

THE IMPACT OF ZANDU ON INDIA'S AYURVEDIC LANDSCAPE
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ABSTRACT

Zandu, one of India's most recognized Ayurvedic brands, has had a profound influence on the evolution of Ayurveda in modern India. Established in 1910, the brand has been instrumental in preserving traditional Ayurvedic practices while adapting them to contemporary health needs. Zandu's commitment to scientific research and development has helped it bridge the gap between ancient herbal remedies and modern medical demands. By introducing a wide array of products, ranging from classical Ayurvedic medicines to innovative health supplements, Zandu has played a key role in popularizing Ayurveda among urban and rural consumers alike.

Zandu's impact extends beyond product offerings; the brand has significantly contributed to shaping consumer perceptions of Ayurveda as a credible alternative to allopathic medicine. Its integration of advanced manufacturing processes and quality control standards has further reinforced the credibility of Ayurvedic products in both domestic and international markets. Additionally, Zandu's efforts in promoting Ayurveda through collaborations with healthcare institutions and educational campaigns have amplified its role in the resurgence of natural and herbal wellness solutions in India.

This paper explores Zandu's journey, its contributions to India's Ayurvedic industry, and its role in the larger global wellness movement, offering insights into how the brand has shaped and continues to influence the Ayurvedic landscape in India.

KEYWORDS

Herbal Medicine, Traditional Remedies, Market Influence, Product Innovation, Consumer Awareness, Healthcare Accessibility, Sustainability, Research and Development, Cultural Heritage, Holistic Health, Brand Recognition, Regulatory

Framework, Ayurvedic Education, Natural Ingredients, Therapeutic Efficacy, Competition in Ayurveda, Globalization of Ayurveda , Community Health Initiatives.

INTRODUCTION

The Ayurvedic landscape of India, steeped in centuries of tradition, has witnessed remarkable changes in recent decades, largely driven by the integration of modern business practices and consumer awareness.

Among the key players in this evolution is Zandu, a brand that has significantly influenced the perception and accessibility of Ayurvedic medicine. Established in the early 20th century, Zandu has not only revived traditional healing practices, but has also positioned Ayurveda as a viable alternative to contemporary healthcare solutions.

Zandu's commitment to quality and innovation has led to the development of a diverse range of products that cater to various health needs, making Ayurvedic remedies more accessible to the general public. By combining ancient wisdom with modern research, Zandu has played a pivotal role in enhancing the credibility of Ayurvedic treatments, fostering a growing acceptance among consumers.

Furthermore, Zandu's initiatives in education and community outreach have contributed to a broader understanding of Ayurveda, promoting a holistic approach to health and wellness.

As the demand for natural and sustainable health solutions continues to rise, Zandu's impact on India's Ayurvedic landscape becomes increasingly significant, shaping the future of traditional medicine in a rapidly modernizing society.

This exploration of Zandu's influence, will delve into its role in transforming Ayurvedic practices, its contributions to market dynamics, and its commitment to sustainability and community health, highlighting the brand's enduring legacy in the realm of holistic healing.

SWOT ANALYSIS

● Strengths

- **Heritage and Brand Trust** Zandu is one of the oldest and most trusted brands in India's Ayurvedic market, established in 1910. Its long-standing reputation enhances consumer trust.
- **Wide Product Range** Zandu offers a diverse range of Ayurvedic products, from herbal medicines to personal care products, catering to various health and wellness needs.

- **Research and Development (R&D) in Ayurveda** Zandu focuses on integrating traditional Ayurvedic knowledge with modern scientific research, giving it a competitive edge in product innovation and efficacy.
- **Strong Distribution Network** The company has a well-established distribution network across India, ensuring its products are widely available both in urban and rural areas.
- **Corporate Synergy** After being acquired by Emami, Zandu benefits from Emami's strong marketing and distribution capabilities, enhancing its reach and market presence.

● **Weaknesses**

- **Limited International Presence** While Zandu is a recognized brand in India, its global presence is relatively limited compared to newer Ayurvedic brands like Patanjali, which have aggressively pursued international markets.
- **High Competition in Ayurvedic Market** The Ayurvedic market in India is highly competitive, with brands like Dabur, Himalaya, and Patanjali capturing significant market share. This makes it harder for Zandu to maintain dominance.
- **Price Sensitivity** Many Ayurvedic consumers in India are price-sensitive. Zandu's premium positioning for certain products may limit its appeal to cost-conscious buyers, particularly in rural areas.
- **Perception of Traditionalism** Zandu's strong association with traditional Ayurveda might hinder its ability to appeal to younger, urban consumers seeking a more modern or fusion approach to wellness.

● **Opportunities**

- **Growing Interest in Natural and Herbal Products** There is an increasing trend toward natural and organic wellness products globally, which creates new growth opportunities for Zandu in both domestic and international markets.
- **Health and Wellness Consciousness** Rising health awareness, particularly post-pandemic, has led to a surge in demand for immunity-boosting and preventive health products, an area where Zandu can expand its product offerings.
- **Expansion of E-Commerce and Digital Platforms** The rapid growth of e-commerce platforms provides Zandu with the opportunity to reach a larger and more diverse customer base, both in India and abroad.

- **Partnerships and Collaborations** Collaborations with global wellness brands, scientific institutions, or modern healthcare companies could help Zandu further its reach and credibility in the Ayurvedic and wellness market.
- **Government Support for Ayurveda** With increasing government support for Ayurveda through initiatives like the Ministry of AYUSH, Zandu stands to benefit from policies promoting traditional medicine practices in India.
- **Threats**
 - **Intense Competition** The rise of new Ayurvedic brands like Patanjali and the growth of well-established competitors such as Dabur and Himalaya pose a continuous threat to Zandu's market share.
 - **Regulatory Challenges** Ayurvedic products are subject to stringent regulations both domestically and internationally. Changes in regulatory standards or negative perceptions about the efficacy of Ayurvedic treatments could impact Zandu's growth.
 - **Consumer Skepticism** In an age of scientific scrutiny, some consumers remain skeptical about the scientific backing of traditional Ayurvedic products. If Zandu fails to address these concerns, it could impact its market position.
 - **Counterfeit Products** The growing problem of counterfeit Ayurvedic products in India can tarnish Zandu's brand image and reduce consumer trust if they fail to distinguish authentic products effectively.
 - **Global Market Competition** International players in the wellness and natural products industry may offer strong competition as Zandu seeks to expand globally, particularly in markets like the U.S. and Europe.

PRODUCTS OF ZANDU



Source: <https://zanducare.com/collections/all-products>

Zandu offers a wide range of Ayurvedic products, including medicines, supplements, personal care items, and wellness products. Here's a breakdown of some of their key product categories:

- **Ayurvedic Medicines**

- **Zandu Balm** A well-known pain relief balm for headaches, body aches and muscle pain.
- **Zandu Pancharishta** A digestive tonic for improving digestion and treating gastrointestinal issues.
- **Zandu Kesari Jivan** A health supplement aimed at improving stamina, strength and immunity, especially for the elderly.
- **Zandu Chyawanprash** An immunity-boosting product made with traditional Ayurvedic ingredients.
- **Zandu Vigorex** A health tonic for men aimed at improving vitality and overall energy.
- **Zandu Arogya Vati** Ayurvedic tablets to boost immunity and promote general wellness.



Source: <https://zanducare.com/>

- **Zandu Nityam Vati** Tablets for relief from constipation and digestive issues.
 - **Zandu Ayush Kwath** A herbal concoction designed to boost immunity, especially during seasonal changes.
- **Ayurvedic Supplements**
 - **Zandu Ashwagandha** Ayurvedic capsules containing Ashwagandha to reduce stress and promote overall wellness.
 - **Zandu Shilajit** A supplement to improve stamina, energy, and overall vitality.
 - **Zandu Tulsi Drops** Drops made from Tulsi extract to enhance immunity and respiratory health.
 - **Zandu Giloy Tablets** Immunity-boosting tablets made from Giloy, an Ayurvedic herb known for its health benefits.

- **Zandu Amla + 5 Herb Juice** A juice containing Amla (Indian gooseberry) and other herbs to boost immunity and improve overall health.
- **Zandu Guduchi (Giloy)** Ayurvedic powder and capsules for immunity and detoxification.
- **Pain Relief**
 - **Zandu Fast Relief** Pain relief ointment for muscular and joint pain.
 - **Zandu Roll-On Balm** A convenient roll-on version of Zandu Balm for quick relief from headaches and body pain.
- **Digestive Care**
 - **Zandu Nityam Churna** A digestive powder to relieve constipation and improve digestive health.
 - **Zandu Pachak** A digestive tablet that helps alleviate indigestion and improve digestion.
 - **Zandu Amlapittavati** A solution for acidity, gastric issues, and digestive disorders.
- **Women's Health**
 - **Zandu Striveda Lactation Supplement** A herbal supplement designed to support lactating mothers and boost milk production.
 - **Zandu Striveda Menstrual Pain Relief** A product to alleviate pain and discomfort during menstruation.
- **Immunity Boosters**
 - **Zandu ImmU Soft Chews** Soft chews made with Ayurvedic herbs for boosting immunity.
 - **Zandu Haldi Drops** Drops made from turmeric extract for immunity and anti-inflammatory benefits.
- **Personal Care**
 - **Zandu Aloe Vera + 5 Herb Juice** A juice that combines Aloe Vera and other herbs for skin and digestive health.
 - **Zandu Skin Care Range** Ayurvedic creams and oils for skin health and hydration.
 - **Zandu Pure Honey** Pure, natural honey, often used for improving digestion and boosting immunity.

LITERATURE REVIEW

Zandu Ayurveda is an renowned traditional medicines company. It offers various types of products offering medical remedies to the public which blend tradition with modern needs. Here we will work upon to examine the company's historical development, market strategies, product offerings and its influence on the Ayurvedic industry, supported by various sources.

Introduction to Zandu Ayurveda

Zandu Ayurveda, founded in 1910, is one of India's oldest Ayurvedic companies. It was established by Mahatma Zandu Bhattji, a prominent Ayurvedic practitioner.

Over the years, Zandu has positioned itself as a leader in the Ayurvedic wellness industry, focusing on traditional herbal medicines, natural remedies and personal care products rooted in Ayurveda.

It gained further prominence after being acquired by Emami in 2008, which expanded its market presence and distribution channels.

The Evolution of Ayurveda and Zandu's Role

Ayurveda, the traditional Indian system of medicine, is based on balancing the body's energies or 'doshas' using natural remedies and holistic practices. The global wellness movement has brought Ayurveda into the mainstream and companies like Zandu have played a pivotal role in popularizing these practices.

According to Kumar (2020), Zandu has been instrumental in integrating ancient Ayurvedic principles into contemporary consumer culture, offering products that blend tradition with modern needs.

Zandu's Product Development and Innovation

Zandu's product line includes pain relief balms (such as Zandu Balm), digestive tonics, immunity boosters and health supplements. Their research into combining ancient formulations with scientific advancements has helped them develop a diverse range of products.

According to Banerjee (2019), Zandu's Research and Development has allowed them to stay competitive in an increasingly crowded market, with innovations like the introduction of Zandu Fast Relief and Zandu Chyawanprash for immunity, being key developments.

Moreover, Zandu's emphasis on evidence-based Ayurveda has allowed it to compete with more modern pharmaceutical products.

Kaur (2018) states that Zandu's rigorous testing and quality control, has helped maintain consumer trust, especially in products like Zandu Pancharishta and Kesari Jivan.

Impact on the Indian Ayurvedic Landscape

Zandu's impact on India's Ayurvedic industry is profound. It has been a forerunner in bringing Ayurvedic solutions to the masses, particularly in rural and urban India.

Das (2017) highlights how Zandu's wide distribution network has made Ayurvedic remedies accessible to a broader audience, unlike many traditional Ayurvedic practitioners whose reach was limited. Additionally, Zandu has played a significant role in shaping consumer perceptions of Ayurveda.

Patra and Singh (2021) argue that Zandu's effective branding and marketing have transformed Ayurvedic products from being perceived as niche or rural remedies to being seen as modern, wellness-oriented solutions. This shift in perception is crucial to Ayurveda's growing market share in both India and abroad.

Marketing and Strategic Approaches

Zandu's marketing strategies have evolved significantly post its acquisition by Emami. Gupta (2019) points out that Zandu has successfully combined the credibility of its century-old brand with aggressive modern marketing tactics, such as celebrity endorsements and digital campaigns. The company's use of e-commerce platforms and social media to promote its wellness products reflects its adaptation to contemporary consumer behavior.

According to Sharma (2020), Zandu's ability to reposition its products from being primarily medical remedies to wellness supplements has been a key to its continued relevance in the market. Its immunity-boosting products, such as Zandu Giloy and Zandu Tulsi Drops, have gained significant traction, especially during the COVID-19 pandemic.

Global Presence and Challenges

Despite its strong presence in India, Zandu's international expansion has been gradual. Compared to its competitors like Dabur and Patanjali, Zandu has a more limited presence in global markets.

Rajan (2022) notes that Zandu faces challenges in navigating international regulations and adapting Ayurvedic products for foreign consumers, who may not be as familiar with traditional Indian medicine.

Moreover, Zandu's positioning as a traditional Ayurvedic brand can sometimes limit its appeal to younger, more cosmopolitan consumers, who may prefer fusion or contemporary wellness brands.

As Maheshwari (2018) suggests, Zandu must continue to innovate while maintaining its Ayurvedic roots to appeal to a more globalized and health-conscious audience.

Sustainability and Ethical Sourcing

Zandu places significant emphasis on sustainability and ethical sourcing of ingredients, which aligns with the growing consumer demand for environmentally friendly products. The company's commitment to using natural, sustainably sourced herbs and plants is well-documented in its Corporate Social Responsibility (CSR) reports.

According to Chopra (2019), Zandu's efforts to promote sustainability in Ayurvedic production are a vital part of its strategy to enhance consumer trust and brand image.

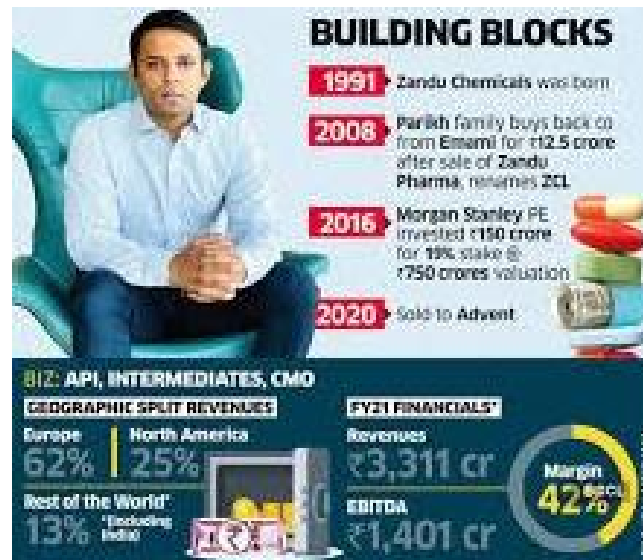
Zandu's Competitors and Market Position

Zandu faces stiff competition from other Ayurvedic giants like Dabur, Himalaya, and Patanjali. However, its focus on specific health categories, such as pain relief (Zandu Balm) and digestive health (Zandu Pancharishta), has allowed it to carve a niche.

As noted by Iyer (2021), Zandu's specialized offerings provide a competitive advantage, although it needs to innovate continually to stay ahead of competitors like Patanjali, which has disrupted the Ayurvedic market with its aggressive pricing and diverse product lines.

Thus, Zandu Ayurveda has made significant contributions to the Indian Ayurvedic landscape by making traditional herbal remedies accessible and relevant in the modern era. Its ability to maintain a stronghold in an increasingly competitive market is due to its innovation, research, and strategic marketing approaches. However, challenges such as global expansion and competition from newer players like Patanjali require the brand to continually evolve. Zandu's commitment to sustainability, consumer trust, and blending tradition with modern science will be crucial to its future success.

BUSINESS MODEL OF ZANDU AYURVEDA



Source: <https://economictimes.indiatimes.com/news/company/corporate-trends/bought-for-rs-12-5-cr-sold-at-rs-2000-cr-how-zandu-scion-scaled-api-biz-160-times-in-12-yrs/articleshow/81422044.cms?from=mdr>

The business model of Zandu Ayurveda revolves around leveraging the traditional principles of Ayurveda to provide health and wellness solutions to a broad customer base. The model has evolved over time, especially after its acquisition by Emami Ltd. in 2008, to integrate modern business strategies, product innovation, and market expansion.

The business model of the Zandu Ayurveda can be discussed under the following headings.

- **Core Offerings** Zandu Ayurveda's primary business model centers on producing and selling Ayurvedic products, focusing on:
 - **Health and wellness products** Including tonics, balms, immunity boosters, digestive aids, and other herbal remedies.
 - **Pain relief products** Their flagship product, Zandu Balm, is a market leader in the pain relief segment.
 - **Personal care and supplements** This category includes products for skin care, hair care, and Ayurvedic supplements.
- **Product Categories** Zandu operates across multiple product categories;
 - **Over-the-Counter (OTC) Products** Zandu offers OTC Ayurvedic medicines and wellness products, like Zandu Balm, Zandu Pancharishta, and Zandu Chyawanprash, which are easily accessible to consumers.

- **Health Supplements** Products like Zandu Kesari Jivan, Zandu Giloy, and Zandu Ashwagandha are targeted toward general health, immunity, and energy.
- **Digestive Care** Products like Zandu Nityam Churna and Zandu Pachak address digestive health.
- **Personal Care** Products in this category include Ayurvedic oils, skincare solutions, and body care products.
- **Value Proposition** Zandu's value proposition lies in the following points.
 - **Trusted Heritage** The company's long-standing history since 1910 provides a legacy of trust, making its products credible and appealing to consumers who value traditional medicine.
 - **Ayurveda Expertise** Zandu offers authentic Ayurvedic remedies, combining ancient knowledge with modern research.
 - **Product Quality and Innovation** Zandu focuses on maintaining high-quality standards by using natural ingredients and investing in research and development (R&D) to create effective products.
 - **Affordability and Accessibility** Zandu offers a range of products at affordable prices, making Ayurvedic remedies accessible to different income segments.
- **Revenue Streams**
 - **Direct Sales of Ayurvedic Products** This includes both retail and online sales of its product range across health, wellness and personal care segments.
 - **Distribution Partnerships** Zandu products are sold through a vast distribution network including pharmacies, general stores, and supermarkets across India.
 - **International Sales** Though limited compared to domestic operations, Zandu has begun expanding to international markets through online sales and selective distributors.
- **Distribution Channels** Zandu Ayurveda employs multiple distribution channels to reach its customers.
 - **Traditional Retail Channels** Zandu products are widely available in pharmacies, Ayurvedic stores, supermarkets, and local retail outlets.
 - **E-commerce Platforms** Zandu leverages digital platforms to expand its reach through both its own website and major online retailers like Amazon and Flipkart. The growth of e-commerce has significantly boosted their market penetration, especially during the pandemic.

- **Direct-to-Consumer (DTC)** Through its own website and e-commerce platforms, Zandu has embraced the DTC model, enhancing its customer reach and data insights.
- **Target Market** Zandu Ayurveda's target market includes the following types of consumers.
 - **Health-conscious consumers** People looking for natural, holistic remedies for health and wellness.
 - **Individuals seeking alternative medicine** Customers who prefer traditional Ayurvedic treatments over conventional pharmaceutical options.
 - **Rural and Urban Segments** Zandu has a strong presence in both rural and urban India, with a diverse product portfolio catering to various socio-economic groups.
 - **Global Health Market** Zandu is tapping into the global wellness industry, particularly in markets like the U.S., where interest in Ayurveda is growing.
- **Marketing and Branding** Zandu's marketing and branding strategies involves the following.
 - **Leveraging heritage and trust** The company's strong heritage is used as a central theme in marketing campaigns to highlight its authenticity and reliability.
 - **Celebrity Endorsements** Zandu often uses celebrities to endorse its products, particularly for mass-market items like Zandu Balm.
 - **Health Awareness Campaigns** Zandu promotes wellness and Ayurvedic education through social media, blogs, and campaigns highlighting the health benefits of Ayurveda.
- **Research and Development (R&D)** Zandu invests in R&D for the following reasons.
 - **Develop new formulations** Innovating within Ayurvedic principles to create new products for emerging health concerns such as immunity-boosting supplements.
 - **Scientific Validation** The company works to provide scientific backing to its products, integrating traditional Ayurveda with modern scientific research to ensure efficacy and safety.
- **Key Partnerships** Zandu has several partnerships that drive its business.
 - **Raw Material Suppliers** Zandu relies on a network of suppliers for natural herbs and ingredients used in its Ayurvedic products.
 - **Distribution Partners** Zandu partners with retail chains, pharmacies, and online platforms to sell its products across India and globally.

- **Emami Ltd.** As part of Emami, Zandu benefits from the larger company's marketing expertise, financial resources, and extensive distribution network.
- **Global Expansion and Challenges** Although Zandu's primary market is India, it has also made rapid strides in international markets.
- **Global Ayurvedic Boom** With growing interest in natural and holistic healthcare, Zandu sees opportunities in global markets, particularly in regions like North America, Europe and Southeast Asia.
- **Regulatory Hurdles** Expanding internationally involves overcoming regulatory challenges, as Ayurvedic products face different legal standards, in various countries.
- **Brand Recognition** While Zandu is a well-known brand in India, it faces challenges building brand recognition in competitive global markets.
- **Sustainability** Zandu emphasizes sustainability by adopting the following points.
- **Ethical Sourcing** The company ensures that the herbs and ingredients used in its products are sustainably sourced, maintaining a balance between harvesting and conservation.
- **Environmental Responsibility** Zandu is moving toward more eco-friendly packaging and reducing its carbon footprint.
- **Future Growth** The future growth of Zandu Ayurveda depends on the following points.
- **Product Diversification** Expanding into new health and wellness categories, including skincare, supplements, and preventive healthcare.
- **Digital Transformation** Embracing digital platforms for sales and customer engagement, as the shift to online shopping continues.
- **International Expansion** Strengthening its global presence through partnerships, marketing, and compliance with international regulations.
- **Health Trends** Leveraging the growing demand for immunity-boosting products, especially post-pandemic, and promoting holistic health and wellness.

CONCLUSION



The Emami Family

Manish Goenka, Prashant Goenka, Aditya V Agarwal, Mohan Goenka, Sushil Goenka and Harsh Agarwal (standing left to right);

Priti A Sureka, R S Agarwal, R S Goenka (sitting left to right)

Source: <https://www.moneycontrol.com/news/business/what-lies-ahead-for-zandu-maker-emami-as-the-next-generation-takes-over-8049611.html>

The Zandu Ayurveda business is rooted in its Ayurvedic heritage. It has now evolved to incorporate modern marketing, digital transformation and product innovation. Its focus is on quality, sustainability, and leveraging Emami's resources positions. Thus is emerging as a strong player in both the domestic and growing global Ayurvedic markets.

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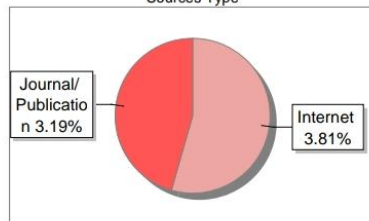
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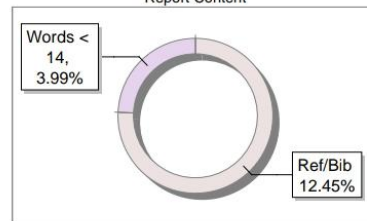
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