



SANTULAN AYURVEDA: A “SWADESHI” ROAD- MAP TO WELLNESS INDUSTRY

Mrs.Harshada Raut¹ , Dr. Chhabi Sinha²

¹Department of Commerce,Savitribai Phule Pune University,Pune (India)

²Department of Management , MIT-ADT University, Pune (India)

ABSTRACT

The case “Santulan Ayurveda: A “Swadeshi” road-map to Wellness industry parleys about how Santulan Ayurveda; a newly emerged Ayurvedic medicine based company has instigated the Swadeshi strategy to enter the wellness industry and could flourish and sustain. The case starts with a brief history of Santulan Ayurved and its founder Dr.Balaji Tambe. It then describes the company’s marketing initiatives, which include the launch of an online shopping portal and use of different social media platforms for promoting the company’s products. The case reveals what is Swadeshi and Wellness industry. It also highlights the challenges Santulan Ayurved faced and its future plans.

Keywords: Ayurveda, Wellness, Marketing, Niche, Santulan.

I. INTRODUCTION

India is witnessing the edge of population decline now days. On the threshold of the 21st century, amongst the literate masses there is budding consciousness about the small family. The children in the family have been restricted only to one or two. Also gone are the days where the mothers were illiterate and the family and baby making decisions relied over them. Now a days mothers have become conscious about their own health to nurture a healthy child.

Hitherto, Indians are worshippers of Ayurveda, Indian culture and traditions having strong belief about enhancing the child in the mother’s womb. Taking the same platform, in Maharashtra emerged an Ayurvedic doctor, Dr.Balaji Tambe with his vast knowledge of Ayurveda .Dr.Balaji Tambe used to write a supplement”Aarogya’ in Sacral newspaper. He got enormous admiration amongst the readers for his Ayurvedic solutions. And then he launched his book” Garbha Sanskar” especially for the expecting mothers. The book got vastly prevalent and also was at a prodigious demand from worldwide. This was also

followed by launching the “Garbha Sanskar Sangeet “that also witnessed the same acceptance. This initiated the launch of new company named “Santulan Ayurved”.

II. BACKGROUND NOTE

Santulan Ayurved is an Ayurveda based company that manufactures Ayurvedic medicines. It is situated at Lonavala and also provides in-house treatments for the medical complications. Besides this books are published. Also there is an annual competition held for the children and their parents who have followed Garbha Sanskar.

Dr.Balaji Tambe is basically a mechanical engineer but has studied Ayurveda thoroughly and has a colossal expertise over it to satisfy the queries and questions of the patients for their medical problems. Products of Santulan Ayurved range from grooming, wellness and medicines and there is special range of products for expecting mothers, maternal health and neonatal care. Consumers have been found to satisfy with the products and overwhelmed with the Ayurvedic solutions. Dr.Balaji Tambe also has a talk show on SAAM TV Marathi where he speaks about the wellness by Ayurveda way.

Recently Dr.Balaji Tambe is populous as Shreeguru. This shows what deference he has gained amongst the masses for his Ayurveda knowledge and medications.

Maharashtra has seen this new way of marketing through a niche of expecting mothers .This can also be called spiritual pathway as practiced by Baba Ramdev, Sri Sri Ravi Shankar etc. to enter the market.

III. EXCERPTS

Dr.Balaji Tambe has established his empire at Karla near Lonavala in Maharashtra .It is established form 1982 and the empire entirely follows a Vedic lifestyle .Here Panchakarma and Ayurveda based treatments are given .Also there is a facility of resident treatment . Besides this Santulan Ayurveda also has online shop .The Santulan Ayurveda products are also available in local as well as international market. The product category ranges from immunity boosters ,skin care , pregnancy, baby care, acidity and digestion ,cough and cold, eye care health care, general and the list is unending .You just name the product and they have it. That too with the Ayurveda based medicines with no side effects. With this there exist a new product category containing books, healing music, zodiac dhoop .Out of which

the book “Garbha Sanskar is widely populated even in other countries. With this even the “Garbha Sanskar CD” is the most famous.

IV. CONCEPT IN MARKETING

Now a days there is a new trend seen in marketing-spiritual way of entering the market? Dr.Balaji Tambe has adopted the same way. Other spiritual gurus have also followed the same path. Ramdev Baba’s Patanjali, Sri Sri Ravi Shankar’s Sri Sri Tatta are ruling the market with the same formula or roadmap. Also consumers have accepted this ideology of using Ayurveda for their day-to day problems. It is also seen that Ayurveda based medicines or Products have got lot of fame in this decade. Also Indians have nodded to the Swadeshi plea of Baba Ramdev making him an ace in the FMCG and wellness sector. This probably has provoked the other spiritual leaders to imitate the strategy.

There is a concept of consumer ethnocentrism which prejudices the superiority of one’s own culture with respect to others .Consumer ethnocentrism can also be the reason for the acceptability and the popularity of these Ayurveda based products.

V. RESULTS

By adopting this spiritual and indigenous branding of the products based on the Ayurveda the Santulan Ayurved has gained huge popularity .Also the founder Dr.Balaji Tambe is now renowned. From the last decade the concept of Swadeshi has regained its old popularity .Santulan Ayurved has benefited with this change in taste of consumers.

But Santulan Ayurveda has maintained its market share with a continuous variety of products, new ways of promotions like through yoga, TV programs etc.

To conclude Dr.Balaji Tambe has successfully carved a niche in the market with his Santulan Ayurveda initially entering the market with Garbha Sanskar products (Pregnancy and maternal products) and now spreading into wellness sector and almost centering the whole of the eclipse at Ayurveda. He has set this new road-map of Swadeshi marketing.

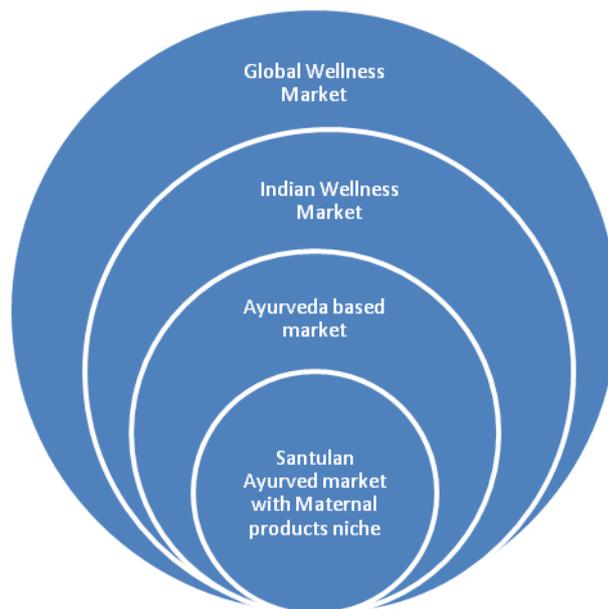
VI. CHALLENGES

This pandemic of covid-19 has totally twizzled the marketing thumb rules. Swadeshi products have become talk of town. The imports are curbed .So we can say the indigenous



products have got the boon. But Santulan Ayurved should continue designing the products according to consumers’ need and want. There is threat that Ayurveda is a slow healer medicine so to retain the customer Santulan Ayurved should try to heal the discomfort soon to keep the customers loyal. Also, inspite of pregnancy and maternal health as a niche Santulan Ayurved should tap new niche or should adopt mass marketing strategy too.

VII. EXHIBITS



Above diagram defines how Santulan Ayurved has tapped the market with its maternal products as a niche initially .Then it has improved its market share amongst the Ayurveda based leaders like Patanjali, Dabur, Baidyanath, Ayur .Also the diagram also reveals how Santulan Ayurved has to prove its flagship in the Indian wellness market and after all the global market.

VIII. REFERENCES

[1] www.santulanayurved.in