



RUNAL WELLNESS PRIVATE LIMITED

Our Mission is to spread Health, Wealth & Happiness!!!



ABOUT US

Runal Wellness Pvt. Ltd. pioneers in the wellness and nutrition industry, driven by a mission to promote health and wellness across the globe. Under the leadership of CEO Mr. Raghvendra Singh, we specialize in a range of health products including Tulsi Panchamrit, Joint Aid Oil, and Noni Juice. Our innovative approach combines premium health benefits with unique income opportunities, empowering individuals to lead a healthy, wealthy lifestyle from the comfort of their home.

VALUES

At Runal Wellness Pvt. Ltd., we prioritize natural wellness and empowerment, fostering a community built on trust, quality, and the belief in everyone's right to a healthy and prosperous life.





PROBLEMS

Product Efficacy and Safety Concerns

Consumers may have doubts about the effectiveness and safety of the health products, such as Tulsi Panchamrit, Joint Aid Oil, Noni Juice, and Pachan Amrit Herbal Juice, especially if there is a lack of scientific evidence or clinical trials supporting their claims.

Regulatory and Compliance Issues

The company might face challenges in complying with health and safety regulations, particularly if they operate in multiple regions with different regulatory standards.

Distribution and Supply Chain Management

Managing an efficient supply chain to ensure the availability and timely delivery of products can be complex, especially if the products require specific storage conditions or have a limited shelf life.





SOLUTIONS

High-Quality Health Products

Runal Wellness Pvt. Ltd. offers a range of health products designed with specific benefits. One solution is to provide access to high-quality products that can contribute to individuals' overall well-being.

Healthy Lifestyle

Runal Wellness Pvt. Ltd.'s products are designed to promote health and wellness. By using these products, individuals may find solutions to address various health issues and work towards a healthier lifestyle.



Effective Distribution Channels

Optimize the supply chain and distribution channels to ensure products are readily available to consumers. Efficient logistics and inventory management can help in this regard.

Quality Assurance

Ensure rigorous quality control and testing of products to guarantee their safety and effectiveness. Certify products through relevant quality standards.



OUR PRODUCTS



Immunity Booster



Panch Amrit



Tulsi



Joint Oil

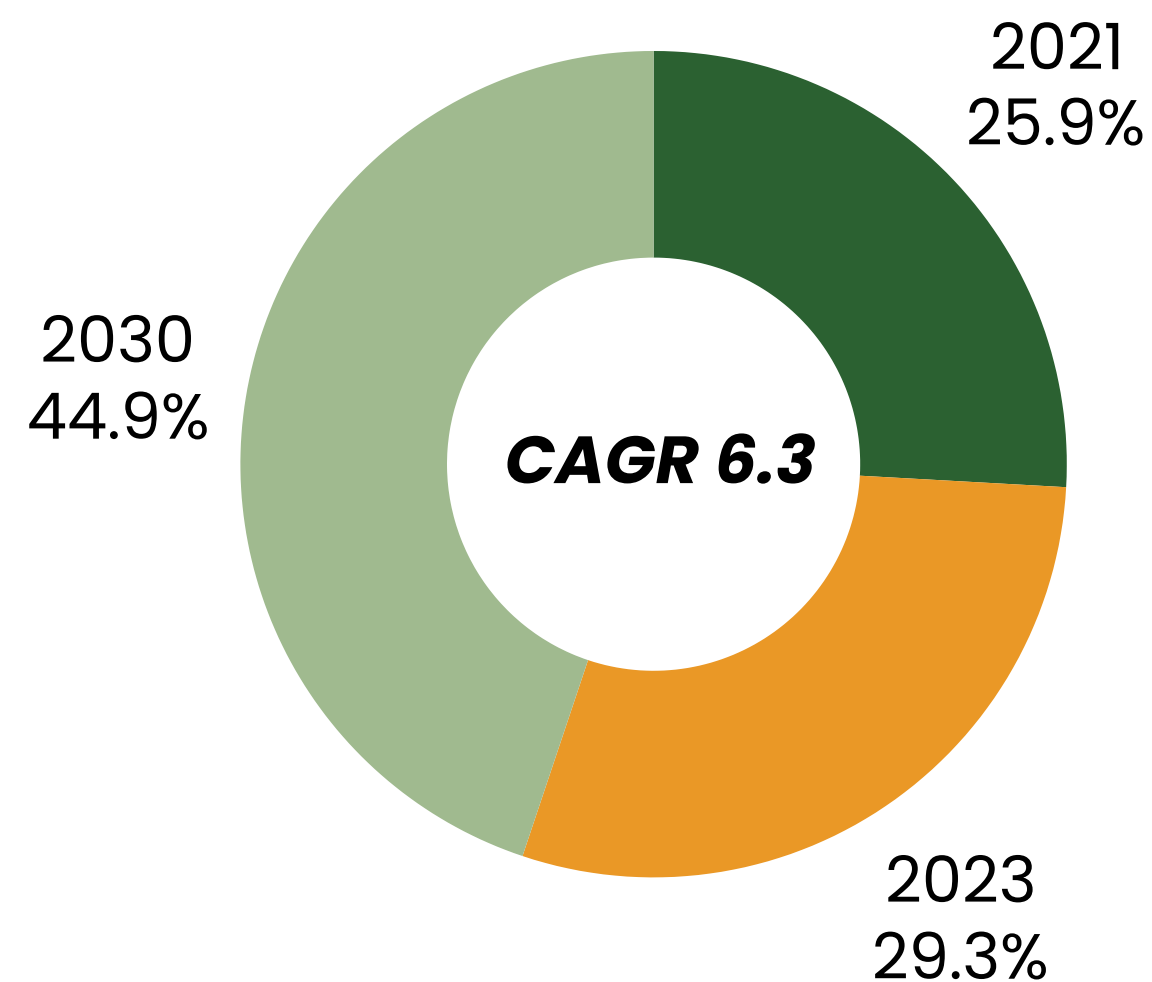


TARGET SEGMENT

- **Health-Conscious Individuals**
- **Entrepreneurs**
- **Wellness Enthusiasts**
- **Educated Consumers**

GLOBAL

Global Nutritional Supplements Market size was valued at USD 358.8 billion in 2021 and is poised to grow from USD 405.43 billion in 2023 to USD 621.80 billion by 2030, at a CAGR of 6.3% during the forecast period (2023-2030).





UNIQUE SELLING POINTS

- **Leader-Led Vision:** Spearheaded by CEO Mr. Raghvendra Singh, ensuring a driven and visionary approach.
- **Comprehensive Health Solutions:** A wide array of products targeting various health concerns, from digestion to joint pain.
- **Work-From-Home Opportunity:** Unique business model that offers individuals a flexible, income-generating opportunity.
- **Consumer Education:** Emphasis on educating consumers about the health benefits and usage of our products.
- **Quality Commitment:** Unwavering focus on the quality and efficacy of each product, establishing trust and loyalty.



COMPETITIVE LANDSCAPE

Diverse Competitors: The industry features a diverse set of competitors, including established wellness companies, nutrition brands, and direct selling organizations.

Product Variety: Many competitors offer a variety of health and wellness products, including supplements, herbal remedies, vitamins, and personal care items.

Market Saturation: The market can be saturated with numerous products, making it essential for companies to differentiate themselves.

Consumer Awareness: Competitors often invest heavily in marketing and advertising to raise consumer awareness and promote their products.

REVENUE MODEL



- **Direct Sales:** Revenue generated from the sale of health and wellness products to consumers.
- **Distributor Network:** Income from expanding our distributor network, allowing for wider market penetration.
- **Online Sales:** Leveraging e-commerce platforms and our website to reach a global audience.
- **Subscription Services:** Offering subscription plans for regular deliveries, ensuring steady revenue and customer retention.
- **Affiliate Marketing:** Collaborating with wellness influencers and bloggers to promote our products.



AIM TO SCALE UP

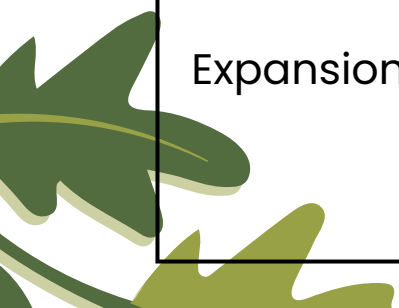
- **Product Line Expansion:** Introducing new products to meet emerging health trends and consumer needs.
- **Market Expansion:** Entering new geographic markets, both domestically and internationally.
- **Technology Investment:** Investing in technology to improve online sales platforms and customer service.
- **Marketing Strategies:** Enhancing marketing efforts to reach a broader audience through digital and traditional channels.
- **Partnerships:** Forming strategic partnerships with health and wellness influencers and organizations.



G2M STRATEGY



Phase	Objective	Strategy	Channels	Key Activities
Launch	Establish market presence and build brand awareness.	Engage early adopters; showcase product benefits and unique business opportunity.	Social media, targeted online ads, influencer partnerships.	Product launch events (virtual/in-person), influencer collaborations, social media campaigns.
Growth	Expand customer base and distributor network.	Increase market penetration; introduce new products.	E-commerce platforms, email marketing, SEO and content marketing.	Expand distribution channels, enhance product lineup, optimize online presence for better reach and engagement.
Maturity	Strengthen market position and diversify revenue streams.	Diversify product offerings; enter new domestic and international markets.	Strategic partnerships, trade shows, and online communities.	Forge partnerships with wellness influencers, attend and sponsor wellness events, leverage customer feedback for product innovation.
Expansion	Sustain growth and explore new opportunities.	Optimize and innovate marketing strategies; leverage data analytics for decision-making.	Advanced digital marketing, CRM tools, analytics platforms.	Refine marketing approaches based on analytics, explore untapped markets, invest in research and development for next-gen products.





OUR TEAM



Mr. Shailesh Kumar
(MD)

Mr. Raghvendra
Singh
(CMD)

Mr. Anand Prakash
(MD)



CONTACT US



+917500603370



rs523116@gmail.com



www.runalwellness.com

