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Revolutionizing Holistic Healthcare: A Strategic Marketing Review of AVN Ayurveda Formulations

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INTRODUCTION TO THE AYURVEDIC INDUSTRY

The resurgence of Ayurveda in modern times reflects a global shift toward natural wellness and preventive healthcare. Once confined to traditional households and local practitioners, Ayurveda has now emerged as a trusted alternative to conventional medicine, appealing to a new generation of health-conscious consumers. This ancient system, rooted in balance and holistic healing, is finding relevance in today's fast-paced world through its integration with digital platforms, personalized care solutions, and eco-conscious practices. As demand grows for herbal products and chemical-free treatments, Ayurveda is well-positioned to bridge the gap between traditional wisdom and modern wellness needs.

INDUSTRY TRENDS AND MARKET OVERVIEW

India maintains a dominant position in the global Ayurvedic market, supported by its rich traditional heritage and proactive governmental bodies like the Ministry of AYUSH. The sector has grown beyond medicinal applications, now encompassing wellness tourism, spa therapies, and natural beauty products.

Key Developments in the Sector:

Customized Treatments: Personalized health plans based on individual constitutions and conditions.

Digital Expansion: Increased availability of online consultations and Ayurvedic products via e-commerce.

Eco-Friendly Packaging: A growing emphasis on sustainable and biodegradable product packaging in response to global environmental concerns.

RESEARCH DESIGN AND OBJECTIVES

This research aims to evaluate the marketing efforts of AVN Ayurveda Formulations and uncover reasons for its underperformance compared to major competitors.

Core Challenges Identified:

Weak online visibility

Limited brand presence beyond Southern India

Misunderstandings about product efficacy

Strong market rivalry

Research Goals:

Assess current marketing strategies

Gauge consumer perception

Evaluate digital engagement

Suggest actionable improvements

METHODOLOGY

Data Sources:

Primary: Interviews, focus groups, and surveys with stakeholders including customers and employees.

Secondary: Reports from organizations like WHO and AYUSH, and competitor strategy analysis.

Sampling Approach:

Stratified sampling targeting consumers, sales agents, and practitioners

Focus on urban and semi-urban areas

Analytical Tools:

Utilized SPSS, Excel, ANOVA, and Chi-square tests for trend identification

COMPANY BACKGROUND – AVN AYURVEDA

Established in 1930 in Madurai, AVN Ayurveda combines classical Ayurvedic knowledge with modern scientific research. It operates clinics, a hospital, and a manufacturing unit.

Mission: To foster holistic wellness

Vision: To become a global authority in Ayurvedic healthcare

Product Portfolio:

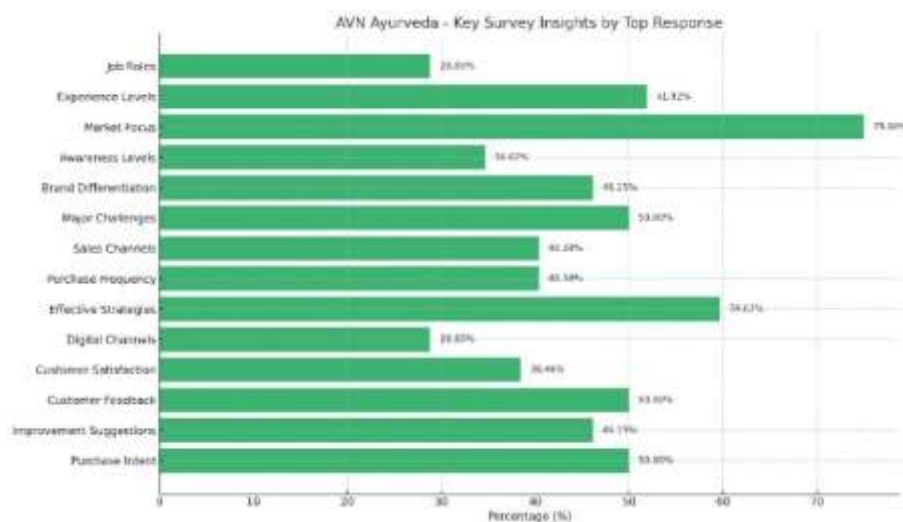
1. Herbal Nutritional Supplements
2. Skincare and Pain Relief Lines
3. Chronic Disease Formulations
4. Detox and Wellness Kits

Strategic Direction:

1. Strong R&D and eco-conscious practices
2. Scaling up online marketing and e-sales
3. Partnering with wellness providers

SURVEY FINDINGS

Research Overview:



Key Observations:

1. Market Concentration (75%) – Strong domestic presence, minimal global exposure
2. Workforce Composition (52%) – Predominantly junior-level personnel
3. Main Challenges (50%) – Awareness deficits, price concerns, and supply chain gaps
4. Consumer Interest (50%) – High intent to purchase, indicating growth potential
5. Feedback (50%) – Positive reviews tempered by price and quality concerns
6. Trusted Promotion Channels (60%) – Physician endorsements prove most effective
7. Digital Use (29%) – SEO and social media present but underutilized
8. Brand Perception (46%) – Moderate uniqueness; more visibility and campaigns needed
9. Satisfaction Levels (38%) – Room for quality improvement despite positive sentiments
10. Sales Patterns (40%) – Online sales dominant; purchasing lacks consistency

Effective Marketing Tactics:

Physician-led endorsements (59%)

Digital campaigns (44%), though influencer strategies are scarcely applied

SWOT ANALYSIS Strengths:

- Heritage of over eight decades
- Scientifically validated and GMP-certified products
- Stronghold in South India
- Effective doctor-driven outreach
- Weak brand recognition outside regional strongholds
- Over-dependence on medical referrals
- No robust customer retention strategies
- Rising international demand for herbal solutions
- Tailored products and services
- Expanded digital and influencer presence
- Competition from quicker-acting allopathic remedies
- Regulatory and compliance hurdles
- Market saturation within herbal sectors

Weaknesses:

Opportunities:

Threats:

STRATEGIC RECOMMENDATIONS

Boost Online Visibility:

Invest in SEO, video marketing, and influencer partnerships

Conduct health awareness drives across digital channels

Expand Geographical Reach:

1. Focus on North Indian and global markets with adapted strategies
2. Elevate Customer Engagement:
3. Introduce loyalty schemes, bundled products, and subscriptions
4. Use feedback loops for continuous product/service refinement

Enhance Distribution:

Resolve logistical challenges and improve accessibility

Consumer Education:

Counter myths around efficacy with scientific endorsements and awareness efforts

CONCLUSION

AVN Ayurveda possesses a robust legacy and integrates traditional knowledge with scientific innovation. While its Southern India presence is strong, untapped opportunities lie in digital expansion, national market penetration, and consumer interaction. By embracing these pathways, AVN can position itself as a formidable global Ayurvedic brand.¹