above, are Himalaya Drug Company and Universal Medicaments.

Exports of Ayurvedic medicines have reached a value of 100 million dollars a year (about 10% the value of the entire Ayurvedic industry in India). About 60% of this is crude herbs (to be manufactured into products outside India), about 30% is finished product shipped abroad for direct sales to consumers, and the remaining 10% is partially prepared products to be finished in the

foreign countries. The Indian government and non-government organizations have been collecting statistics on the Ayurvedic system in India and these data about the manpower and institutional aspects of

Ayurveda have emerged: \* Number of registered medical practitioners: 366, 812 \* Number of dispensaries: 22, 100 \* Number of hospitals: 2, 189 \* Number of hospital beds: 33, 145 \* Number of teaching institutions (undergraduate): 187 \* Number of upgraded postgraduate departments: 51 \* Number of specialties in postgraduate medical training: 16 \* Number of pharmacies manufacturing Ayurvedic medicines: 8, 400 In India, 60% of registered physicians are involved in non-allopathic systems of medicine.

In addition to the nearly 400, 000 Ayurvedic practitioners, there are over 170, 000 homeopathic physicians; India has about 500, 000 medical doctors (similar to the number in the U. S. , but serving nearly 4 times as many people). Reliance on Ayurvedic medicine is heavy in certain regions of India, such as Kerala in the Southwest. Many Ayurvedic practitioners in small villages are not registered. ABOUT SHETH BROTHERS Sheth Brothers, a family owned firm, was established in 1972 by Mr. Rasikbhai Sheth along with his three brothers. Today company is managed by seven cousin brothers and they are the second generation of the family.

It is into manufacturing of ayurvedic medicines in India. It is the acknowledged leader of Ayurvedic know-how. The company has played a pioneering role in re-establishing ancient knowledge with modern research and manufacturing techniques. The product range includes Kayam Churna, Somva-34, Bijorin and Pratikar Churna. It has its operation based in

Bhavnagar. It has all India presence as well as it exports to South Africa and Kenya and gulf countries. Bringing the precious gifts of nature to common people has been the motto of the company.

It tries to achieve its prime objective of customer satisfaction and customer retention. The success mantra of the company is " providing best quality products at affordable price". The vision of the company is to be the most respectable brand globally. Today after 38 years of presence in the market company is the market leader in the manufacturing of laxative product. " Kayam Churna" is one of the most successful brands around the country. Today company has more than 3 % market share in Ayurvedic laxatives in the country. Today company is having strong distribution network and logistics management.